

The Future Student Odyssey

The role of online across all stages of the recruitment journey



by





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Chief Technology Officer



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Account Director



4 ~~3~~ key takeaways

1. Know how to use your website effectively at every stage of the student recruitment cycle
2. Know how to personalise an experience to create a data-informed dialogue with your future students
3. Know how to use engagement data to show applicants that you truly get them

4. *Biscuits on your chair - to eat now or take away!*

Vepple Partners





Virtual



Always on

Evergreen content

Virtual tour

On demand

Virtual open day

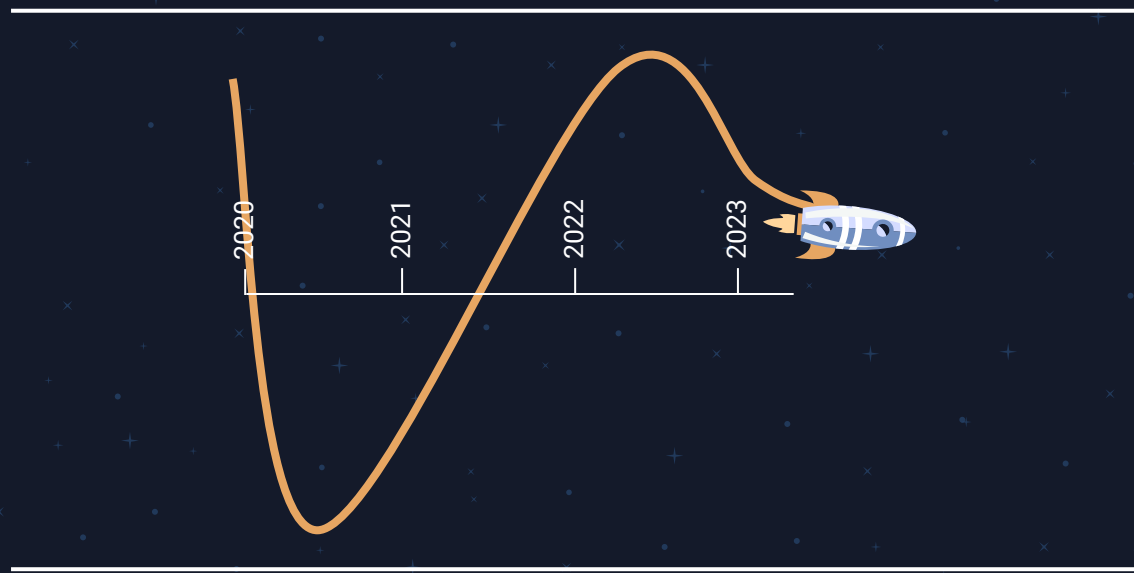
Virtual event

Single event

Live webinars

Focus of Virtual Experiences over the past ~4 years

On demand Always on Virtual tour Evergreen content



Virtual event Single event Virtual open day Live webinars

What is Vepple?





The UK undergraduate student recruitment journey

Is uni right for me?
Narrowing down choices
Qualifying open days
Supporting physical visit
Applying to UCAS
Offers made
Applicant/Offer holder visit days
Clearing
Pre-arrival support


Early enquirers

Pre-applicants

Applicants

Pre-arrivals





Task: Where are your prospective students getting the best online experience?




