

Top 5 Tips

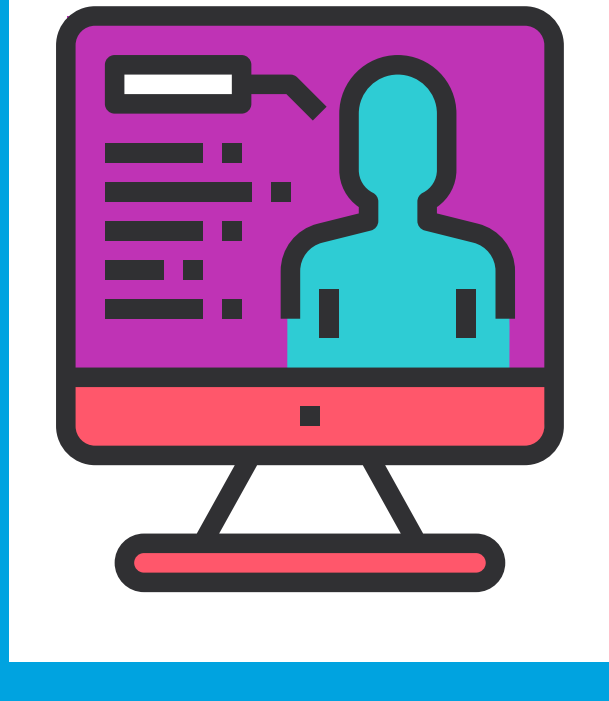
for Connecting with Business Schools

Virtually

What's the best way for you to connect with business schools virtually? You can make a positive impression and get on schools' radar by engaging with them strategically online.

Here's our top tips:

1 Be discovered with GMASS

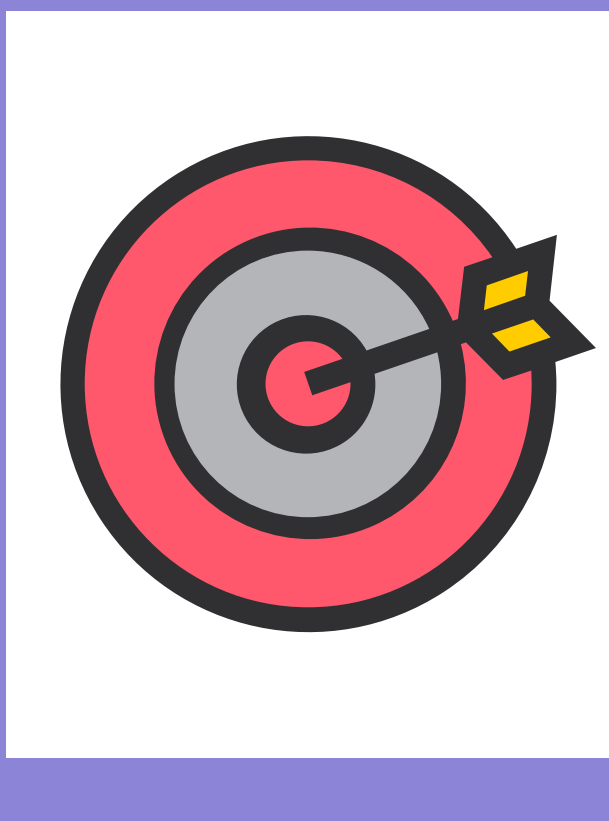


The best way to get started connecting with business schools is to help them discover you. Opting in to GMASS on [mba.com](#) only takes a minute and instantly puts you on the radar of your target programs.

Schools are searching for you

[GMASS is one of the first places they look.](#)

2 Make an impression at a The MBA Tour Event



With so many options to explore, the prospect of connecting with your entire consideration set of schools may sound daunting. That's why the The MBA Tour™ assembles the world's top schools all in one place.

The MBA Tour events give you the opportunity to chat live with admissions reps, current students, alumni, and other prospective applicants.

