

ENGAGE YOUR FUTURE POSTGRAD STUDENTS

Facing recruitment challenges? Reach your prospective postgrad students at the exact moment they are making decisions.

Influence early –

82%

of 2018

undergrad freshers are seriously considering postgraduate study.

Engage their interest –

40K

students

considering postgrad study are receiving email advice from us.

Optimise their research –

over **1M**

postgraduate course searches a month means increased visibility.



Overview

With the postgraduate market becoming more and more competitive, and increased scrutiny on return on investment for your marketing spend, reaching and converting the right students is more important than ever.

82% of students who have just been accepted onto a course for 2018 told us they were seriously considering postgraduate study after their undergraduate degree – they're exactly the audience you need to be talking to.

Get your brand in front of those who might be considering postgraduate study, so your message reaches them earlier than the competition.

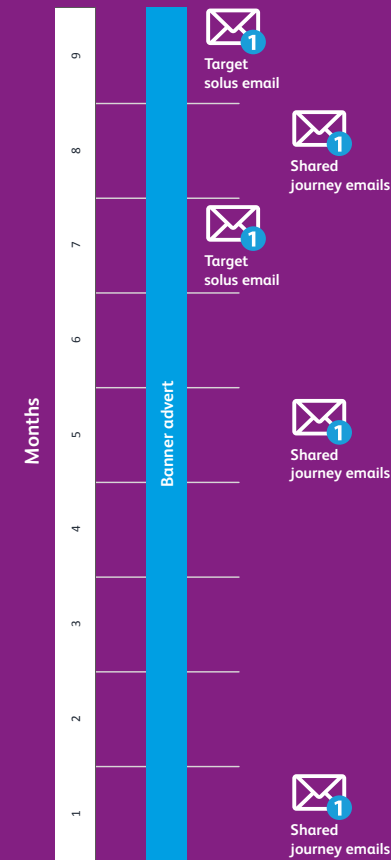
Facing recruitment challenges? To find out how to get ahead of the competition, call 01242 544 881 or email ucasmedia@ucas.ac.uk.

Want to find out more?
Get in touch.

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Our solution



PRICING

PACKAGE 1

Display advertising on ucas.com	60,000 ad impressions over three months	£600
Postgraduate shared email journey	Ads included in three triggered newsletters	£1,500
Paid media		Minimum £5,000 spend
Current student solus send	5,000 contacts	£2,500
Postgraduate pre-applicant solus send	5,000 contacts (@60p per name)	£3,000

Build your brand

We'll serve your MPU ad across the postgraduate information pages of ucas.com, which currently delivers on average half a million user sessions per month. So, students will engage with your message as they start their research.

Postgraduate shared email journey promotion

We send trigger-driven, personalised email content to tens of thousands of students who have expressed an interest in postgraduate study. Your message will sit alongside key advice from UCAS – it's your opportunity to get your courses front of mind.

Your creative, direct by solus email to current undergraduates

Once they're engaged, we'll seal acquisition with a solus email. Our consultants will help you craft your message, for guaranteed appeal.

Your creative, direct by solus email to those actively considering postgraduate study

They've told us they're interested in postgraduate study – our solus campaigns put you in the perfect position to communicate your message to this engaged, actively researching audience.

Paid media

Reach an audience unique to you. Using two distinct types of data, and a range of filter types, we can combine and refine the data to ensure you have the most accurate audience for your conversion campaign.

We blend audience segmentation, creative consultation, and timing optimisation, to ensure you get the right message to the right students, at the right time.

Creating impact

We blend audience segmentation, creative consultation, and timing optimisation, to ensure you get the right message to the right students, at the right time.

- Campaign consultation**
Establishing your objectives, identifying your audience, and confirming your order.
- Creative guidance**
Supporting you to optimise your creative, and defining the technical specifications.
- Creative confirmation**
Testing your creative and approval for delivery.
- Timing optimisation**
Confirming segmentation and audience reach, and planning delivery.
- Launch confirmation**
Delivering your campaign, and monitoring performance.
- Success report**
Reporting and analysing performance, and invoicing.



Why UCAS Media

If you need a partner that can cut through the noise to reach the right students with your recruitment campaigns, speak to UCAS Media. Targeted, early access to students considering postgraduate study at university or college, months before anyone else, means we give your message the edge.

Trusted by students and their advisers, with over one million postgraduate course searches, UCAS Media is in the perfect position to support universities and employers, who want to reach students with their recruitment messages.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students and higher education providers alike.

**Engage students with
your brand message
earlier than the
competition.**

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