

# Mxit pushes education loans

Eduloan selected Mxit as its mobile media partner of choice during registration period, to target multitudes of students and parents with its educational finance offerings.

The campaign was successful in driving interest, with over 50,000 people signing up for the app - proving mobile social network advertising's ability to reach thousands of youth on the go, in an environment that provides relevant information they trust.



## Create awareness

Nicolette Gehlig, Mxit's media & marketing strategic manager explains, "The objective of the campaign was to create awareness of the Eduloan offering and at the same time ensure that the public understood how easy and simple it was to do business with the company."

Reaching thousands of students through its app and Splash Screen campaign, it raised awareness of its offerings, while educating students and their parents that it also provides assistance with tuition fees, outstanding fees, registering for new courses and finance for laptops, tablets,

textbooks and accommodation.

## Social mobile conversation

Andrew Kramer, Mxit VP Sales adds, "By tapping into Mxit and the high mobile usage amongst students, the client was able to generate leads through demonstrating how affordable its loans were, while ensuring that the brand was part of the social mobile conversation. From a student perspective, the campaign proved that the company understands their needs by publishing an app that shows examples of monthly instalments and makes it quick and easy to apply for a loan without having to worry about data costs associated with completing forms online."



Charlotte Smit, sales and marketing executive at Eduloan concludes, "We're delighted with the campaign results and recognise that this platform is the leader in assisting brands to positively engage and connect the youth of South Africa."

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