Early enquirers

Pre-applicants

Applicants

Pre-arrivals



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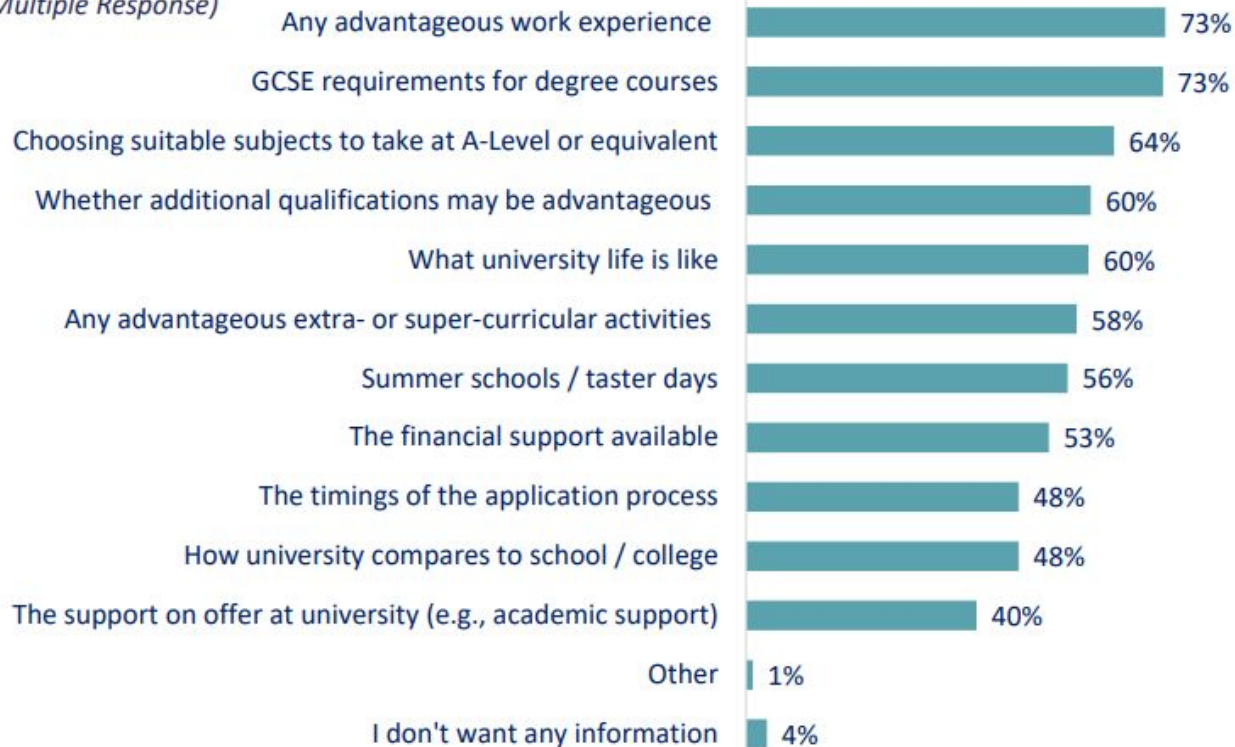
Applicants

Pre-arrivals



**96% of
Year 11s
want
information
from you**

Q: What information, if any, would want to hear from universities now? Please select all that apply
(Multiple Response)



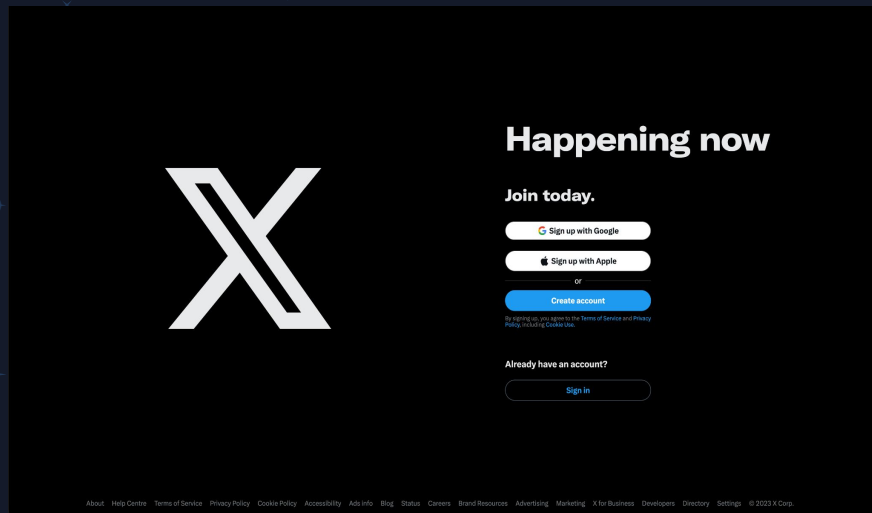
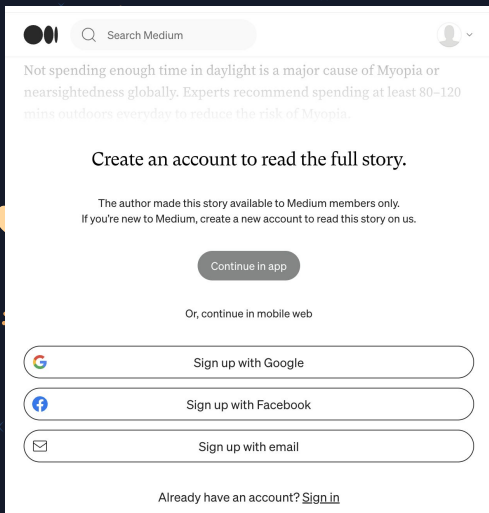
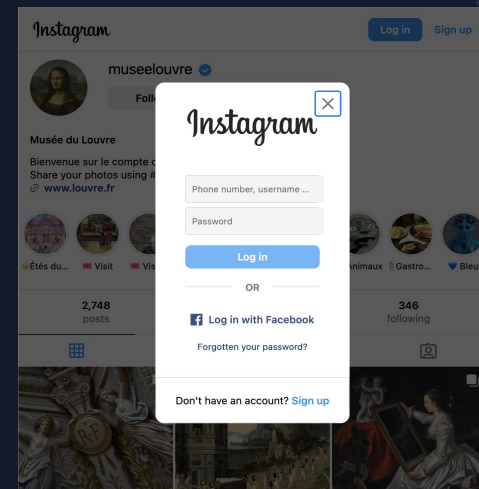
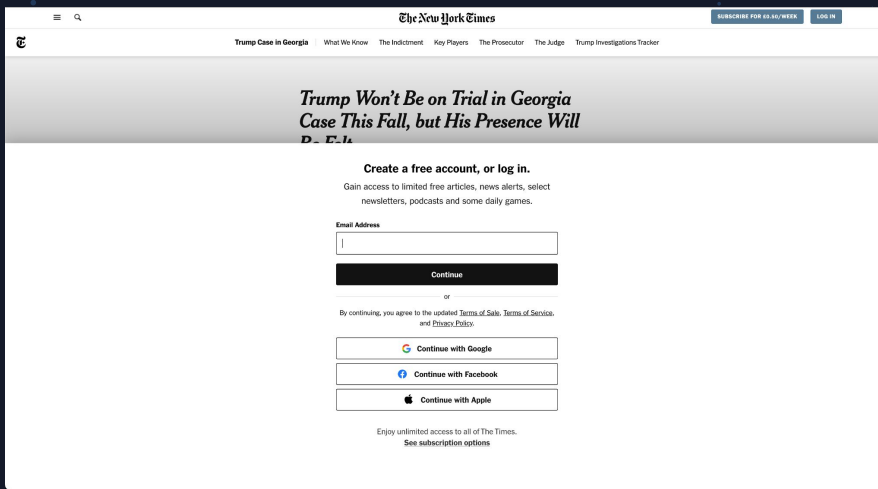
Make it visually appealing!



