



2022

Student Recruitment MegaTrends

Student Marketing

HAS YOUR MARKETING MIX EVOLVED SINCE THE PANDEMIC?



TOP 4 NEW MARKETING ACTIVITIES

ACTIVITIES WHICH INSTITUTIONS REPORTED UTILIZING FOR THE FIRST TIME DURING THE PANDEMIC

- 1 Virtual student fairs
- 2 Webinars
- 3 Online advertising & promotion
- 4 Virtual open days & tours
(e.g sessions, presentation of campus.)



What Do Students Want to Know?

WE ASKED STUDENTS ABOUT THEIR TOP PREFERENCES FOR INFORMATION & UPDATES



#1 Scholarship/funding

#2 Visas & immigration

#3 Cost of living & practical info

#4 Deadlines & application info

#5 General tips & advice

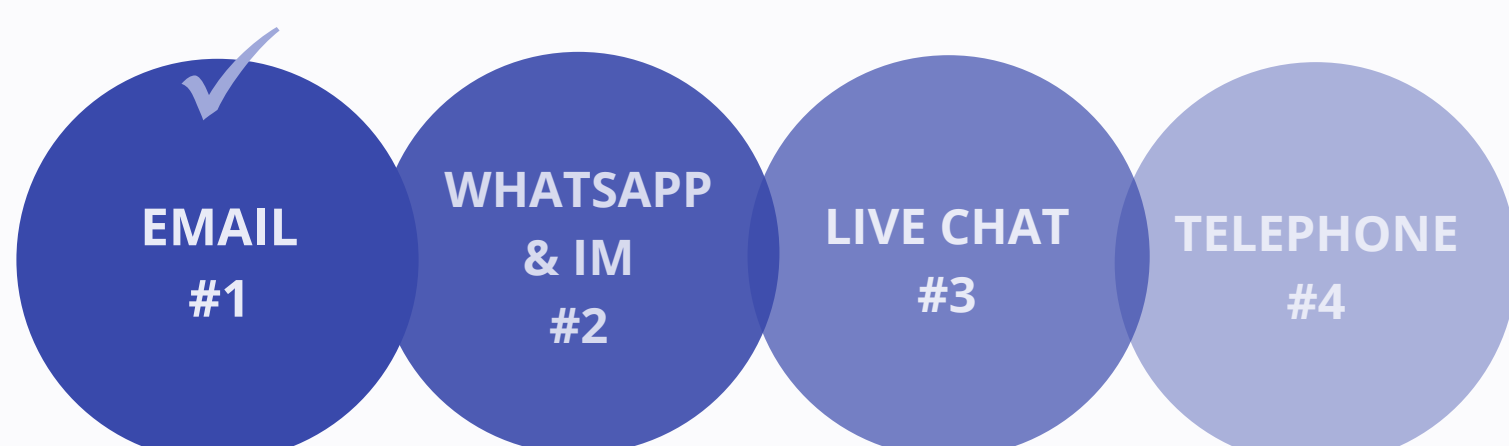
#6 Location, culture & lifestyle info

#7 Meet current students, alumni

#8 Campus tours & events

The Need for Speed

HOW QUICKLY DO YOU EXPECT TO RECEIVE A RESPONSE FROM A POTENTIAL INSTITUTION?



(ABOVE) MOST POPULAR STUDENT COMMUNICATION CHANNELS

83%

of students said they expected a same-day response when communicating with prospective institutions





2022 Student Recruitment MegaTrends

Source: UniQuest Student Insights

Emerging geographic markets continue to grow

Our data shows growing interest from geographic markets such as **Nigeria (showing the most significant growth), India, Pakistan, Bangladesh, Iran, and Egypt** across both postgraduate and undergraduate offers, particularly for UK institutions. Is your institution experiencing increased interest from any new markets?

WhatsApp & Live Chat usage grew by 500%

In 2021, our student data showed dramatic increases in the use of live chat and messaging channels such as WhatsApp.

With surges of up to 500% over the last six months of 2021, how will 2022 compare?

Is your institution incorporating live messaging into communications?

Winning with personalized content & video

Our data shows that **click rates tripled** when personalized video messages were incorporated addressing the student's areas of interest or specific query made to the institution. How personalized is your content?

