EDUNAKHO
GROUP

EDUNAKHO MEDIA PACK

EMPOWERING STUDENTS TO MAKE THE BEST DEGREE DECISIONS

EDUNAKHO.COM



EDUNAKHO GROUP

INTRODUCTION

STATS & DEMOGRAPHICS

HOW WE SUPPORT YOU

WHO WE WORK WITH

CONTACT US

Introduction

In today's digital age, video is king for prospective students making crucial decisions about their education, particularly because of the popularity of social media. At EDUNAKHO, we are at the forefront of this revolution, crafting compelling videos and content tailored specifically for those eyeing an MBA or specialized Master's in Business.



WHAT WE DO

We're a **content marketing and lead gen company built for business schools.** Through engaging video and editorial storytelling, we connect schools with qualified, motivated candidates across our four trusted platforms:

mbatube.com,
mbagradschools.com,
mastertube.com and
mastergradschools.com



WHY EDUNAKHO

The name brings together two ideas:

EDU, for education
NAKHO, a Zulu word meaning "there it is" or "behold it"

Zulu, spoken in our founder's home country of South Africa, gives us nakho, a word that captures our mission: helping students see, explore, and experience their grad school options before choosing.



MISSION, VISION AND VALUES

Our mission is to **help students make informed degree choices by showcasing real stories** from top business schools.
Our vision is a world where every student chooses the right program through honest, compelling content that inspires action.

Our four core values are:
Curiosity, Honesty, Excellence and Relationships

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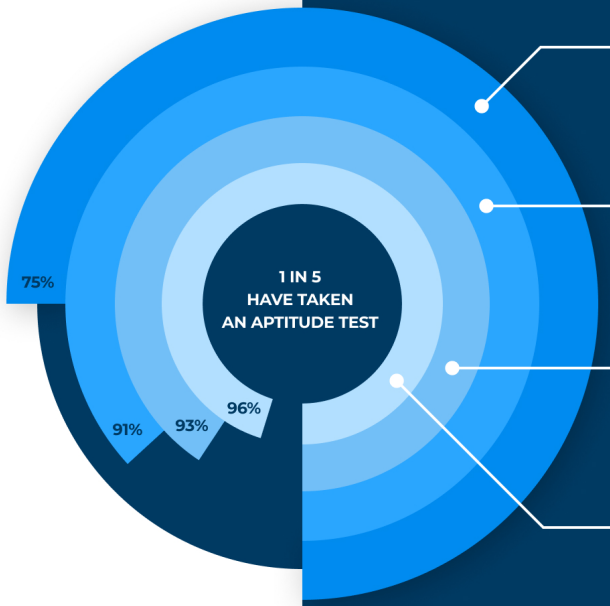
MBATUBE™ MBAGRADSCHOOLS

ANNUAL PAGE VIEWS 1M+

SOCIAL MEDIA FOLLOWING	AGE	TOP COUNTRIES
100k+	24-34	USA 🇺🇸 India 🇮🇳 Germany 🇩🇪 Canada 🇨🇦 UK 🇬🇧



75% HAVE OBTAINED AT LEAST A BACHELOR'S DEGREE

91% ARE READY TO STUDY IN THE NEXT 2 YEARS

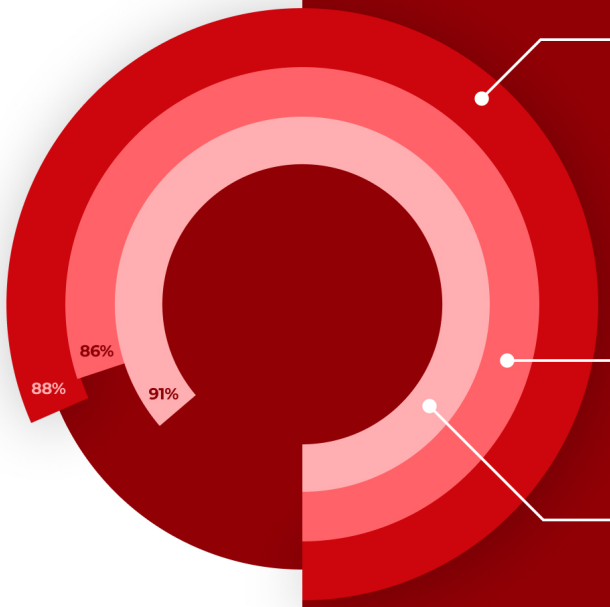
93% HAVE 2+ YEARS OF WORK EXPERIENCE

96% ARE COMFORTABLE STUDYING IN ENGLISH

MASTERTUBE™ MASTERGRADSCHOOLS

ANNUAL PAGE VIEWS 1M+

SOCIAL MEDIA FOLLOWING	AGE	TOP COUNTRIES
100k+	20-30	USA 🇺🇸 India 🇮🇳 France 🇫🇷 UK 🇬🇧 Canada 🇨🇦