Don't confuse users!



STUDENT INSIGHTS:
Too much information
on a website



Lead Capture – Log In

The screenshot shows a university website interface. On the left is a sidebar menu with sections: DISCOVER (Creative Industries, About Kingston, Student Life, Accommodation) and INTERACT (Online Events). The main content area features a 'Creative Industries' section with a paragraph about developing skills in visual communication, multi-platform storytelling, and rapid prototyping. Below this is a video player titled 'Ideas energe here.' with a 'Watch on YouTube' button. To the right of the video is a quote from Frida Skogle, a 3rd year student. At the bottom is a grid of eight workshop images: Digital Workshop, Mould Making and Caster Plaster Room, Ceramics Studio – kiln room, Ceramics Studio, Noble Letterpress, Printmaking Studio, 3D Materials Workshop, and 3D Materials Workshop. Each image has a white padlock icon in the top right corner, indicating a login gate. The top navigation bar includes links for 'Back', 'Order a prospectus', 'Sign In', and 'Menu'.

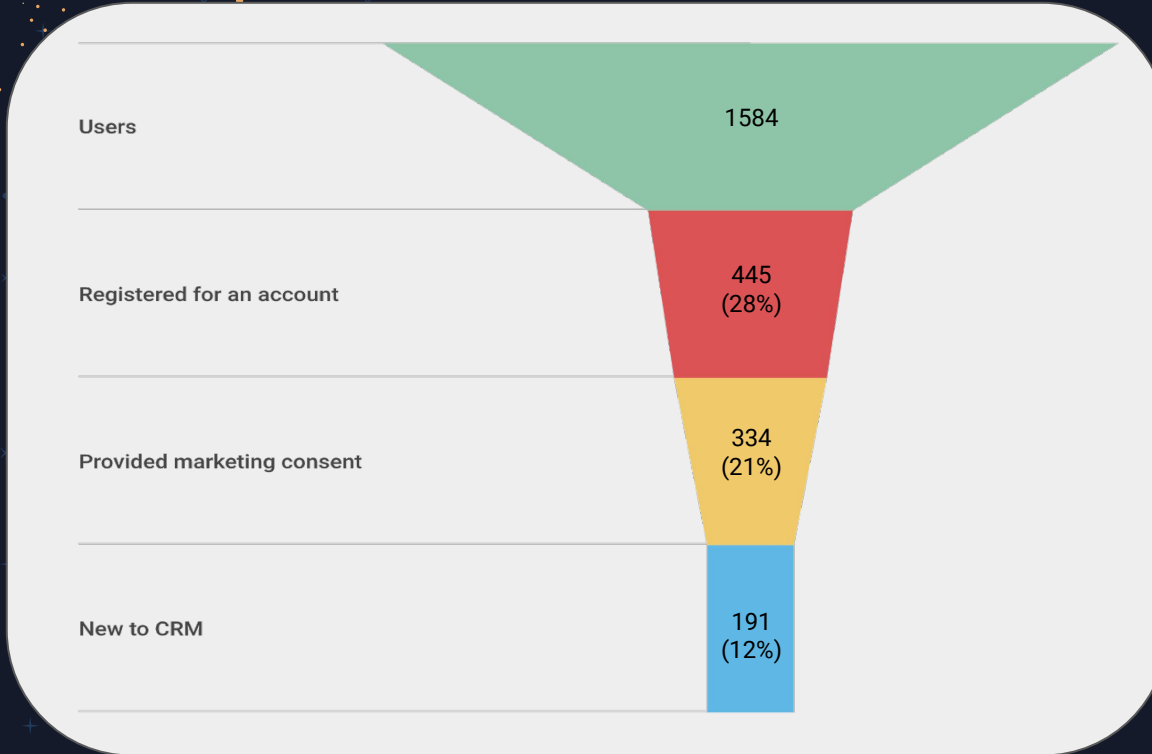
Open for browsing with
gate applied to key items
with high value exchange

