

Storykit\_

# Transform your student recruitment with the power of video

All you need to know about  
Storykit's video automation solution

# Content

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# Let's Storykit it

Hundreds of programs, one small marketing team, and a big challenge: How do you recruit new students effectively?

The answer lies in video automation.

So let's get straight to the point and tell you exactly what Storykit's video automation can do for universities:

- Turn any written program content into video
- Fully controlled, fully customised output
- No or minimal finishing touches required
- Your tonality, narratives and core messages built in
- Automatically uses your assets and guidelines for on-brand results every time
- Localising to multiple languages automatically for international student recruitment

# What are the benefits of using video automation for student recruitment?

The short answer is: to save time and money, but let us dig a bit deeper.

**When you start automating** your video creation, these are some of the benefits you'll see:

- Simplify complex curriculum material into clear, engaging video content that resonates with your audience
- Save time by drastically reducing the hours spent on content creation
- Save money by producing high-quality videos more efficiently and cost-effectively
- Scale your marketing efforts effortlessly across multiple programs and platforms
- Maintain consistent, on-brand messaging across all platforms

Peder Bonnier, CEO and co-founder of Storykit, notes:

*“Process automation isn't just about efficiency; it's about transforming the way we work. By automating the repetitive and mundane, we allow teams to focus on what truly matters—creative problem solving and innovation.”*



*Peder Bonnier, CEO, Storykit*

# Why is video the best way to stand out to students?

## 1. Students want more video, and it's the best way to capture attention and communicate clearly

Today's students—members of the TikTok, Instagram, and YouTube generation—have radically different expectations when it comes to consuming content.

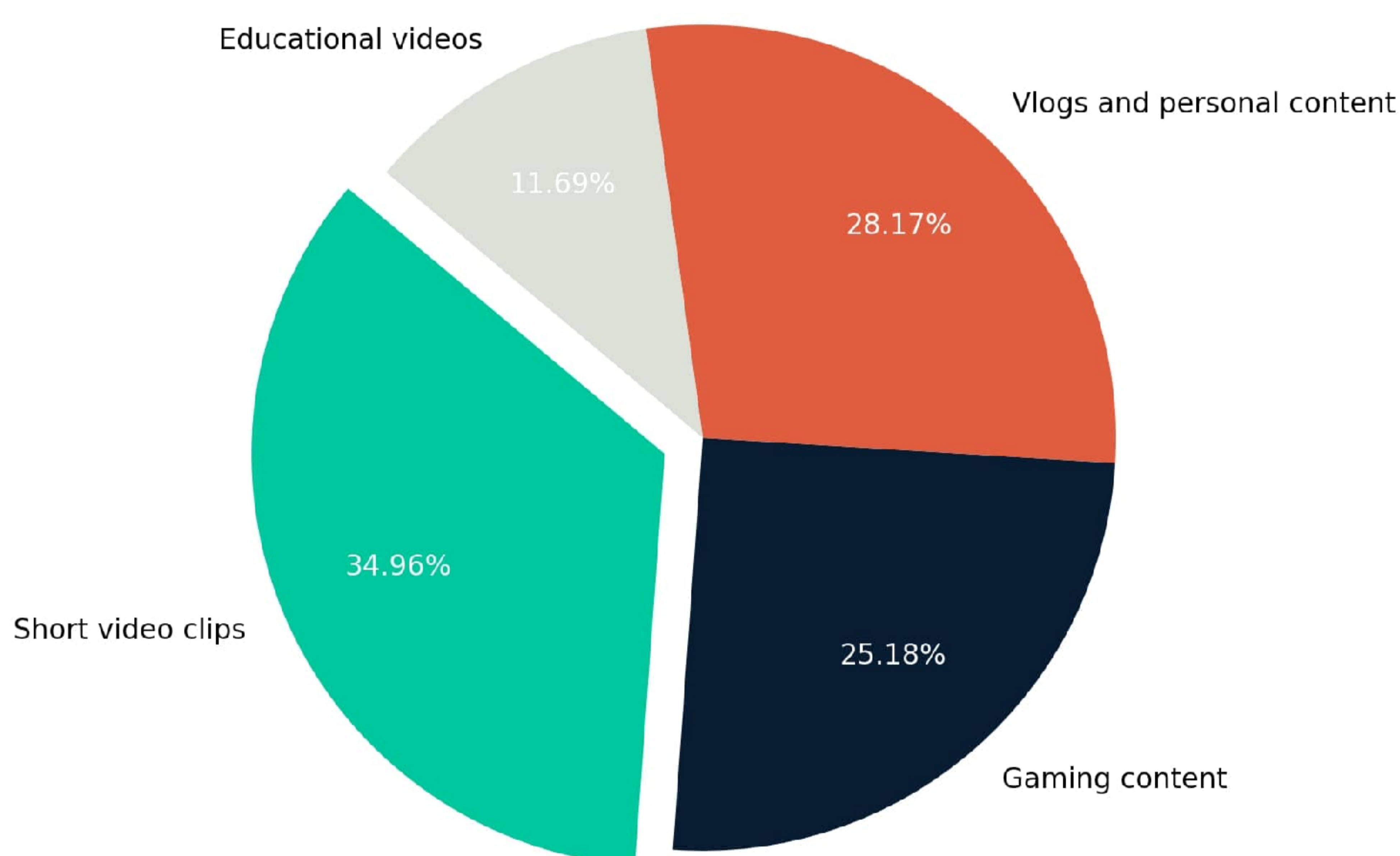
With most of their time being spent on video first social platforms, like YouTube, TikTok and Instagram, this generation is more likely to engage with short-form,