Live chat boosts enrollment conversion

In 2021, international students who engaged with live chat converted from offer to enroll at **three times** that of the average international conversion rate.

Students become more demanding as "consumers"

Early 2022 trends are already emerging with students interested in studying in the UK **showing signs of impatience with the speed of offer-making in January 2022**, according to UniQuest's student sentiment monitor.

As student behaviors change and potential students become more demanding and aware of their "purchasing power", so should the experience offered by institutions. This trend presents an opportunity for institutions that are able to send out offers as early as possible as well as those that have a strong communication strategy regarding their admissions processes.

For institutions in other markets, how effective is your communications strategy regarding admissions procedures? Are your prospective students up-to-date?

Want more insights?

Watch the webinar at keystoneacademic.com/events



Student Enquiries

YOU ONLY GET ONE
CHANCE TO MAKE A
GOOD IMPRESSION

By UniQuest

UNIQUEST
Part of Keystone Education Group

Edified
Education Industry Experts

We live in a time of unprecedented choice. Technology has given students across the world access to vast amounts of information and education options. It has made it easier to connect with potential universities, and at the same time shortened the average attention span. For universities, this often translates into huge volumes of prospective student enquiries, many of which don't convert into enrollments. It's no surprise that universities are often found talking about 'enquiry management' as if enquiries were something to be tamed or perhaps a necessary evil in the student recruitment function. What's often missing from the conversation is the student.

And more importantly, the opportunity to make a good first impression through a great enquiry experience.

A great enquiry experience supports conversion

Providing prospective students with a positive experience when they first enquire is powerful. The enquiry experience is a tangible expression of a university's brand and gives students a taste of what it might feel like to study there. Feeling warm and fuzzy isn't the only reason to look deeper into the enquiry experience, it also makes good sense for the recruitment bottom line. Our research shows that students who enquire before applying



make up to 9% of offer holders but lead to 17% of enrollments.

We've been tracking enquiries and conversion across more than 1.2 million students, and consistently find that students who have a great enquiry experience convert from offer to enrollment at more than twice the rate of those who don't.

The winning formula

So, what exactly needs to be done to deliver a great enquiry experience? As student engagement specialists, we've identified 4 key areas that drive meaningful conversion improvement.

Drawing on student behaviour data and conversion insights from over 1.2 million student journeys, it comes down to meeting student needs with:

- Choice of enquiry channels
- Responsiveness
- Quality of communications
- Proactive and timely follow-up

How does your university measure up?