88% HAVE EITHER OBTAINED A BACHELOR'S DEGREE OR ARE CURRENTLY STUDYING FOR A BACHELOR'S DEGREE

86% ARE COMFORTABLE STUDYING IN ENGLISH

91% ARE READY TO STUDY IN THE NEXT 2 YEARS

EDUNAKHO
GROUP

HOW WE SUPPORT YOU

1. SCHOOL PROFILES
PROFILE PAGE

2. CONTENT CREATION
- VIDEO PRODUCTION
- EDITORIAL
- TIKTOK
- GRAD-YOU-ATION

3. LEAD GENERATION
- QUALIFIED LEAD GENRATION
- YOUTUBE LEAD GENERATION

4. PACKAGES
- ANNUAL PACKAGES

CONTACT US

Profile Page

- **Targeted Audience:** Our platforms reach your future students. Exclusively focused on graduate management prospects - MBA, MiM, MSc, EMBA, and more.
- **Student Decision Funnel:** Enables a variety of ways that we connect you with your future alumni inc. eligibility quiz, ambassador chats, event sign ups, and brochure downloads.
- **Local, Regional, Global Reach:** Whether you have a local, regional, or global recruitment strategy, we will put you in front of the right audience.

OUR PLATFORMS

MBATUBE AND MASTERTUBE:

Premier destinations for hosting your institution's most compelling video content. Much like YouTube, you manage your very own video channel to showcase your latest and greatest videos to our audience.

MBAGRADSCHOOLS AND MASTERGRADSCHOOLS:

A wholistic approach to profile your institution. Here we will showcase your institution with compelling editorial content and allow you to directly connect with prospective candidates through a variety of formats such as an eligibility checker, event signups, and ambassador chats.

PRICING:

BASIC

FREE

Plan includes:

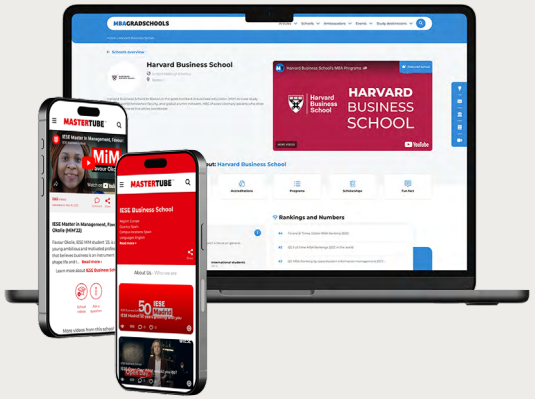
- Host up to 36 of your latest and greatest videos content on MBATUBE & MASTERTUBE
- Dashboard access to monitor your school profile
- Basic listing on MBAGRADSCHOOLS & MASTERGRADSCHOOLS

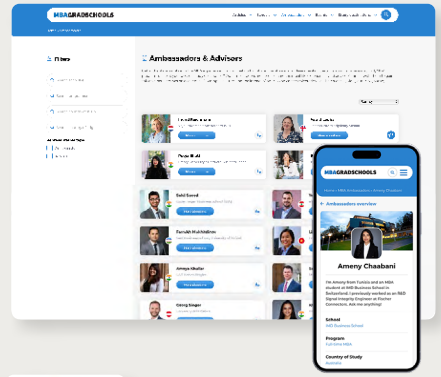
PREMIUM

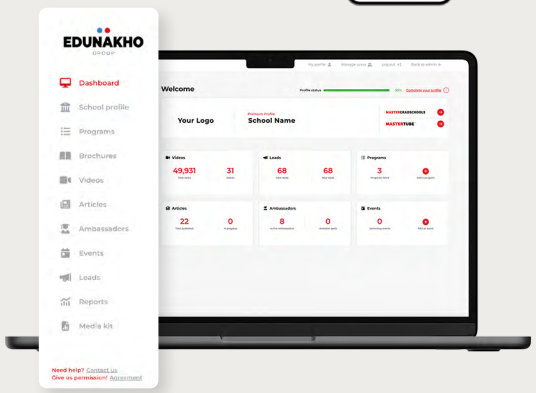
€3,000

Plan includes:

- Everything from **Basic profile**
- Increased visibility and enriched information
- Motion Graphic Video
- Enables "opt-in" to lead-gen features:
  - Eligibility Quiz,
  - School Finder Quiz,
  - Brochure Downloads,
  - Ambassador Chats







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1. SCHOOL PROFILES
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2. CONTENT CREATION
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   YOUTUBE LEAD GENERATION

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CONTACT US

Video Production

Our expert video production team is here to transform your story into a captivating commercial masterpiece. Specializing in higher education (Business Schools), we provide full-service consultation from storyboard to final product, ensuring your vision is brought to life with precision and creativity.

What We Offer:

- **Professional Video Production:** High-quality, engaging videos tailored to your brand.
- **On-Site Expertise:** We capture your essence with professional flair and style.
- **End-to-End Consultation:** From concept development to final edits, we're with you every step of the way.
- **3rd Party Promotion:** Amplify your reach through our established platforms.

Partner with us to create a video that not only tells your story but captivates your audience and elevates your brand.

FOR INDIVIDUAL VIDEOS:
per full-length video +
teaser (per aspect ratio)
€4,500

VIDEO CREDITS:

3 VIDEOS

€12,750
/€4,250 per video

What's included:

- 3x full-length videos (max 5mins)
- Captions & uncaptioned version
- SRT Files
- Full commercial rights & ownership

5+ VIDEOS

€20,000
/€4,000 per video)

What's included:

- 5x full-length videos (max 5mins)
- Captions & uncaptioned version
- SRT Files
- Full commercial rights & ownership

Benefits working with our production unit:

- Professional production with an experienced team.
- We handle clip selection.
- Our expertise and niche is higher education, we understand your narrative.
- Content will be promoted on our portals.
- Content will be school branded, you receive full license and ownership of the final product.

Notes:

- 1 filming location
- 1-3 speakers
- 3 edit rounds
- 1/2 day production
- Worldwide productions as listed on our global production tour

EXAMPLES:









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CONTACT US

Editorial Content

Telling Your Story, Your Way

CHOOSE YOUR EXPERIENCE: READ – WATCH – LISTEN

We let users engage the way they prefer. Our data-driven editorial strategy delivers content across formats, articles, videos, and podcast-style interviews, maximizing reach and resonance across platforms.

FROM CONCEPT TO PUBLICATION

Whether you have a topic in mind or need help building one from scratch, we handle it all. From sourcing contributors to scripting, editing, and distributing the final piece, our full-service editorial support ensures every story lands with impact.

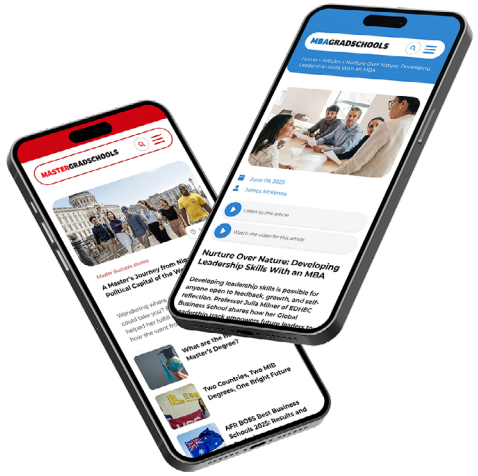
ALUMNI STORIES WITH A TWIST

“Where Are They Now?”

We revisit standout alumni and invite them to reflect on their original admissions essays. In a remote video format, they react in real time, offering a powerful look at their growth and what they’ve accomplished since business school.