12% sign-up rate

Google Analytics data extracted from university Vepple
platform month of May 2023.



University of Bradford: Case Study



May 2023 snapshot:

- 58% were total fresh leads in CRM
- Open rate 52% vs 44%
- 11% increase in CTR

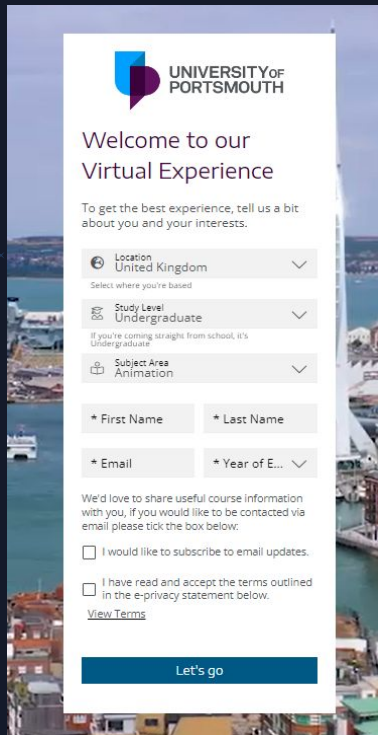


Lead Capture – Pro

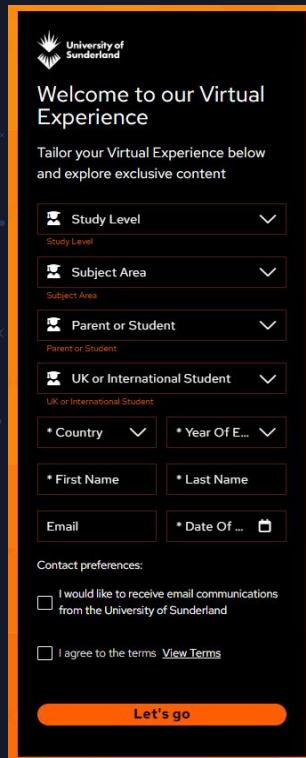
Users are required to enter a level of personal data to access the experience

This option can generate **25% more leads** than Log In.

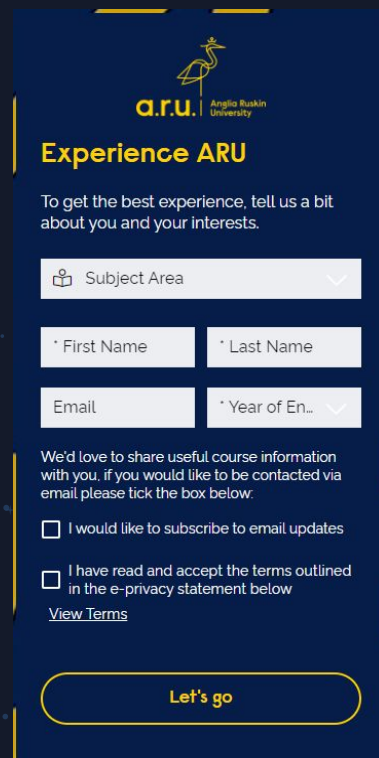
Lead capture fields can be conditionally shown based on user personalisation preferences allowing you to capture leads only for key recruitment priorities.



The form is titled 'Welcome to our Virtual Experience' and includes a sub-header 'To get the best experience, tell us a bit about you and your interests.' It features several dropdown menus: 'Location' (set to 'United Kingdom'), 'Study Level' (set to 'Undergraduate'), and 'Subject Area' (set to 'Animation'). Below these are input fields for 'First Name', 'Last Name', 'Email', and 'Year Of En...'. A checkbox for 'I would like to subscribe to email updates.' is present, along with a checkbox for 'I have read and accept the terms outlined in the e-privacy statement below.' and a link to 'View Terms'. A blue 'Let's go' button is at the bottom.



