

WAYS TO ENGAGE STUDENTS WITH PAID MEDIA

Reach UCAS audiences on their favourite platforms, using targeted content across devices.

UCAS

CREATIVE TIPS FOR ALL CHANNELS:

1. Use a consistent tone of voice, look and feel throughout

Your ad should match the landing page experience.

2. Test a variety of content

They all deliver in different placements and in different ways and a combination of creatives can yield greater results.

3. Stick to a single call to action theme throughout your copy

Mixed messaging can confuse your audience and stop them from engaging.

4. Create native content

Mobile generated videos appeal to the market and look organic in many placements. It is also low cost and can be created by Students, Sponsors or Ambassadors.

THREE WAYS TO IMPROVE SOCIAL:

1. Try to use video wherever possible

Short video clips work best and should be no more than 20 seconds in length.

2. Work smart, re-purpose and reuse content that suits multiple platforms and placements

For example, 9:16 content works across multi-platform stories placements.

3. Make sure your video content works with sound off

That is the default for auto play on social feeds. Add subtitles where needed.



For help with your marketing campaign contact:

01242 544 881 / paidmedia@ucas.ac.uk

or see our website for more **creative tips & specifications.**