visually stimulating content that captures their attention quickly and communicates messages clearly.

In addition, a recent study found that teenagers spend 1-5 hours a day watching videos, mainly short video clips, as in TikTok, Instagram Reels, and YouTube shorts.

Not to mention, curriculum material can be dense and complicated, making video an ideal tool to simplify and convey complex information effectively. →

Most popular types of videos among teenagers



***But if video is so effective, why aren't all universities using it for their recruitment?***

The answer lies in the traditional barriers of cost and time.

Producing high-quality video content has historically been expensive and resource-intensive.

For many universities, where budgets are tight and the demand for content is constant, creating a single video through an agency can cost around 50,000 SEK (approximately \$4,800 USD). This price makes the widespread adoption of video content seem unrealistic for most institutions.

However, automation is revolutionising this landscape.

As Peder Bonnier, CEO of Storykit, explains, *“When it comes to automation, you can dramatically cut both time and cost, making it possible to create videos for everything.”*

By leveraging video automation, universities can produce high-quality, engaging content at scale, ensuring they meet the expectations of today's students while keeping their marketing efforts both efficient and cost-effective.

This approach not only aligns with the preferences of today's younger generations but also allows universities to maintain a strong presence in the increasingly competitive digital landscape. →

*“When it comes to automation, you can dramatically cut both time and cost, making it possible to create videos for everything.”*

**Peder Bonnier**  
CEO and co-founder of Storykit



## 2. Social media demands more posting—especially more video

Social media is where students connect, learn, and grow. It's the hub of their daily interactions and a key platform for universities to reach potential students.

However, success on these platforms requires more than just being present; it demands frequent, consistent posting.

The more frequently you post, the greater your chances of engaging your audience and making your university stand out—especially with video content, which can outperform other types of posts by up to 10x or more, depending on the platform.

The Digital Media Team conducted research to determine the optimal posting frequency on social media for maximising results. While there's no exact formula, their findings clearly show that posting multiple times a day is essential for increasing engagement.

Here's what they discovered for each platform:

- Instagram stories: 2 - 4 stories a day
- Instagram posts: 3 - 5 posts a week
- Facebook posts: 1 - 2 times a day
- X posts: 3 - 4 tweets a day
- TikTok posts: 1 - 3 times a day
- LinkedIn: 1 - 2 posts a day

But here's the challenge: Universities, like many organisations, often struggle with limited resources, particularly in their creative departments.

As Peder Bonnier, CEO of Storykit, puts it:

*"We're all strapped for resources. Most universities can't just throw more money or people at the problem to create more content. Scaling video content creation the traditional way can be painfully expensive and time-consuming."*

So, what's the solution? According to Bonnier, the answer is simple: automation.

"Automation allows you to crank out way more video content with the resources you already have," he explains.