MBA Expectations vs. Reality: An Alumnus Reflects on His Experience



PRICING:

ARTICLE CREDITS:

1 article
€2,000

3 articles
~~€5,500~~

5 articles
~~€9,000~~

EXAMPLES:



Learning to Spark Change With the Georgetown McDonough MBA



The Tuck MBA Brings A Community of Support to Career Services



The IMD GPT: An MBA in Your Back Pocket



Human-Centered Leadership: The Legacy Behind the Success of the St.Gallen SIM



The Innovative IMBA in China: Building Global Business Leaders

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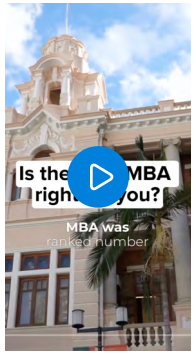
CONTACT US

TikTok Marketing Page

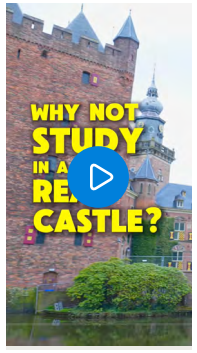
Why EDUNAKHO for TikTok Campaigns?

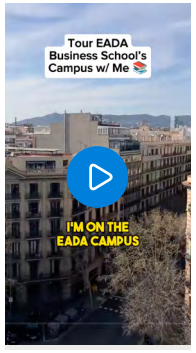
- We've already cracked the code for graduate business content on TikTok. With 4.4 million views in 2025 alone and over 11K followers, we've built a trusted and targeted channel: @gradschools.
- Unlike generalist agencies, our audience is already filtered, we exclusively target prospective grad management students (MBA, MIM, Finance, etc.) actively seeking school options.
- We offer both organic exposure (through our account) and branded sponsored posts, plus optional TikTok training to build internal school capacity.
- Our data-backed content strategy ensures your videos reach relevant users, not just passive scrollers.

EXAMPLES









PRICING:

OFFSITE:

Package options:

1 video
€1,000

3 videos
€2,400

5 vides
€3,500

EXAMPLE

ONSITE:

Package options:

5 video
€6,000

10 videos
€10,000

EXAMPLE

TIKTOK STATS

- 2 billion active monthly users
- 35% of active users age 25-34
- 40%+ of Americans use TikTok as a search engine
- Users spend an average of 47 minutes per day, highest of any major platform

EDUNAKHO TIKTOK PERFORMANCE

- 4.4 million views in 2025
- Over 13k followers
- 25-34 most active age group
- Global or targeted reach

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CONTACT US

Grad-YOU-ation

WORD OF MOUTH MARKETING HAS NEVER BEEN THIS EASY!

Create tailored individual graduation videos for each of your graduates. Give them something to treasure, while engaging with a potential new audience of future graduates.

Aligning marketing strategies with emotion has already proven to be successful, but tapping into fond memories can be an invaluable tactic, especially for engaging for your prospective students.

Reach your graduates' personal networks by offering them a product they will be proud to share with their peers.

PRICING:

