



REFRESHING YOUR MARKETING STRATEGY

TIPS FOR UNIVERSITY MARKETERS



University applications are on the rise, but how can marketers make sure they are doing enough to increase admissions to their institution too?

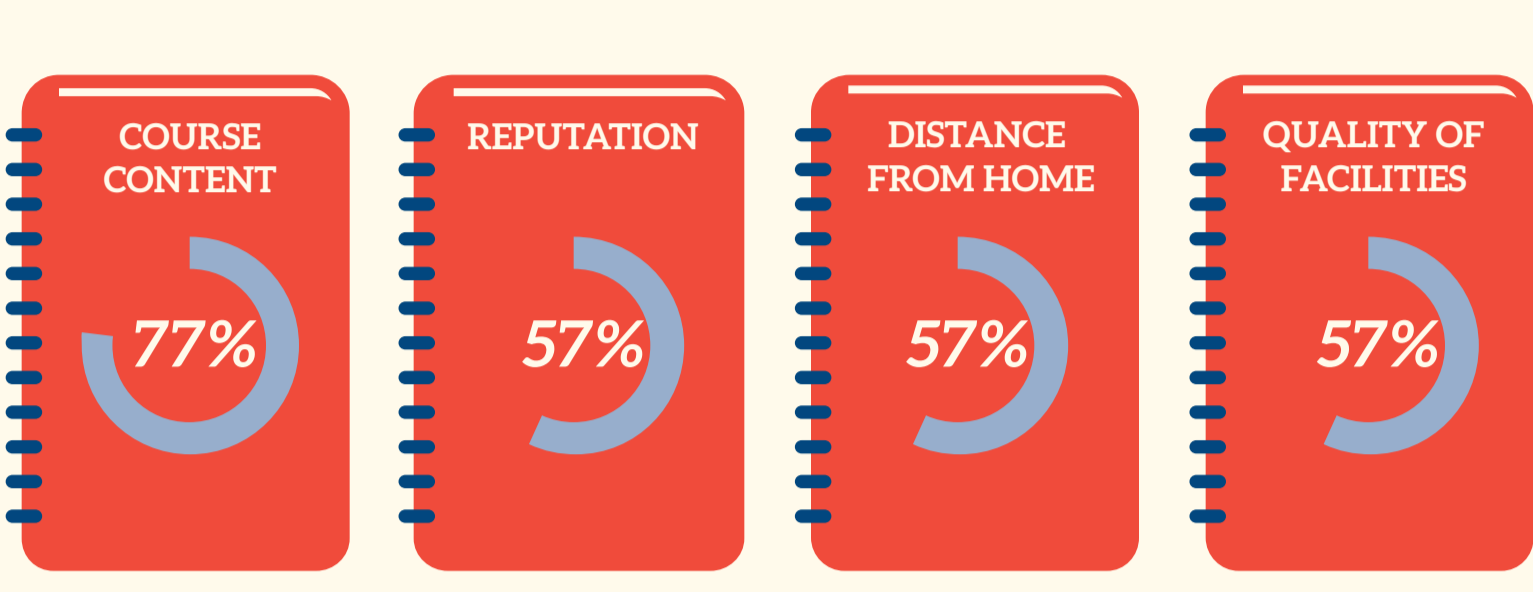


University application rates for 18-year-olds are at the highest levels ever recorded

677,400 higher education applications were made in the 2013 cycle and 495,600 admissions were made