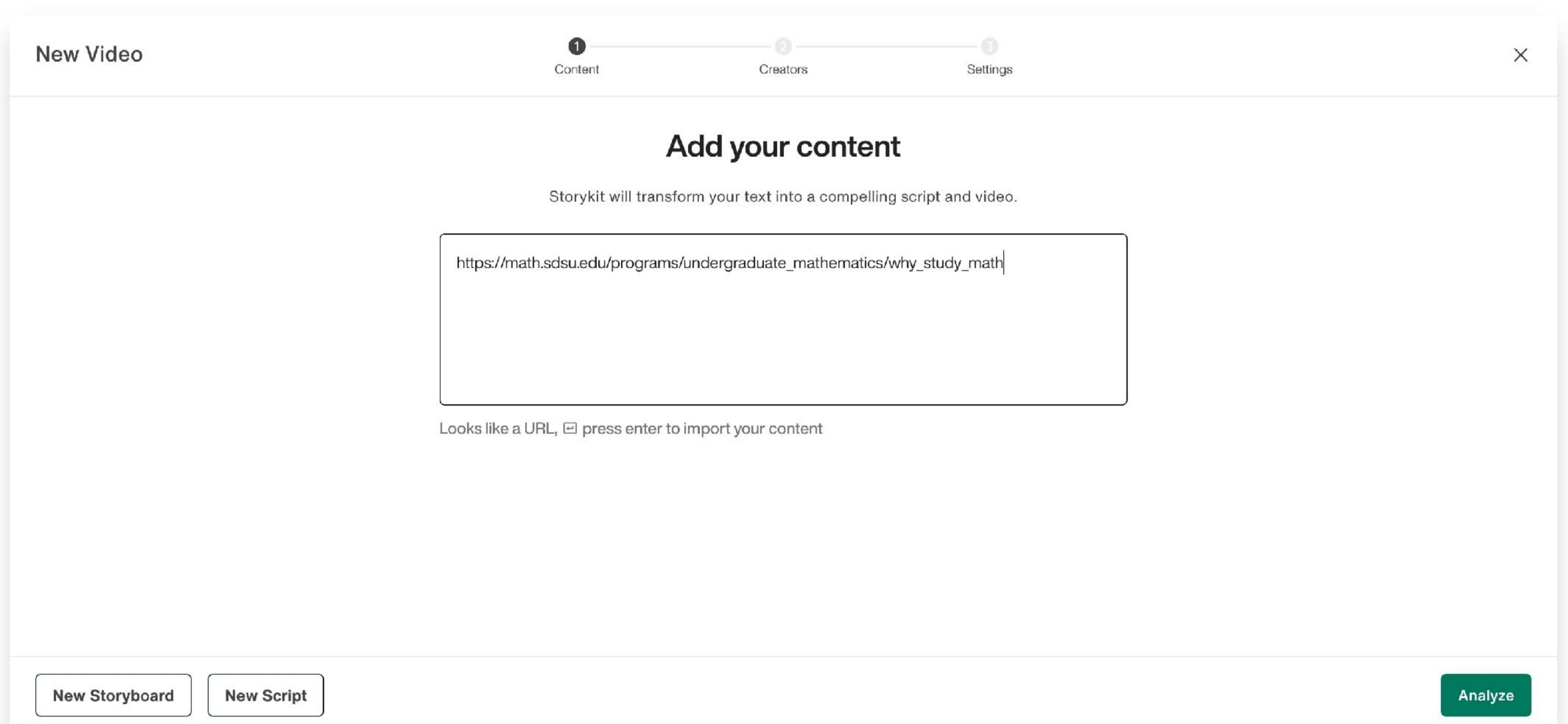
By automating your content creation process, you can maintain a high posting frequency without stretching your budget, ensuring your university stays visible and competitive in the crowded social media landscape.

# How universities are marketing their programs using Storykit

Universities are streamlining their marketing efforts with Storykit, making it easier than ever to create engaging video content for program promotion. Here's a typical workflow:

## 1. Input the program page URL:

The process begins by copying the URL from the program's landing page and pasting it into Storykit.



