

OUR SOLUTIONS ARE BUILT AROUND THE STUDENT JOURNEY

Emma

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



96%

found a course, opportunity or career path they planned to investigate further at a UCAS exhibition.

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.

Emma goes on a few local open days and to one of her preferred two choices – just as much to get the experience as for details on the courses available.

SEPTEMBER

Sitting down for first A level tutor group. Everything's new, and Emma 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, and your brand is the first they see as they start planning their next steps.

Hi Emma!

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.

Get your brand in early –

ucas.com, with 124m page views per year, is perfect for brand awareness messages.

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

Parents and guardians, an extremely powerful influencing group, will read, engage, and form an opinion of any direct mail too.

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.

JANUARY

Deadline for the majority of courses

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.

Optimise early engagement opportunities as students start thinking about going to uni. Target students as they have their place confirmed before anyone else.

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.

MAY

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

JULY

Schools almost out and Emma decides she'd like to do something useful during the summer holidays – but what?

JUNE

Finally! She's been offered a place. She's still got an application outstanding on an apprenticeship scheme, but if she gets this place confirmed, she'll be happy.

Reach prospects who are **verified applicants**, and waiting to go to uni but looking for something to do over the summer.

AUGUST

Results day.

Gets the grades she needs to convert her offer to firm. Celebration time. But for a couple of her friends, they've not achieved the results they need and are now in Clearing.

Target 530k who are placed each year, with products and services they'll need to support that transition. Early brand adoption means easier retention.

Student email campaigns deliver an average **41% open rate**, with a **5% click-through rate**.