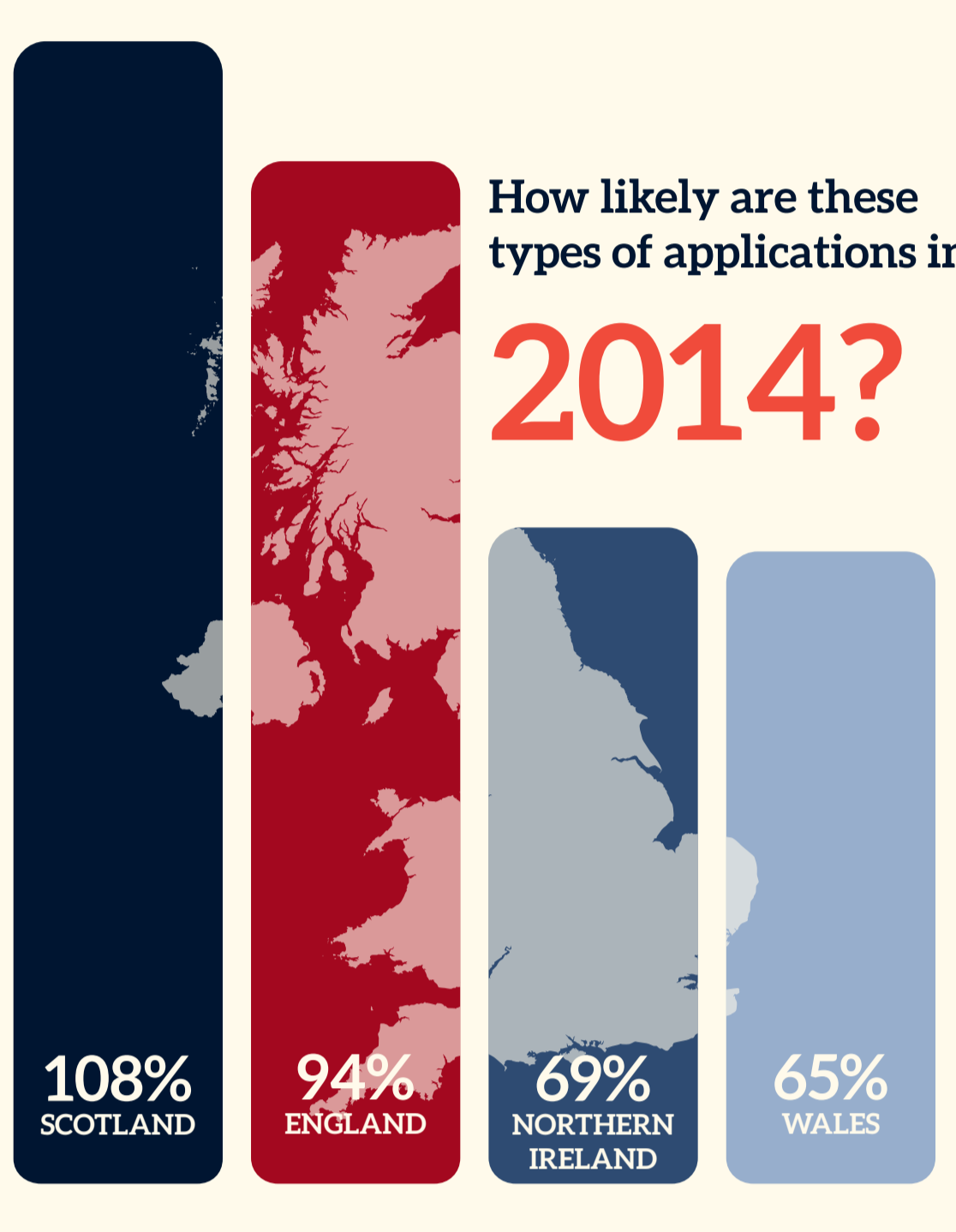
What do students look for in a university?



MARKETER TIP: Detailed course descriptions, national rankings and ratings, and information on nearby transport links should be *easily accessible* for applicants. Student testimonials will also appeal.

Despite the increase in university fees, even those from less affluent backgrounds are likely to apply for higher education in 2014

MARKETER TIP: Tuition fees mean *more students want to know what they're getting for their money*. Providing details of spending on staff, learning facilities and partnerships with businesses in prospectuses and online is a good idea. This is especially important when marketing to foreign students, who have higher costs to consider than their British counterparts.