STARTING FROM

€5,000

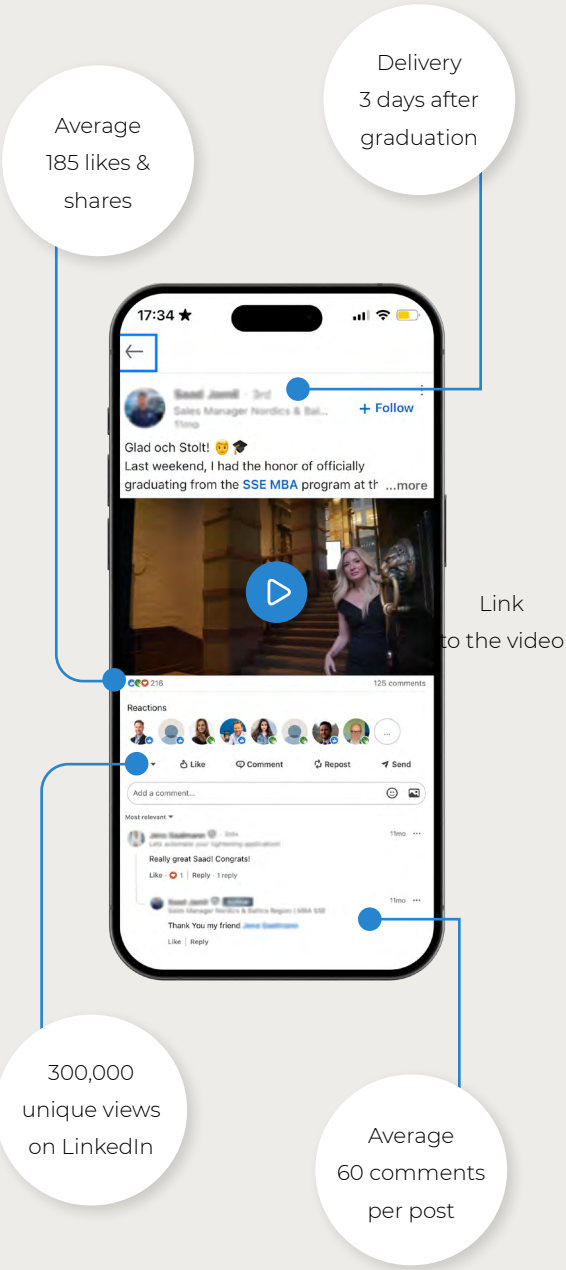
startup cost

Ask for detailed offer: kevin@edunakho.com

ADD ON

€100 /per graduate

GRAD-YOU-ATION IS A PRODUCT OF MBATUBE & MASTERTUBE



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Leads: The Enrolment Booster

Why EDUNAKHO's Lead Generation Services?

We specialize exclusively in Graduate Management Education, no undergraduate clutter, no unrelated inquiries.

Our leads are:

- **Targeted:** Based on demographic, geographic, personal goals/interests, and program interest filters.
- **Qualified:** Using our Eligibility Quiz that mirrors your admissions criteria (e.g. education, work experience, English level).
- **Exclusive:** Leads are not shared with multiple institutions. You own them.
- **Action-Ready:** Candidates are opting in specifically for your programs.
- **Engaged:** Our campaigns also drive participation in Ambassador Chats, School Finder tools, and Brochure Downloads.

VALUE-ADDED SERVICES:

- **Eligibility Quiz** – Custom-built based on your program requirements to pre-screen candidates.
- **School Finder Integration** – Matches users with your program via organic platform journeys.
- **1-to-1 Virtual Meetups** – We facilitate direct conversations between interested leads and your admissions team. **NEW**
- **Lead Intelligence Reports** – Every campaign concludes with a report covering demographics, qualifications, program interests, and even **LinkedIn profiles.**



GLOBAL CAMPAIGNS:

€50/ per qualified lead

Campaign includes:

- Minimum 50 leads per package
- 2-month campaign cycles



GEO-TARGETED CAMPAIGNS:

€100/ per qualified lead

Campaign includes:

- Ideal for regional targets or custom audience segments
- Also sold in flexible 50-lead packages

VISUAL REPRESENTATION OF OUR LEAD GEN PROCESS:

Campaign - We run dedicated campaigns to attract the right candidates.

↓

Targeted Lead Generated - We align with your strategy. Region, Industry Background, Education Level, etc.

↓

Lead Qualified - Through your eligibility quiz, we determine the eligibility of the candidate.

↓

Facilitate 1-1 Meet Up - Once a lead is deemed qualified, we initiate the conversation, bringing them infront of your team.

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YouTube Advertising Page

ALREADY INVESTING IN GOOGLE ADS?

Most schools overlook the 2nd largest search engine in the world with over 2.7 billion monthly active users. Schools investing only in Google search are **capturing existing demand.** YouTube lets you **generate new demand** by reaching people earlier in their decision making process through their **"Demand-Gen Campaigns".**

WHY LET US RUN YOUR YOUTUBE CAMPAIGN?

- Expert content production and media buying in one place
- End to end consultation
- Extensive A/B testing across video types and calls to action



PRICING:

OPTION A

€11,000

Duration:

6 Months

Plan includes:

- Lead campaign using a customizable lead form
- 3 month A/B testing
- 2 ad types (bumper + skippable)*
- Ad-spend included

