

TIPS & TRICKS

How to attract students in an ever-changing landscape



Digital marketing

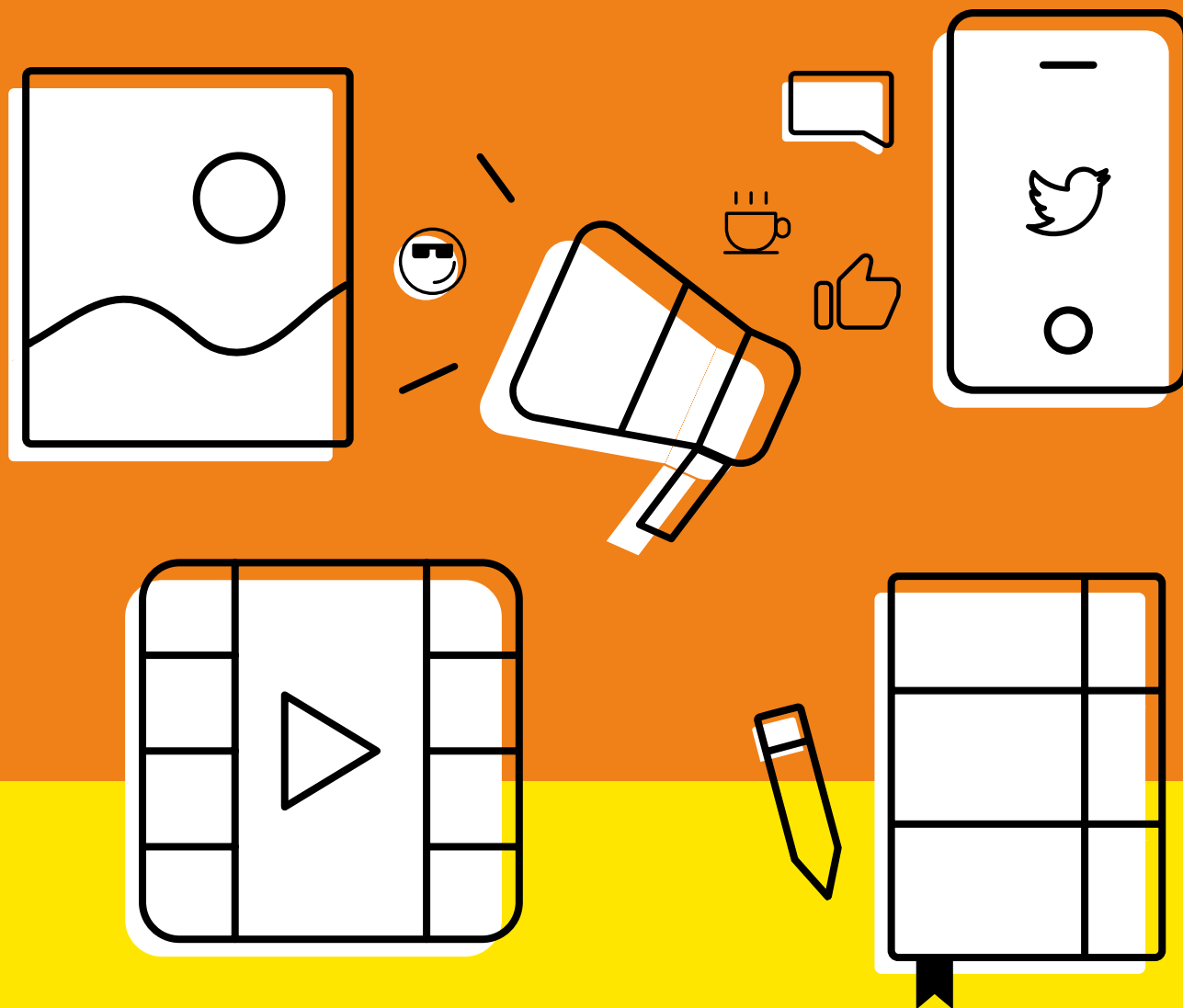
The world found itself in an unprecedented situation with the recent coronavirus pandemic and the world of marketing has needed to adapt and re-evaluate strategies that no longer work in these strange times.