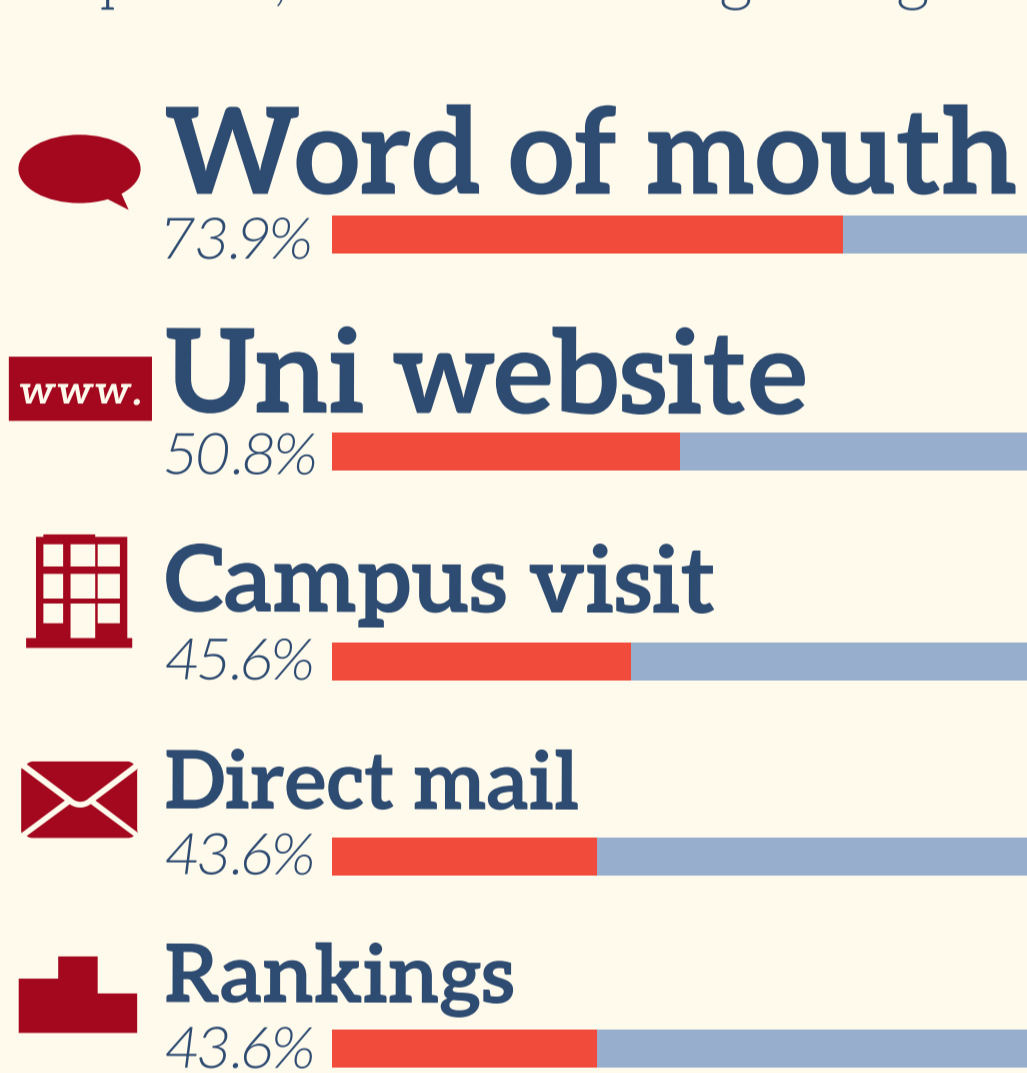


With so many universities to choose from, how can marketers make sure their institution attracts prospective students?



How do people hear about universities?

Word of mouth marketing and direct mail still generate a positive response, even in this digital age...