The form is titled 'Welcome to our Virtual Experience' and includes a sub-header 'Tailor your Virtual Experience below and explore exclusive content'. It features several dropdown menus: 'Study Level', 'Subject Area', 'Parent or Student', 'UK or International Student', 'Country', and 'Year Of En...'. Below these are input fields for 'First Name', 'Last Name', 'Email', and 'Date Of ...'. A checkbox for 'I would like to receive email communications from the University of Sunderland' is present, along with a checkbox for 'I agree to the terms' and a link to 'View Terms'. An orange 'Let's go' button is at the bottom.



The form is titled 'Experience ARU' and includes a sub-header 'To get the best experience, tell us a bit about you and your interests.' It features a dropdown menu for 'Subject Area'. Below this are input fields for 'First Name', 'Last Name', 'Email', and 'Year Of En...'. A checkbox for 'I would like to subscribe to email updates' is present, along with a checkbox for 'I have read and accept the terms outlined in the e-privacy statement below' and a link to 'View Terms'. A yellow 'Let's go' button is at the bottom.



The UK undergraduate student recruitment journey

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Which of the following are important when choosing universities to apply to?



70%

Course Content



62%

University Atmosphere



61%

Student Satisfaction



58%

Accommodation Offered



53%

Achievable Entry Requirements





39%

Attended fewer
open days due to
costs



5%

Did not attend
any

“By restricting their opportunity to explore the different potential environments, they have reduced the option available to them before they even apply”

The background is a dark blue space filled with numerous small, light blue stars and cross-shaped constellations. Two large, stylized spiral galaxies are visible, one in the top-left and one in the bottom-right, composed of grey spiral arms and yellow dots representing stars. Several yellow streaks with small circular heads, resembling meteors or comets, are scattered across the scene.

Virtual vs Physical

Case Study: UCLan's "Wrap around" experience

[Back to sign in](#)

Change your subject or study level

DISCOVER

Welcome

Student support

Accommodation

Student life

Art and Design

All subjects

Preston

Burnley

Westlakes

EXPLORE

Interactive map

INTERACT

On demand content


Chat to our students

Collapse

University of Central Lancashire UCLan

< 6 / 15 >

A day in the life of an Art & Design student



There's more to life at the University of Central Lancashire than lectures and assignments. Take our guided tour and discover what a typical day in the life of an undergraduate student at Preston would look like.

✕

 Welcome to your new home

👁

✕

 Grab a coffee

👇

✕

 Attend your first lecture

👇

✕

 Relax between lectures

👇

✕

 Head over to Foster

👇

✕

 Visit your own studio

👁

Students are given a studio in the first year and engage in studio culture from the very start of the Fine Art course. The studios are at the centre of teaching and learning as well as being the critical a social context of the course. The Hanover Building has three floors of managed open studios which provide the most important resource.

Prev


Next

✕

 Design some prints

👇

Fine Art Studio 1



12 month (2022) average session times:

Average session duration

vepple

uclan.ac.uk

6min 29secs

3min 43secs

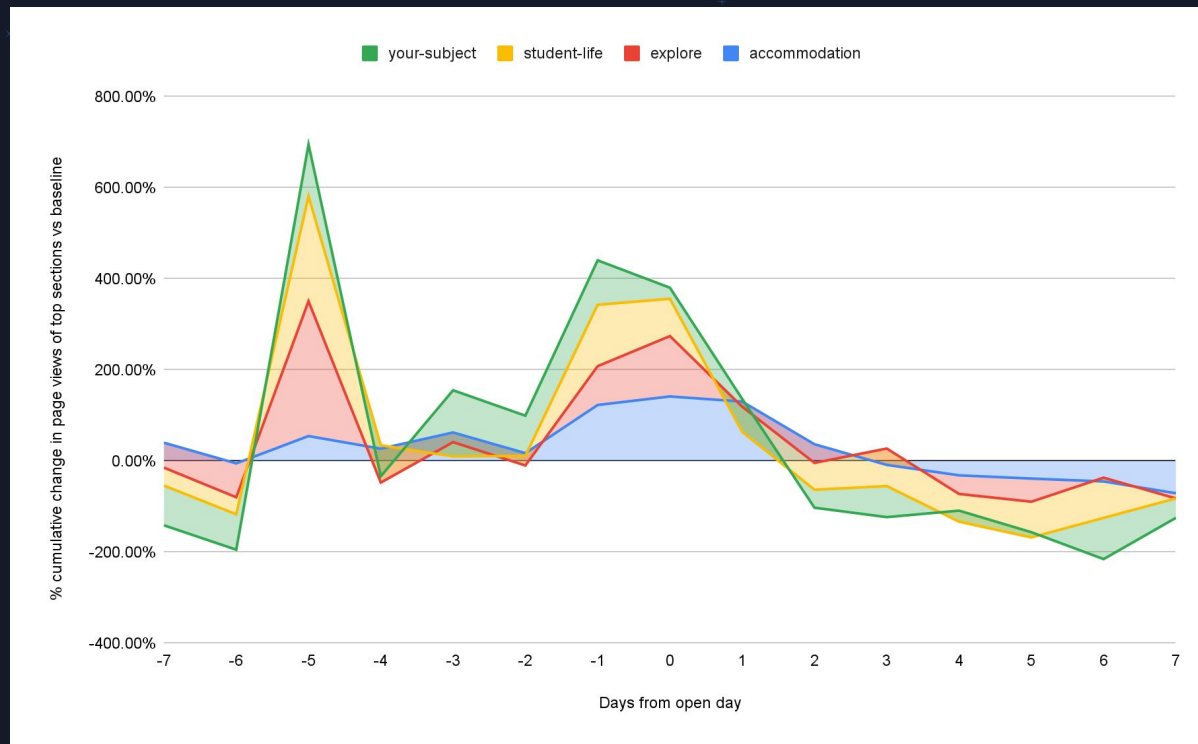
Case Study: UCLan's "Wrap around" experience