As more people have stayed at home to work, the demand for digital has soared.

73%

of clients have stated that **'Digital Transformation'** is now a major business priority* due to the weakness exposed during this time.

*Up To The Light, 7th Annual Report in association with dba.

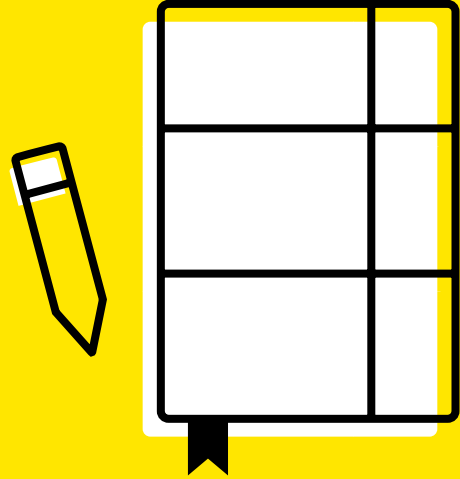


Traditional methods of attracting new students that once involved in-person events have been adapted with great success to digital solutions. If anything, choosing digital marketing methods has allowed marketers to get more creative with their marketing strategies. This is a great time to grow and adapt.

Over the next few pages are some key points to consider.

1

Develop a clear, central strategy



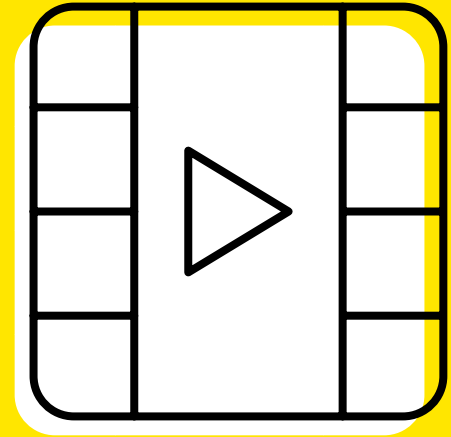
Not only do you want to ensure consistency in marketing across all your departments by employing a centralised strategy, but it will also enable you to track your KPIs across the board.

You'll be able to keep your website, prospectus, social media, and marketing campaigns cohesive and within brand guidelines.

Tracking your prospective students from all of your departments will allow you to identify what works well and personalise their digital experience. This will allow you to streamline your marketing efforts while making them more efficient.

2

Get recording with a **video** **strategy**



Video is a great way to capture your audience's attention.

Did you know that **86% of marketers** have said that using video has increased traffic to their website? **

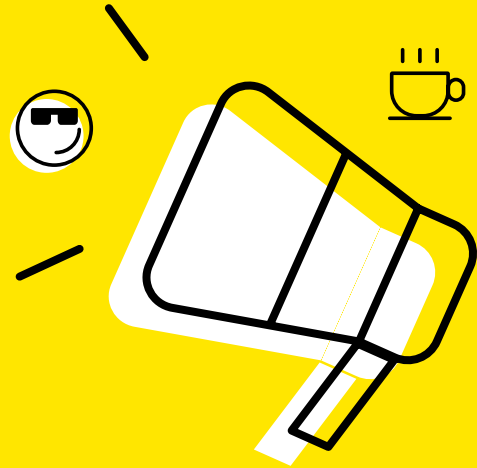
With careful planning, you can reuse and repurpose videos for different mediums. Short clips could be used on Instagram or TikTok while the full video features on your website.

Video is also the best way to capture student life and make your college stand out. Use it to showcase the social aspect of being a student - higher education isn't just about learning, it's the whole experience.

**Source: Wyzowl Video Marketing Statistics 2021

3

Keep it personal



Students come from all walks of life, from your straight-A students aiming for academic success to your more mature students looking to revitalise their career to everyone in between.