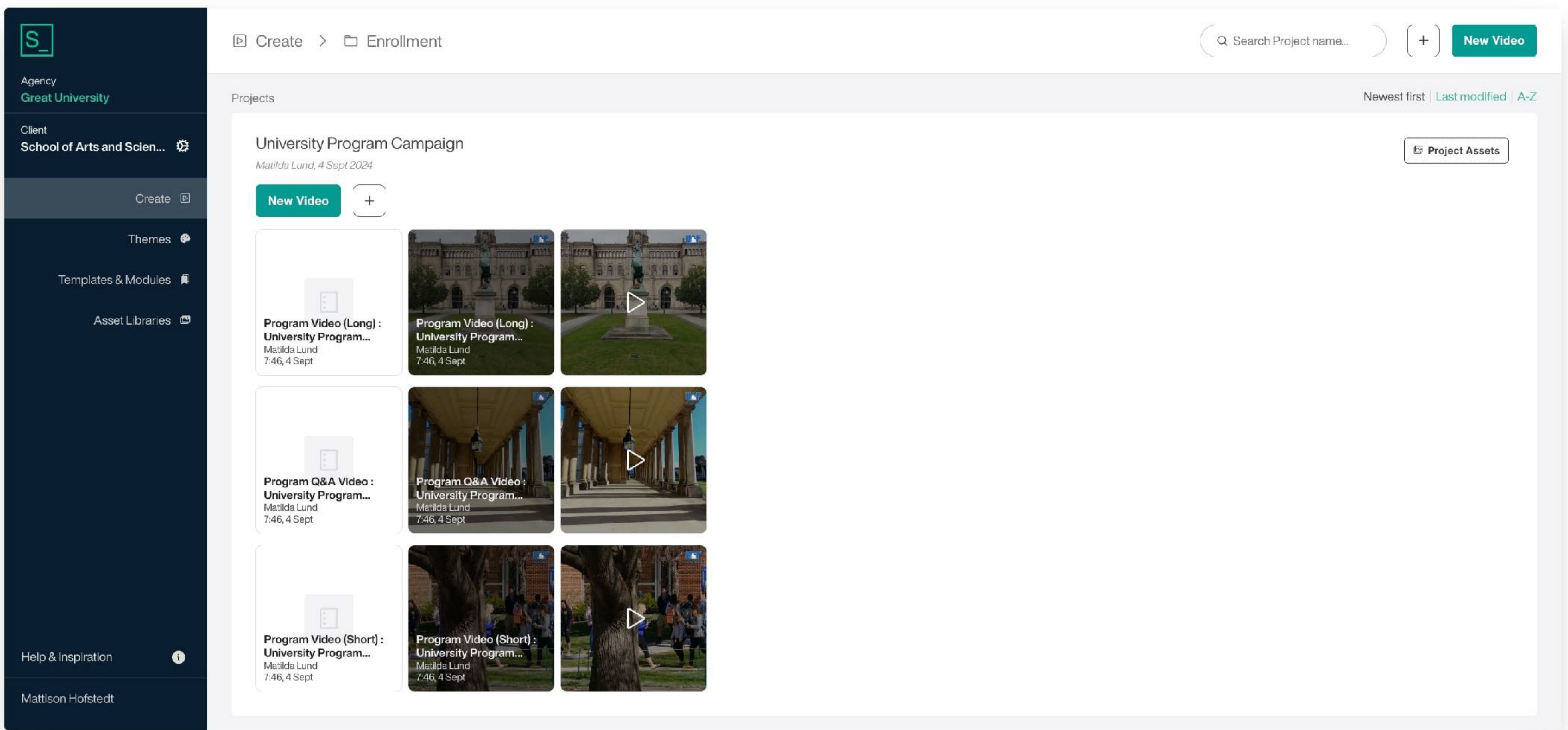
The screenshot shows the 'New Video' interface in Storykit. At the top, there is a progress bar with three steps: 'Content' (1), 'Creators' (2), and 'Settings' (3). The 'Content' step is currently active. Below the progress bar, the main heading is 'Add your content'. Underneath, a sub-heading reads 'Storykit will transform your text into a compelling script and video.' A text input field contains the URL 'https://math.sdsu.edu/programs/undergraduate\_mathematics/why\_study\_math'. Below the input field, a small note says 'Looks like a URL, [Enter] press enter to import your content'. At the bottom of the interface, there are three buttons: 'New Storyboard', 'New Script', and 'Analyze'.