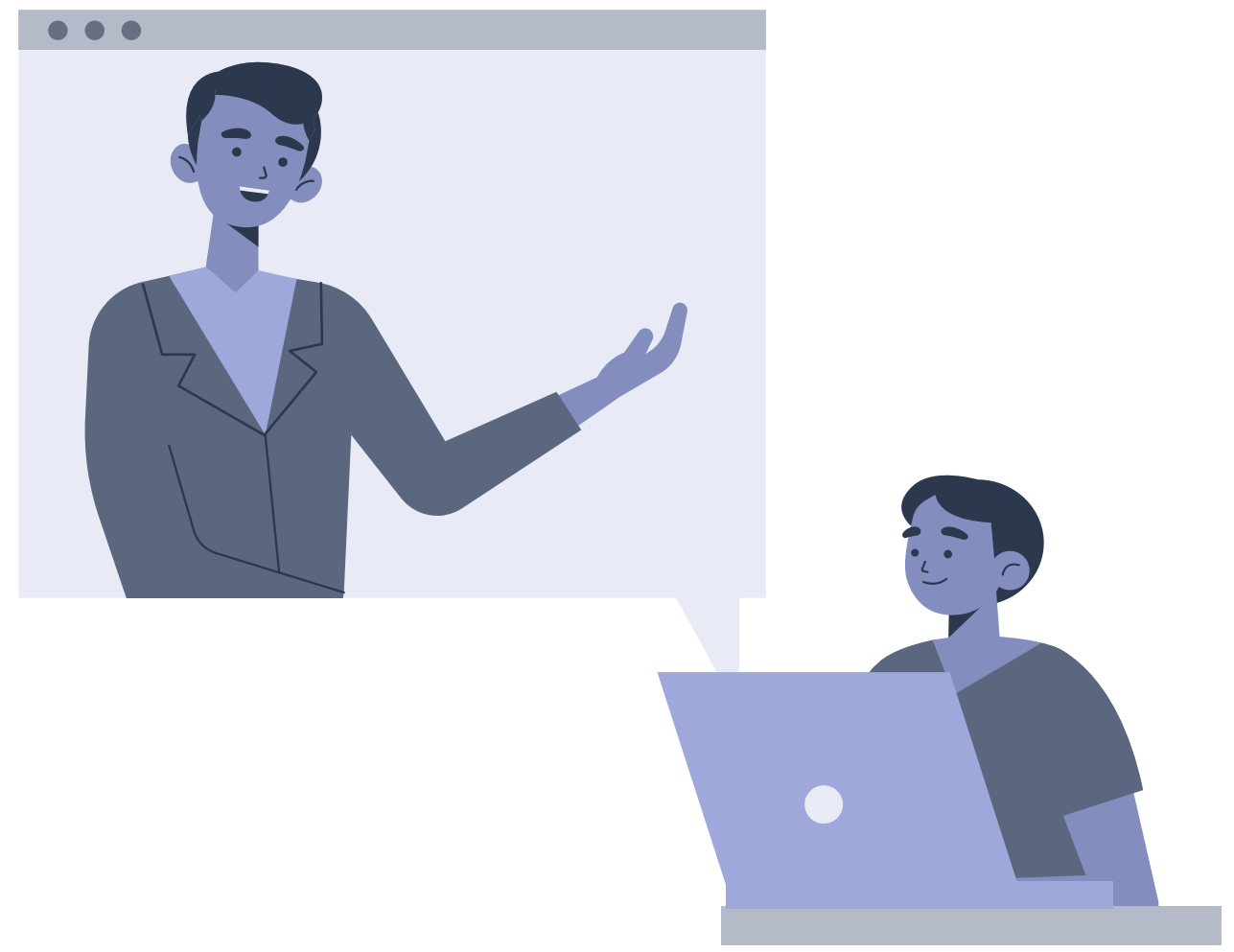
It's not always easy to know how well your university responds to enquiries from prospective students. Are you meeting the standard students expect? Or, are you potentially losing out to competitors who offer a better 'customer' experience?

That's why we've developed the **Enquiry Experience Tracker in partnership with Edified**. It's a unique annual research programme that enables universities to understand their performance compared to both the sector and the UniQuest proven standard of engagement excellence, across key enquiry channels and student types. **Learn more about the Enquiry Experience Tracker by visiting <https://www.uniquest.co.uk/enquiry-experience-tracker/>**



Visit <https://bit.ly/3IiFCUR> to register

Strategies to Improve The Student Journey



ADVICE FROM OUR MEGAWEBINAR PANEL OF HIGHER ED EXPERTS

FOCUS ON CREATING AN AUTHENTIC STUDENT EXPERIENCE

How easy is it for potential students to imagine themselves at your institution? How effective are your communications and materials at drawing them in? Be creative by tailoring and adapting your messaging to suit different student audiences and needs. **Avoid** "one size fits all" approaches with your student outreach.

CREATE A DEDICATED OUTREACH STRATEGY USING YOUR ALUMNI

There is nothing more powerful than a personal testimonial, making **alumni a vital asset** for any student recruitment team. How well are you involving them and their stories in your student outreach and communications? Do you have a dedicated strategy or program to help network alumni with potential new students? Their experiences are a great way to help students imagine themselves at your institution.

USE THE RIGHT COMMUNICATION CHANNELS

Do you know how your students most frequently communicate? Are they using email, SMS, phone calls, WhatsApp, or even video calls? Make yourself available to your students and foster **authentic, relevant communications** using the right channels. **Don't be afraid to experiment with new methods of communication!**

HOW STUDENT-FRIENDLY ARE YOUR PROCESSES?

