

CASE STUDY: TARGETED DIGITAL CAMPAIGN BOOSTS BRAND AWARENESS AND STUDENT ENGAGEMENT

Host.

Where students are at home.

SUMMARY:

Opening a brand-new student accommodation development not only brings challenges from a building perspective, but also challenges in establishing yourself in a new location and reaching the desired target audience.

Host wanted to make their brand and offering known to prospective students in Derby, and ensure it was at the forefront of their minds as they consider their accommodation options at university.

54.2%
OPEN RATE

5.7K
VIDEO VIEWS

6.0%
CLICK RATE

UCAS
Media



What was the objective?

To inform prospective students in Derby about Host's brand-new student accommodation opening in September 2019.

What was the solution?

To run a full digital campaign targeting students with a conditional or unconditional offer at the University of Derby. This included a targeted email, social media campaign (Facebook/Instagram), and also Track Tagging to target students in UCAS Track who were holding offers from the University of Derby.

Did we meet your expectations

with the results?

The results from the email and social media campaign were positive with a large number of people engaging with the ads, emails, and viewing our website as a result.

Did this campaign result in an uplift of

sales/bookings/recruitment?

We saw a significant increase in visitors to the Host website and individual landing pages during the times when these campaigns were running. As well as an increase in the number of telephone and email enquiries directly to the on-site accommodation team in Derby.

When students book their accommodation, we know it is quite often a long process as students will search and compare all options before making a final decision. Many students will also hold off confirming a booking until they have their results and place at university confirmed.

Running these campaigns through UCAS meant that even if a booking was not made straight away, we were able to initiate that thought and search process, and ensure students were well aware of our offering when considering their options.

For the students who visited our website through these three campaigns, we have been able to further target them through our own retargeting campaigns and therefore increase the brand awareness.

'THE SERVICES THAT UCAS MEDIA OFFER ALLOW US TO REACH AND MARKET TO OUR TARGET AUDIENCE IN WAYS THAT WOULD OTHERWISE NOT BE POSSIBLE.

ON TOP OF THE POSITIVE RESULTS WE SEE FROM THESE CAMPAIGNS, WE ALWAYS RECEIVE A FRIENDLY AND RESPONSIVE SERVICE FROM THE TEAM.'

FIND OUT HOW WE CAN HELP DELIVER MORE EFFECTIVE MARKETING CAMPAIGN FOR YOU.

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