

OUR SOLUTIONS ARE BUILT AROUND THE STUDENT JOURNEY

Over **50%** of applicants are seriously considering something other than a degree.

Sarah
 'I'm starting my A levels, but I have no idea what to do next.'



Reach 166k potential apprenticeship applicants at our exhibitions

OCTOBER – APRIL

Starting conversations on what to do next. Uni? Apprenticeship? Studying abroad? Emma is still led by her main influencers – parents and school-based advisers – and what they know.

Still unsure – she's looking at where her interests might take her, but is still open to new ideas. She attends one of UCAS' exhibitions to see if inspiration strikes.

SEPTEMBER

Sitting down for first A level tutor group. Everything's new, and Sarah is entirely focused on what she is doing in the here and now.

We regularly connect with 7k teachers and advisers.

Early research makes the difference
 Get it right from day one by ensuring your message is targeting the right person. All our exhibitions cover university and apprenticeships.

Hi Sarah!
 Open rates increased by an average of 10% when personalised with the recipient's first name.

MAY

Starting exams – all attention focuses on them.

JUNE

It's all very daunting. She's directed to UCAS' resources but is using it as inspiration. She knows she loves her psychology A level course, but has no idea where that might take her.

Targeted direct mail, whether email or print, hits the mark with prospects. Use insight to understand application trends and extend your marketing reach to achieve greater conversion.

Expect a 17 days average retention rate for direct mail

Promote your apprenticeship opportunities on the UCAS Career Finder website – careerfinderucas.com

SEPTEMBER

Started her application on ucas.com because her teachers have told her to, but feels an apprenticeship might suit her way of learning better.

NOVEMBER

School has set their own application completion deadline in November – two months before the official UCAS deadline – and she's made five choices. She's only interested in two of them, and has also applied for an apprenticeship scheme directly with an employer.

MARCH – MAY

Emma isn't receiving the offers she wants. She's open to new and different opportunities and keeps everything crossed. Her friends are getting offered places. She really isn't enjoying this pressure.

Convert those who are still looking at their options based on subject or location.

MAY

It's exam time, and Emma has loads to think about, so focuses on the job in hand and nothing else.

30m ad impressions are delivered per month to students on ucas.com

92% of apprentices believe it's a great way into a career.