

Understanding Marketing: The fundamentals and the bits that matter

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Workshop aims to cover:

Marketing jargon, the marketing mix, the role of marketing in the student recruitment journey, campaign planning, and measuring success.

Quiz! Digital marketing jargon buster.

Test yourself with your knowledge of the following terms – answers can be found at the end of this document.

- What does *CTR* mean?
- What's a *Conversion* or *Goal*?
- What does *content marketing* help you to do?
- What's an *acquisition*?
- What does *PPC* mean?
- What 3 channels would you use for *organic reach*?
- Do companies pay to have organic listings on Google?
- What is advert *reach*?
- How much does a click cost?
- What do we mean by *analytics*?

A **Jargon Buster** is available within the slide deck.

The Marketing and Communications Mix

The Marketing Team will take your problem-to-be-solved (e.g. promote a course, get open day bookings) and will use a mix / combination of things to help solve that problem in the best way.

The following notes refer to the relevant slides:

Experience / Events / Personal Selling are the parts which student recruitment are not only most familiar with, but are actually delivering. We are all marketers.

The Physical and Digital Assets (freebies, publications, website, etc) need to do a good job of letting prospective students know what your institution is actually like.

PR / Public Relations: If you as recruitment come across students who have interesting stories (especially if there is an element of overcoming adversity) please do pass them on to your comms team.

Direct Marketing covers things like sending out emails to enquirers, posting out literature, phone call campaigns or engaging people on social media.

Finally, advertising. This is digital (incl social media) as well as print, outdoor billboards, radio and TV. Identify your audience and work with the marketing team to make sure the advertising goes where the audience already are.

The Student Journey

The student journey can be thought of in terms of a funnel, with different messages and types of engagement as the student moves through the funnel. (See slide deck). You know more about the person as they move down the funnel, so communication should get more personalised as it moves down.

Group Activity: Planning a Campaign

Remember your *audience* includes teachers, parents, careers advisors as well as the target student. When thinking about the different *channels*, don't forget about organic marketing first – it's easy to concentrate on how to get the most out of a budget and forget the stuff you can get for free.

How do you measure success?

More straightforward with digital adverts and content as you can see who has seen it, who has clicked, etc. Remember to check your campaign results *throughout* the campaign not just at the end – it may be underperforming and you need to change something.

Non-digital adverts can be monitored, but it's harder. You can use QR codes or particular website landing pages to try. You can look into postcodes of enquirers, for example, to help see whether an activity in a certain location has worked well.

The session concluded with ways in which Recruitment can assist Marketing to work better for them, for example: help them better understand the audience, provide content, make sure Marketing understand what enquirers/applicants are interested in at certain times of year, pass on information about “cool stuff that's gone down well at events”.

Quiz Answers

CTR = Click Through Rate. %/rate at which people who see an advert choose to click on it. High CTR is a good thing.

Conversion / Goal = The action you want visitors to perform. E.g. Complete a booking form, download a PDF. A low conversion rate may mean there's a problem or barrier with your setup.

What does content marketing help you to do? Attract new audiences and engage your current audience. Good content engages.

An **acquisition** doesn't refer to a student enrolment... it's where you have captured someone's details for future marketing, so it could be an open day booking, for example.

What does PPC mean? Pay per Click. Adverts where you only pay when someone clicks on it.

What 3 channels would you use for organic reach? Press and PR, Search Engine Optimisation (SEO), Social Media Marketing. Basically organic = free.

Do companies pay to have organic reach on Google? No. Organic = free! The organic listing is where you appear on the search without advertising. If you are checking your performance on a Google search, make sure you open a private browser for the real picture – Google knows who you work for and will skew the results!

What is advert Reach? The number of people exposed to an advert. Also called impressions.

How much does a click cost? It's variable – it depends how much competition there is. It could be 1p, it could be £100. On A-Level results day, a Clearing advert has been known to cost £500 a click!

What do we mean by analytics? Basically, a fancy term for looking at the stats. The analysis of data generated by people's activity on your website or other channels.

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