*Storykit video campaign generator*



## 2. Automated video creation:

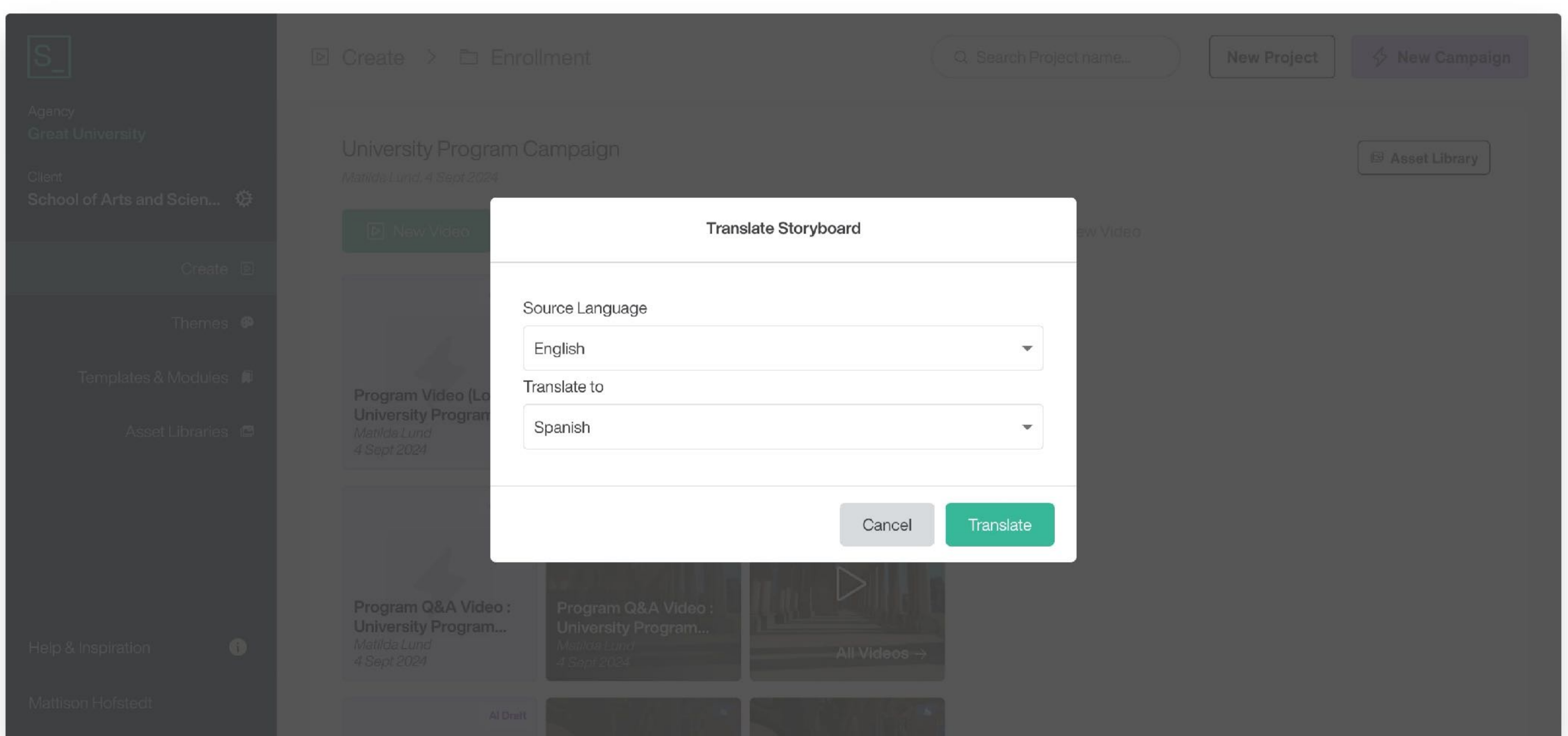
Storykit instantly generates multiple customised videos (depending on the university's needs) from that single program page, tailored for different platforms like Instagram, TikTok, and Facebook. The university's branding and design elements are already integrated, so no additional editing is needed.