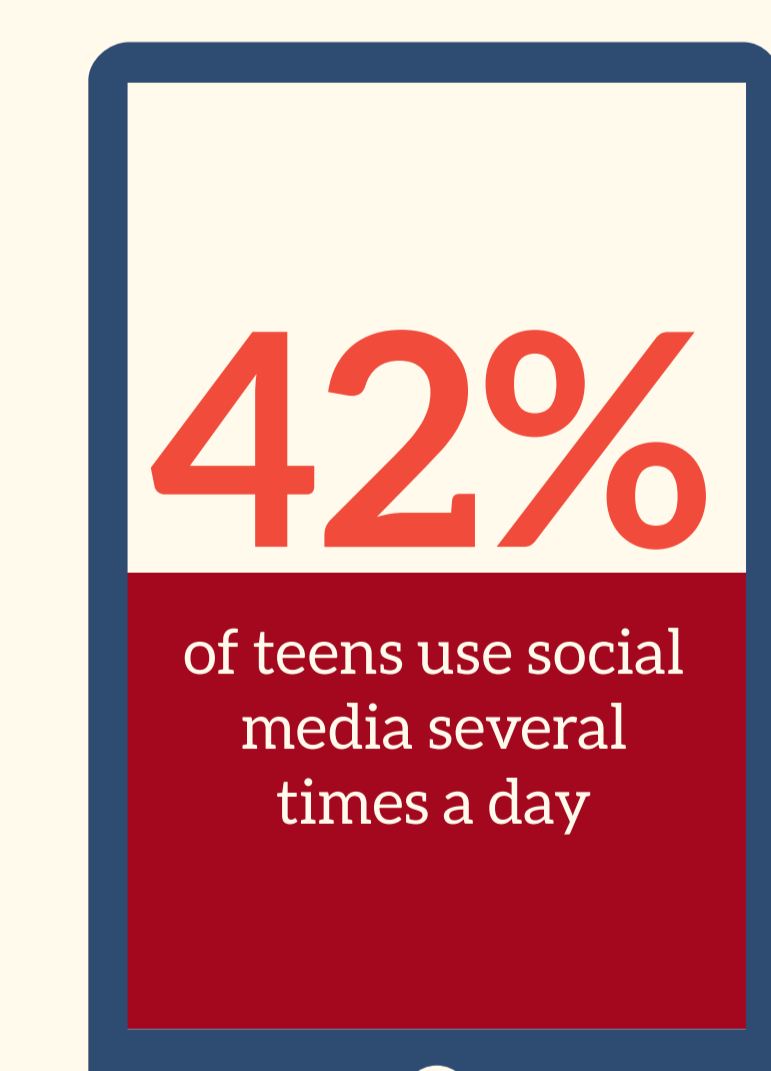


MARKETER TIP: *Multichannel marketing* is everything. Don't focus on print or online only to the detriment of other platforms, and don't forget *promotional items* for open days and student fairs.

- Top 5 influencers**
- Parents
 - Friends
 - Career advisors
 - Teachers
 - Siblings

MARKETER TIP: *Tailor your campaigns* to reach all of these audiences - students are the most important target, but not the only one. Building relationships with schools and colleges is *crucial* to ensuring a high quality student intake. For example, parents may be especially keen to see how many of your graduates go into employment.