Source: Google Analytics:
UCLan Vepple

Period: 15 days surrounding
October open day

Summary:

- Email dispatched 5 days prior to the event pushing to Vepple "explore student life"
- 700% increase against baseline page views
- Significant increase from 2 days before until 2 days after - peaking at 450%
- Baseline mobile usage 47% (desktop 51%, tablet 2%), on day of event mobile usage soared to 79%.



Case Study: UCLan's “Wrap around” experience

- **Before:**

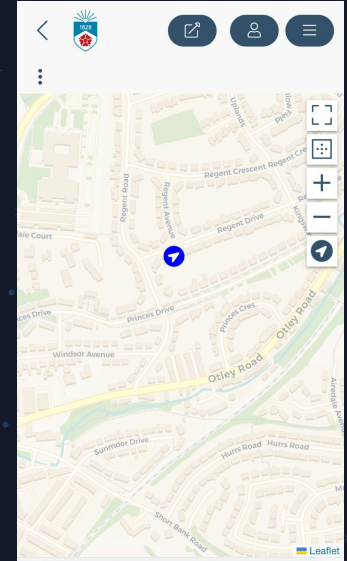
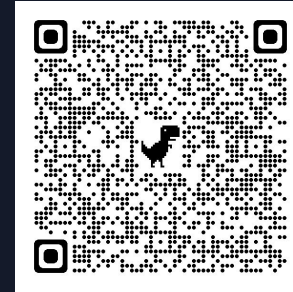
- Building anticipation
- Practical tips for the open day including mapping
- Traffic driven by direct e-comms

- **During:**

- QR codes for closed/busy areas
- Supported by social media channels, with Vepple as a follow-up
- Mapping tool to showcase users current location and nearby relevant content
- FUTURE DEVELOPMENT - Open day checklist - sign up for updates on our website

- **After:**

- Thanks for coming - consolidate online
- We're sorry we missed you - relive it online
- Student life content works well here



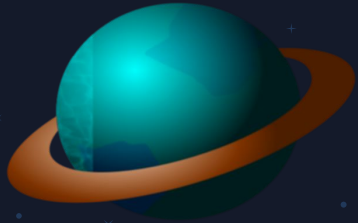
University of
Central Lancashire
UCLan

The Power of Personalisation



Personal not transactional

Personalisation is the default standard for engagement



71% of consumers **expect**
companies to deliver
personalised interactions



76% get **frustrated**
when this doesn't
happen

What challenges do you have when it comes to
implementing personalised content at your
university?





Challenges of implementing personalisation

40%



Struggle to link to data-related technologies

34%



Struggle with poor data quality

78%



Struggle with 'data debt'

And here is what we see from Vepple

3.6x

more likely to
click on one of
the main CTAs



3.5x

on average session
durations are this
much longer



5.5x

more likely to consent
to email marketing



7.3x

more likely to
click to register &
share name/email



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Using data to deliver meaningful communication