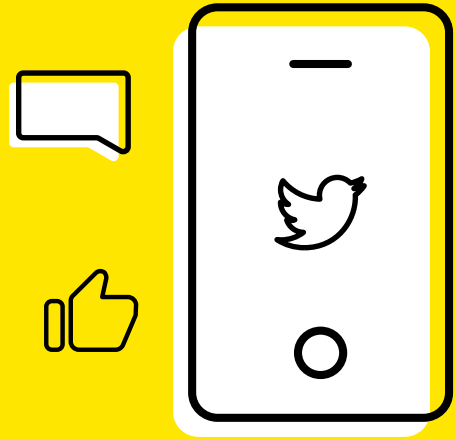
You need to understand your prospective students to know how to target them. If you run all of your video campaigns on TikTok then chances are your mature students won't see them - the largest user base in the UK is the 18-24 age group^{***}. But if you want to target your younger students, then take a look at TikTok!

You can also personalise your email campaigns, your digital prospectus, and your website. Make your prospects feel welcome by giving them content tailored to their interests. It will make it easier for them to find the information they're looking for.

^{***}Source <https://www.socialfilms.co.uk/blog/tiktok-uk-statistics#:~:text=TikTok%20Demographics%20UK&text=In%202019%2C%20the%20largest%20age,up%20just%20a%209.3%25%20share.>

4

Keep active on your social engagement



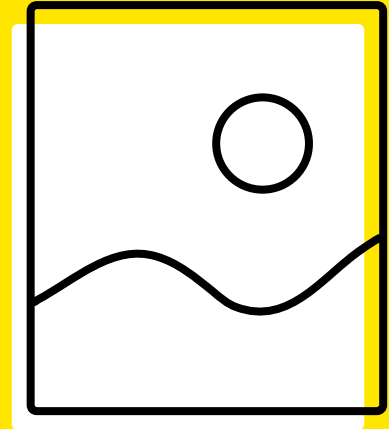
Organise your social media across the board by creating dedicated hashtags and setting up social media for each department.

Your students will be able to easily follow the content they are interested in and you can even encourage them to become social media ambassadors, creating their own content for your channels.

Set up Facebook interest groups for student clubs or special focus groups to give your students a safe place to socialise online. Social media is also an effective way to share information and to catch the attention of new prospects.

5

Stand out and get creative with marketing



You can use live streaming to conduct tours of your campus, speak with students, showcase lectures, and host live Q&A sessions.

And don't forget you can get the word out with digital ads, ads on popular podcasts, and keep the students coming back to your website with an active blog that features niche interest areas.

How about your good old-fashioned marketing strategies such as guerrilla marketing - think how many people will see your large, shiny advert on your local no. 89 bus. Or host real-life events outside of pandemic lockdowns such as an on the lawn event with a BBQ, live music, and feature talks from current students and alumni.



Our handy checklist to streamline your marketing campaigns

Marketing strategy

- You have centralised all of your marketing across the board
- You have processes in place to track KPIs across all your marketing channels
- You track multiple KPIs such as call to action conversion rates, social media engagement, traffic sources, and cost per applicant
- You have processes to identify the demographics of your prospective students for targeted campaigns
- You have a digital ads campaign strategy

Email marketing

- You A/B test your email campaigns
- Your emails are personalised to the recipient
- You have measures in place to track the KPIs of your campaigns
- You have used the statistics and data to streamline further campaigns

Website

- Your website is mobile friendly and follows accessibility guidelines
- Your branding colours are chosen to work well on computer screens
- You showcase your videos, social media, awards, blogs, and other items of interest
- Your website is kept up to date and active
- Your website has a live chat facility to increase response times
- You have incorporated an interactive prospectus that is personalised to each student
- You have an SEO strategy in place

Social Media

- You have a defined social media strategy
- You have created dedicated hashtags for events and departments
- Your social media is segmented by department
- You are active with social media engagement
- You have enlisted social media ambassadors

Video

- You have identified your audience
- You have determined the key objectives and main messages for your video
- You have planned where to showcase your videos
- You have planned your video content
- You have repurposed your videos to use on other channels

Other Considerations

- You have measures in place to keep in touch with alumni
- You have measures in place to track student and departmental achievements
- You have a plan in place to promote any new approaches to marketing
- You have considered live streaming options
- You have considered advertising on popular podcasts
- You have considered guerilla marketing tactics
- You have considered hosting real-life events

Working within education for over a decade



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