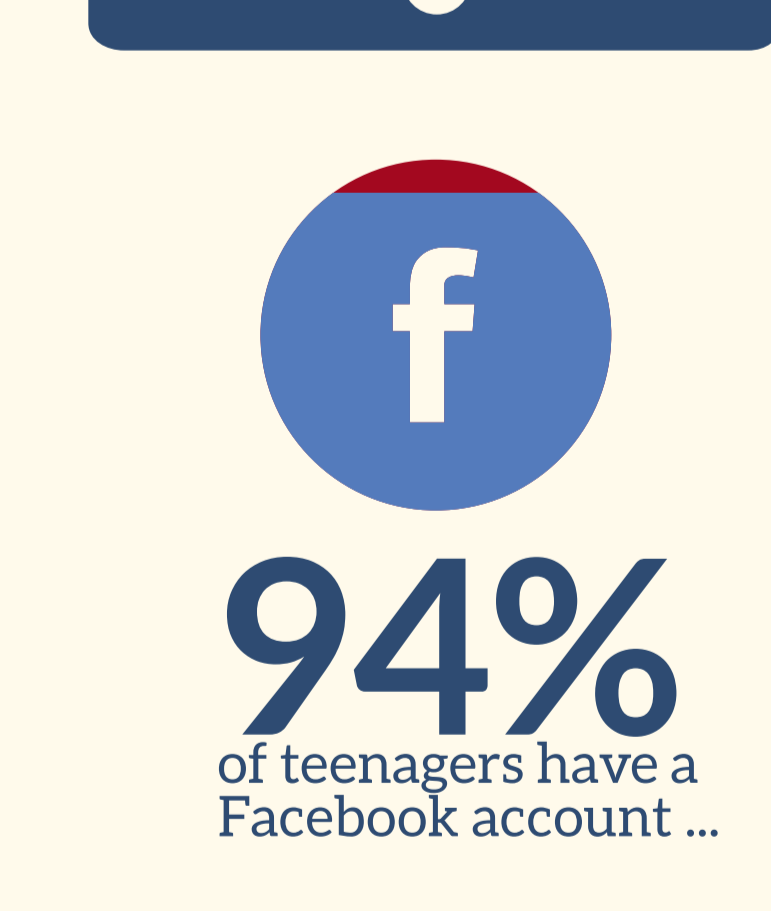
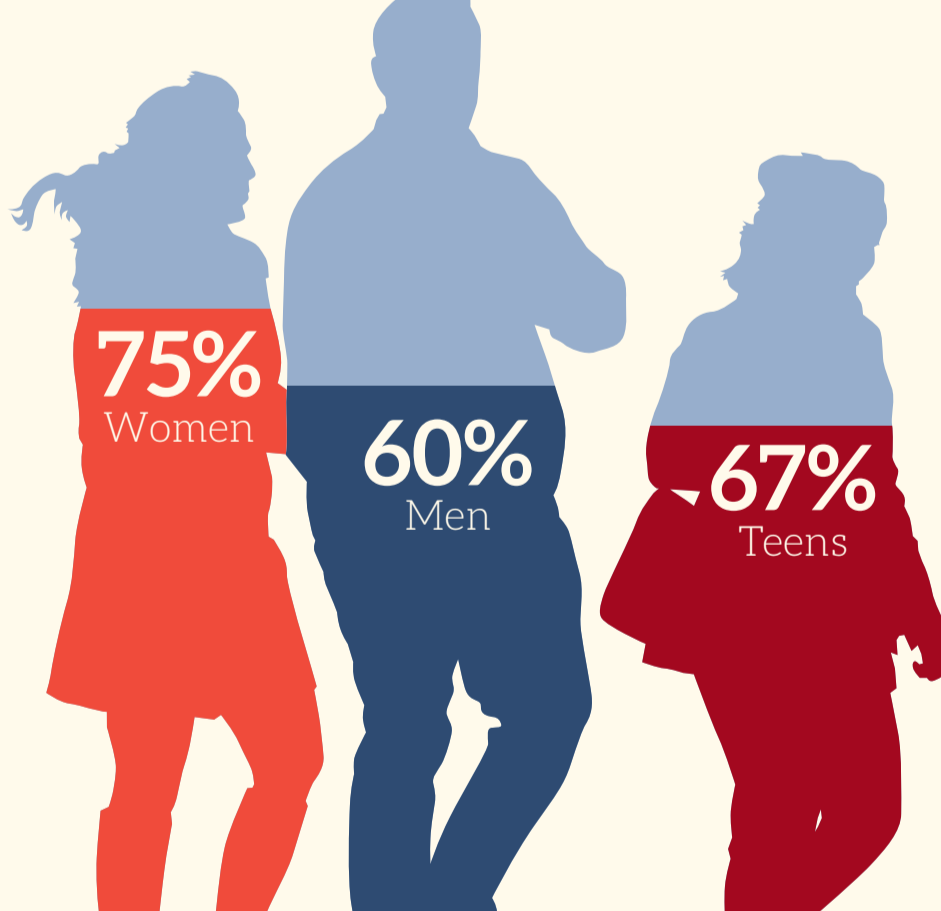
The role of social media in marketing to prospective students



Most popular platforms:



Daily use of social media



... and on average each has over 400 friends, making their influence wide-reaching

The power of video

YouTube has more than 1bn unique viewers per month 100 hours of video are uploaded every minute



The Open University and University of Cambridge (over 35,000 followers) are among those institutions that have dedicated YouTube channels

MARKETER TIP: *Variety* is key to a sound video marketing strategy. The Open University's videos include a speech by David Cameron, course introductions and excerpts from TV shows featuring its research or staff.

1 in 5 potential or current students think universities don't use social media enough to attract applicants

MARKETER TIP: If you start using social media platforms to engage with applicants, *don't stop*. Infrequent posts and out-of-date profiles suggest your institution is not in tune with social media users about reaching social media users.



Sources: UCAS, eMarketer, Pew Research Center, YouTube, EnVeritas Group, Universities UK, Open University YouTube channel, Communications Management