1. Understand what students want
2. Create better content
3. Humanise your university and create connections.



The Personalised Journey



User visits a Vepple-powered site



User personalises their experience and shows interest in Nursing



User explores relevant content



User registers for the platform to access some gated content



Users browsing behaviour is stored in their profile



Vepple data is synced with CRM

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Nursing: action plan



Nursing applications are down

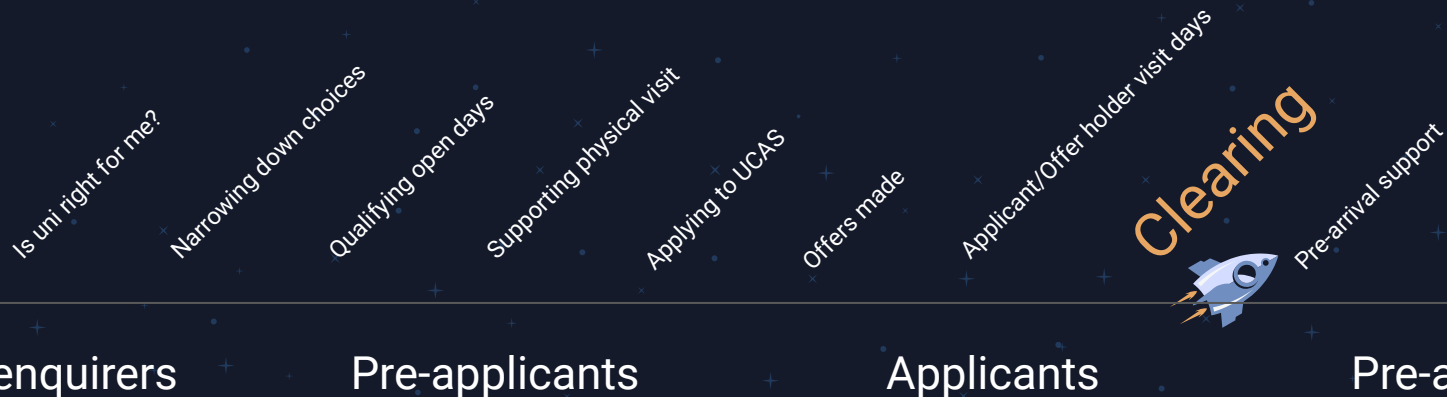


Relevant students are contacted

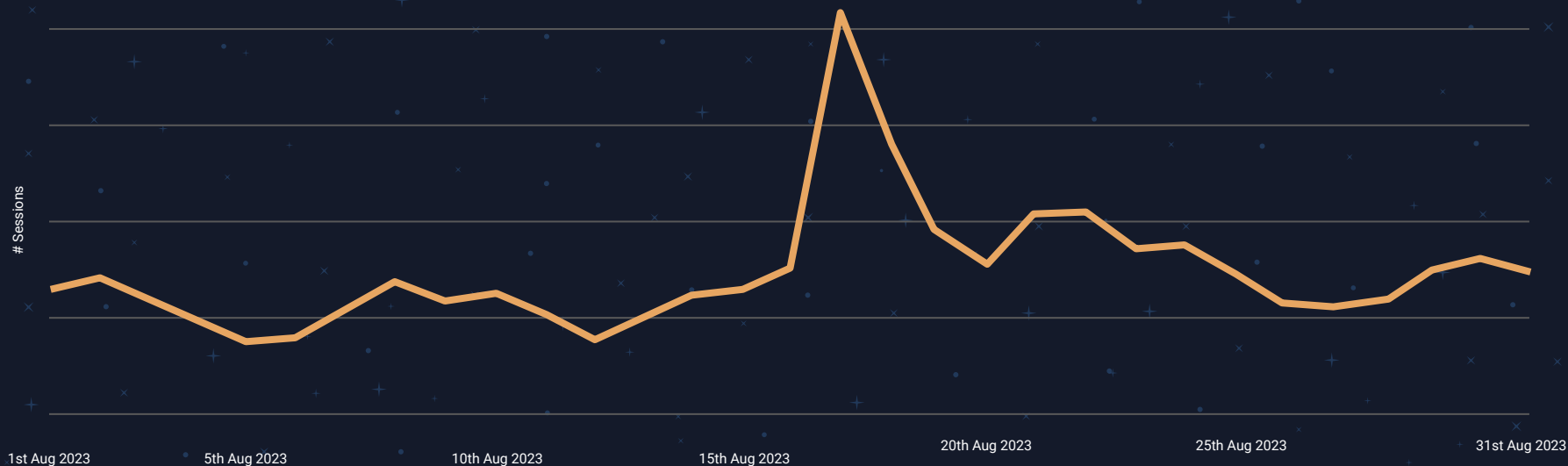


User receives the email and clicks the link to Vepple

The UK undergraduate student recruitment journey

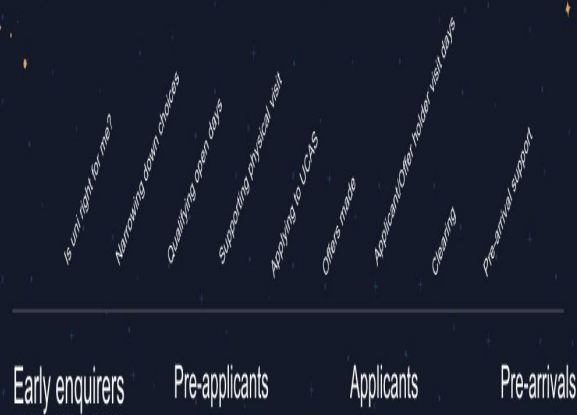


Vepple traffic over Clearing



Data from Google Analytics. 1st to 31st August, 35,254 sessions.