How easy is it for students to find information about your programs and applications processes? When it comes time to apply, is the application process as simple as it can be? Are there any potential headaches or barriers that will prevent students from progressing further? Make sure students can easily get in touch when they land on your website. **Aim to be only a single click away from a student wanting to request information!**

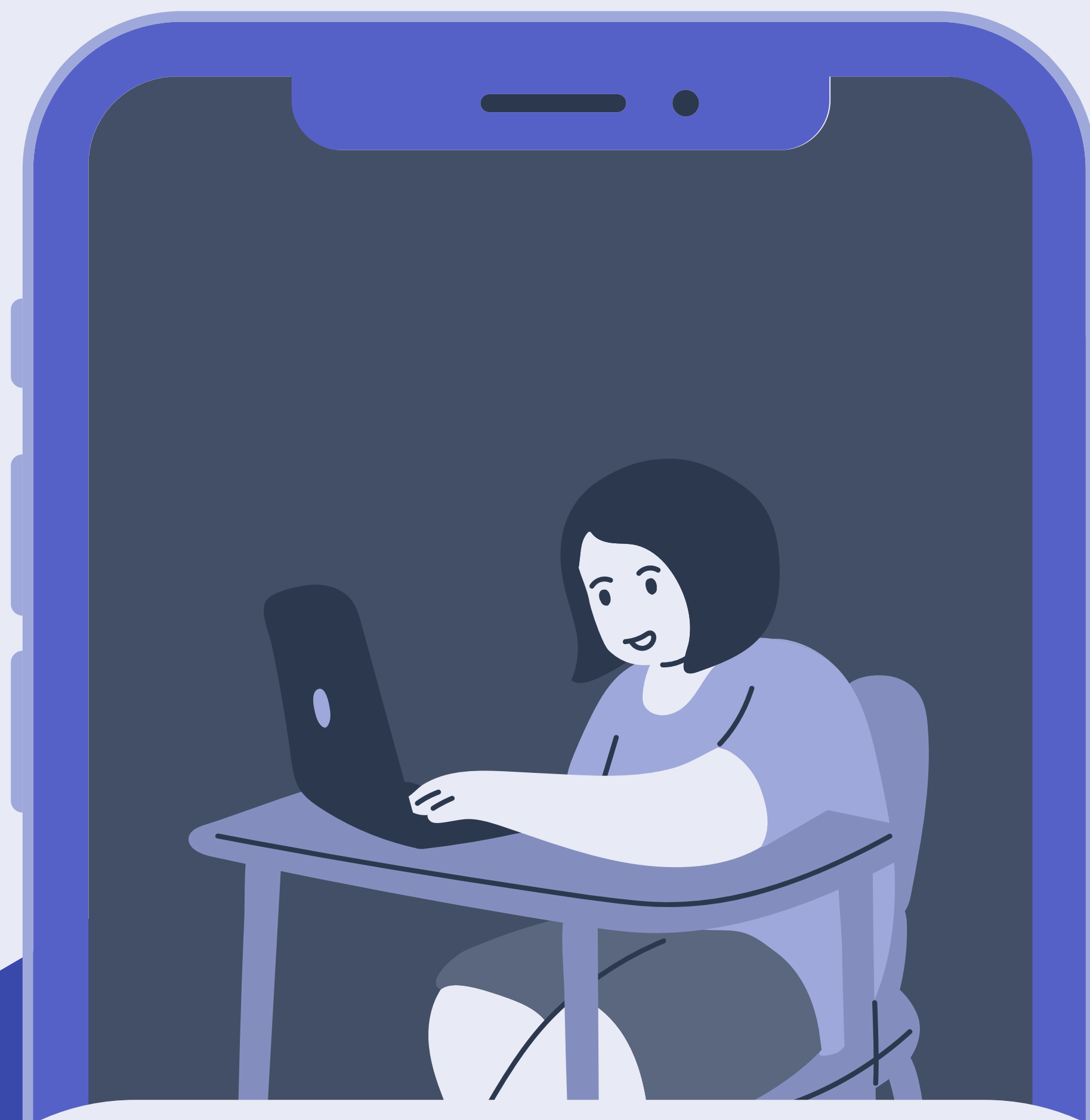
HIGHLIGHT WHAT SETS YOUR PROGRAM OR INSTITUTION APART!

Identify and focus on your Unique Selling Points (USPs) as a program or institution and integrate this into your messaging strategy. Every institution has something special that will make a difference for the right student, be sure to highlight these features! **Not sure what resonates the most?** Ask your current alumni and students! Think outside the box.

[WATCH THE FULL WEBINAR
KEYSTONEACADEMIC.COM/MEGAWEBINAR](https://www.keystoneacademic.com/megawebinar)

Want to boost your student enrollment in 2022?

Talk to us.



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keystoneacademic.com