Join the fun from home

[Explore upcoming events](#)

3 Virtual tours, info sessions, and webinars



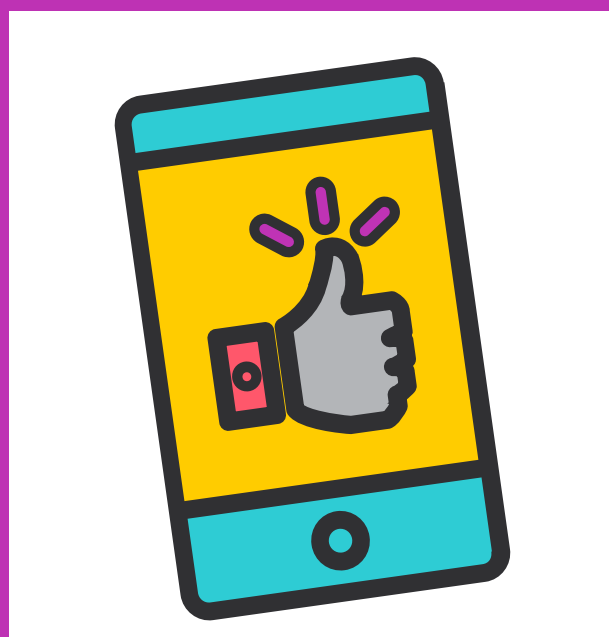
Signing up for individual schools' virtual tours, information sessions, and webinars is a great way to signal to them that you are interested in their program.

These events are a great way to learn about school-specific offerings, hear directly from admissions teams, and learn about other events.

What questions will you ask?

[Here's our top seven suggestions](#)

4 Get in the mix on social media



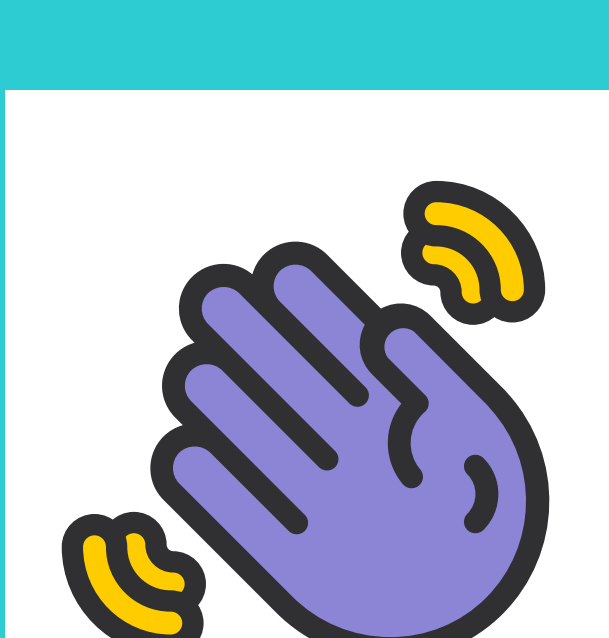
A great way to connect with business schools virtually and signal your interest is to follow their social media accounts.

Their social content should give you a better sense of their brand and culture, as well as the school's core values.

Is your social media business school ready?

[Here's our advice for what to do](#)

5 Person-to-person connections



Many leading business schools have school ambassador programs—current students who are happy to connect with you to share information.

These connections can be great because it's a chance not only to ask questions about the program, but also about the student life and what an actual day in the life of an MBA or business master's student there is like.

Networking tips

[How to Network for Your MBA Application](#)

Remember:

The point of connecting is to assess your fit

Don't overthink making a good impression to the point where you forget that your first priority is to assess your fit for different programs.

Access your free guide

[Finding Your Best Fit MBA Program](#)

Get the free guide

Get exclusive, insider advice on:

- The key questions you need to ask yourself to ensure optimal preference-to-fit alignment
- The best tools to use to understand what your options are
- How to build out your program list and what mix of programs should be on it
- Best practices for connecting with schools and getting your questions answered
- Developing specific, tailored responses to "why this program?"