*Storykit multi-video creation*

## 3. Customisation and translation:

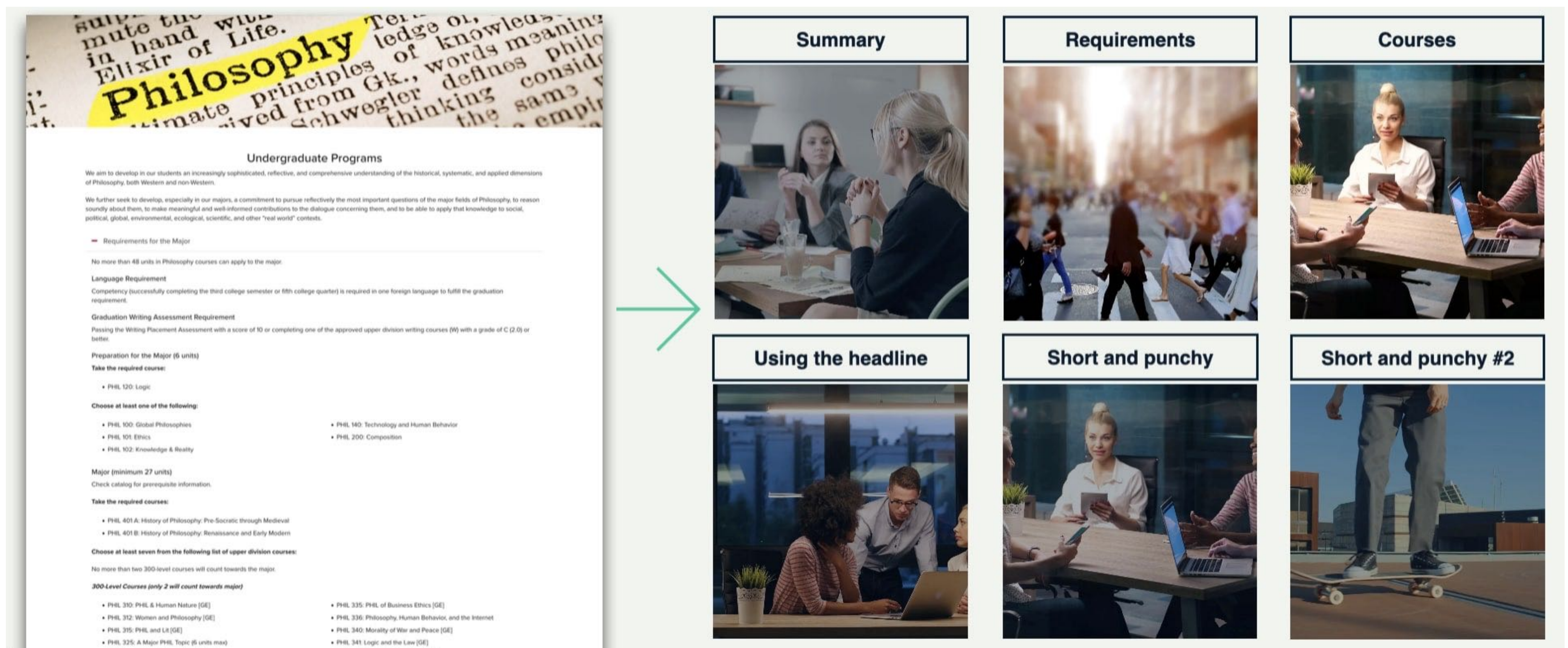
If desired, the university can easily edit the content or translate the videos into different languages to suit various audiences, such as international students.



*Storykit video translation feature*

#### 4. Seamless posting:

Finally, the videos are ready to be posted across the selected social media platforms. The entire process is quick, efficient, and requires minimal manual intervention.



*One text is easily transformed into several different videos*

This streamlined approach empowers universities to effortlessly produce high-quality, consistent content, ensuring their programs reach the right audience across multiple platforms.

*Don't just keep up—lead the way in student recruitment. With Storykit, you can amplify your message, maximise engagement, and outshine the competition.*

# Want to get hands on with video?

**Storykit here. We hope you enjoyed the ebook.**

So, what now? Well, we could tell you all the things you can do in Storykit. Or, you could start creating videos now, for free.

Sign up for your 14-day trial, and make your first video within minutes. 100% free, no strings attached.

**[Let's Storykit it.](#)**

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