Clearing Compression!



A lot to cram in

Future students through the Clearing process:



Potentially haven't visited in-person nor will they



Are likely more emotional than they typically would be and hence very visual, easily digested content with which they can relate is key



Don't have time to be digging for information

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Case Study: Salford Start Smart

[Back](#)



Follow us on InstagramFollow us on TwitterFollow us on Facebook

Menu

Change your personalisation

DISCOVER

[Introduction](#)

[Setting in](#)

[Taking care of yourself and each other](#)

[Managing your studies](#)

[Being a responsible student](#)

[Managing your money](#)

[Your employability](#)

INTERACT

[Upcoming events](#)

Collapse



Connections: making friends, keeping in touch and finding ...

Watch Later Share

CONNECTIONS:
making friends
and finding out what's happening at uni

University of Salford
MANCHESTER



US Ways to make friends at Salford Uni Instagram Reel

US News Channel videos

WAYS TO MAKE FRIENDS AT SALFORD UNI

Ways to make friends at Salford Uni.

01:00

Make friends with Umii

If social media and WhatsApp groups aren't your preference, Umii has your back. Working to bring students together, Umii connects you to students at Salford with the same interests, similar course types and societies as you. Quite literally making friends with a click, Umii is the perfect solution for those who are nervous about face-to-face interaction straight away or prefer to meet people online.

Find out more on our [Made in Salford blog](#) or download the app now for [Android](#) or [iOS](#).



Coming to University of Salford

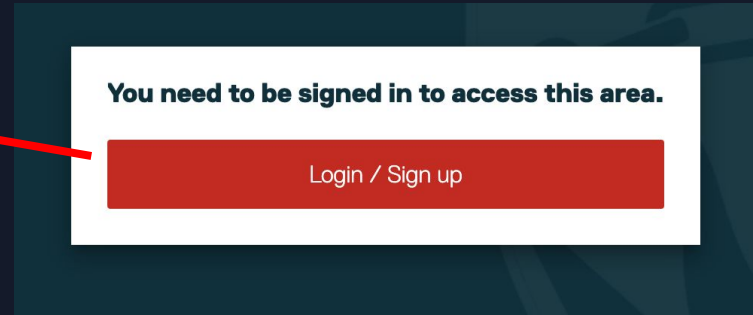
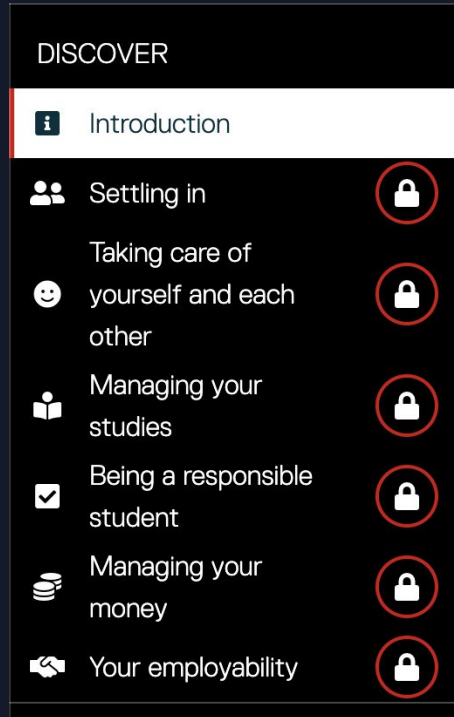
Meet like-minded students at the University of Salford

University of Salford

[Blog: Using Umii](#)

Your Students' Union: support and connecting with others

Case Study: Salford Start Smart



Recap of takeaways

1. Know how to use your website effectively at every stage of the student recruitment cycle
2. Know how to personalise an experience to create a data-informed dialogue with your future students
3. Know how to use engagement data to show applicants that you truly *get* them

Mission Complete

For more information visit **vepple.co.uk**.

For a Vepple chat or demo get in contact with Vic littler -
victoria.littler@revolutionviewing.com

Any questions?



BOOK A DEMO NOW

To discover more about the art of personalisation and what Vepple can do for your university's recruitment marketing...

Scan the QR code to book your demo or find out more at vepple.co.uk