**optional ad creatives for an additional €1,000*

OPTION B

€20,000

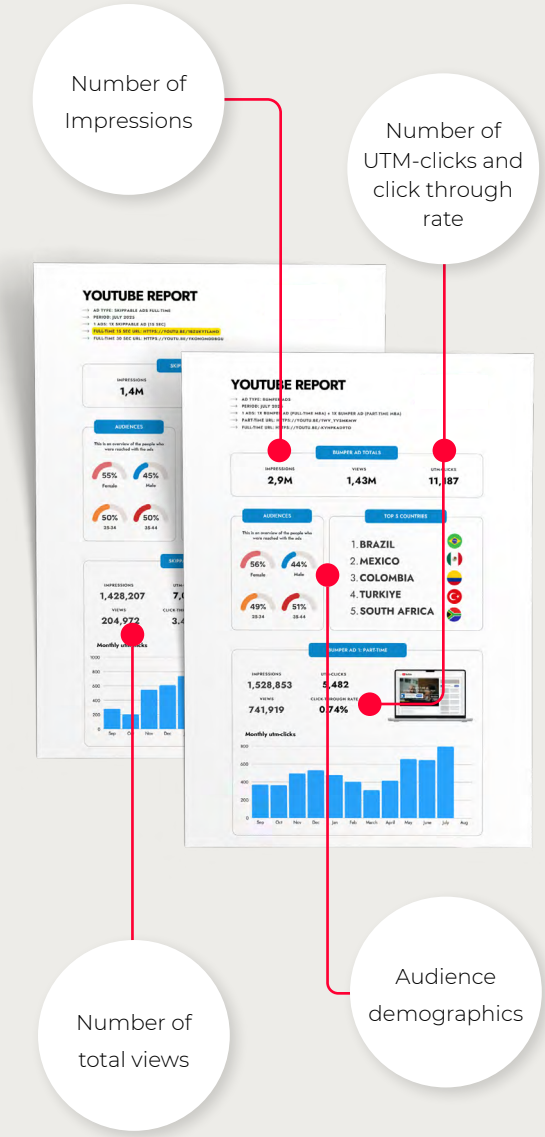
Duration:

12 Months

Plan includes:

- Lead campaign using a customizable lead form
- 3 month A/B testing
- 2 ad types (bumper + skippable)
- 2 ad creatives included
- Ad-spend included

YouTube REPORTING



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   - **ANNUAL PACKAGES**

CONTACT US

Discounted Package Offers

OUR ANNUAL PACKAGES:

PREMIUM

€7,500/year

Plan includes:	Value
• Upgraded School Landing Page	€3,000
• 1 x Motion Graphic Video	€500
• 2 Sponsored Articles	€4,000
• 100 Qualified Leads	€5,000
Total Value:	€12,000

PREMIUM PLUS

€15,000/year

Plan includes:	Value
• Upgraded School Landing Page	€3,000
• 1 x Motion Graphic Video	€500
• 2 Sponsored Articles	€4,000
• 100 Qualified Leads	€5,000
• 2 On-site Video Productions	€9,000
Total Value:	€21,500

FROM START TO RE-START



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Who We Work With

200+ PARTICIPATING GRADUATE SCHOOLS

UNSW Business School · Manchester 1824 The University of Manchester Alliance Manchester Business School · EMBA American University in Dubai · Tuck at Dartmouth · University of Cambridge Judge Business School · CEIBS · CBS Copenhagen Business School · CUHK Business School The Chinese University of Hong Kong · University of South Carolina · eada business school barcelona · EAE Business School · EDHEC Business School · emba · Emory Goizueta Business School · RSM Erasmus University · ESMT Berlin · ESSEC Business School · eu Business School · Fordham University Gabelli School of Business IT · Frankfurt School of Finance & Management · Harvard Business School · HHL · HKU Business School · HKUST Business School · ie Business School · IESE Business School University of Navarra · IMD · ISB · IPADE Business School · NEOMA Business School · London Business School · NUS Business School · Nyenrode Business Universiteit · University of Oxford Saïd Business School · Santa Clara University Leavey School of Business · Schulich School of Business York · Smith School of Business Queen's University · Stockholm School of Economics · Syracuse University Whitman School of Management · The University of Tampa · UBC Sauder School of Business Robert H. Lee Graduate School · UNC Kenan-Flagler Business School · University of Bath · Berkeley Haas · University of St.Gallen · USB Executive Development · Vlerick Business School · VU Vrije Universiteit Amsterdam · Yale School of Management

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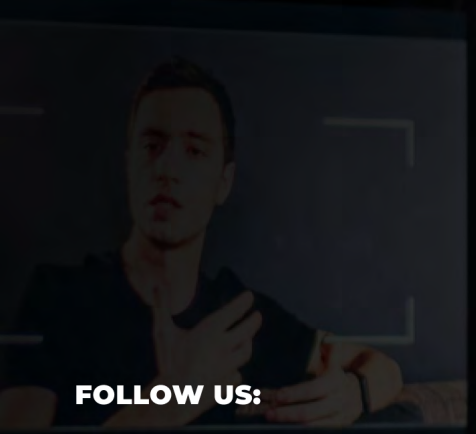

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MBA Channels

Master Channels