

APPRENTICESHIPS

Increase engagement with your message through targeted student channels.



24%

higher than the
UK national average
email open rate

521K

apprenticeship
opportunity views
per year

14%

careerfinder
to employer
conversion rate

Overview

With an increasingly complex range of options available, there's a lot riding on the choices students make.

UCAS research indicates that most students start exploring their options at least a year before they take that next step. The information and advice they receive during this period is a critical factor in the decision-making process.

To truly engage students, you should start building your story as soon as they start their research. Better informed students mean better results for you. If this audience has the knowledge they need at their fingertips – and understand how they might fit in – they can make quick and informed decisions and you'll gain higher quality conversions.

Our understanding of the student decision-making cycle, and our key role in supporting students through that process, mean we are ideally placed to help employers increase awareness early.

Our verified student database, coupled with the advanced technologies we use, makes it easy for you to reach highly targeted audiences with a message that truly resonates. All this at a key moment that helps you build your brand story – and their loyalty – until they are ready to convert.

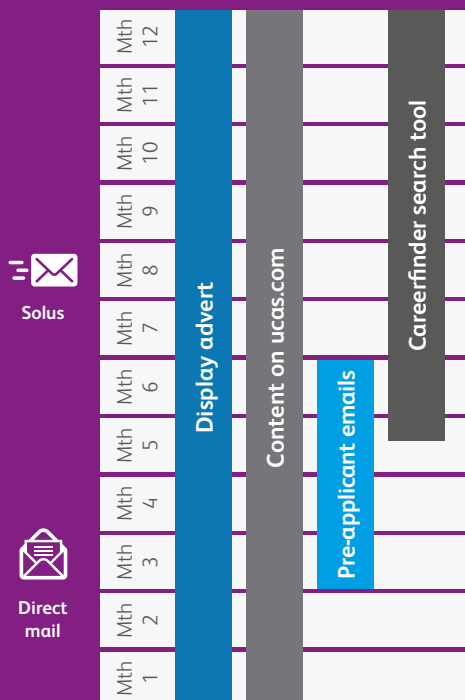
**Want to find out more?
Get in touch.**

Call 01242 544 881

ucasmedia@ucas.ac.uk



Early engagement



We've built this package around student behaviour, and our unique ability to segment marketing activity based on our knowledge of where a student is in their decision-making process.

By building your message early, alongside our brand – and focusing activity at the key moments of truth for students – you can optimise your marketing spend.

Powered by performance

The channels that form part of this package are embedded within the customer journey for students engaged with UCAS. We've combined audience segmentation, creative consultation, and timing optimisation, to ensure you get the right message, to the right people, at the right time.

We ensure your brand is aligned to our trusted advice, before an intense focus on driving engagement at exactly the right moment. We're offering a programme of marketing activity, across key channels, designed to generate increased engagement and return on investment.

Because your success is important to us, we have a solution-based pricing model aligned to the outcomes you want to achieve.



Build your brand

A banner advert, served across the information pages on ucas.com from February through to September, means students start engaging with your message as they begin their journey with us. You have the option to change your message and creative as the year progresses.



Content on ucas.com

ucas.com helps students decide their future by providing useful, impartial advice. You can benefit from our audience reach with unique placement on the apprenticeship section on our website. You'll receive tenancy sponsorship slot for video content, and a UCAS-led interview written by our team on your behalf.



Pre-applicant emails

We've revolutionised the way we communicate with this key audience. The content we send is now both trigger and preference-driven, built around an understanding that students need a personalised communications experience.

That means your message will reach them when they are most likely to respond, and will sit alongside key advice from UCAS. In selected emails in the journey, there is the added benefit of being both region and subject-specific. To ensure you get maximum exposure, we'll also retarget relevant students as they browse online.



Careerfinder search tool

To support your recruitment, it's important you have maximum impact. Our Careerfinder search tool provides access for all students looking at apprenticeships. Benefit from a featured employer profile, a premium listing for 12 months, and unlimited standard listings.



Solus email

Focused entirely on driving early acquisition, and in line with each student's journey, your branded email will be sent in early autumn. Our team will work with you to get the greatest impact from your message.

Making it happen

For each of the elements of your campaign, we'll ensure your journey with us is smooth and straightforward. After ten years of successfully partnering with clients on campaigns, our tried and tested client journey offers a proven pathway to success.

PRICING

PACKAGE 1

MPU on ucas.com	100k impressions/month
Pre-applicant emails	One content slot available across four journey emails
Careerfinder search tool	Unlimited job listings, with one month top job feature and three months of premium job promotion (bronze)
Solus applicant email	5k targeted in region of your choice

£4,025 + VAT (RRP £5,750)

PACKAGE 2

MPU on ucas.com	200k impressions/month
Content on ucas.com	One-month tenancy sponsorship
Pre-applicant emails	One content slot available across four journey emails
Careerfinder search tool	Unlimited job listings, with six weeks top job feature and six months of premium job promotion (silver)
Direct mail** (A5 postcard)	10,000 students
Solus applicant email	10k targeted in region of your choice

£7,370 + VAT (RRP £11,000)

PACKAGE 3

MPU on ucas.com	500k impressions/month
Content on ucas.com	Two-month tenancy sponsorship
Pre-applicant emails	One content slot available across eight journey emails
Careerfinder search tool	Unlimited job listings, with two months top job feature and twelve months of premium job promotion (gold)
Solus email	30k targeted in region of your choice

£16,620 + VAT (RRP £25,000)