REVISIONS & DECISIONS: THE STUDENT JOURNEY

ABS Marketing Business Education Conference

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Today

- Introductions
- Undergraduate market place
- Revisions & Decisions: The Student Journey
  - Background
  - Our community
  - Early Engagement
  - Social Media
  - Promoting Institutions
- What’s next
- Any questions?

A few words about SMRS

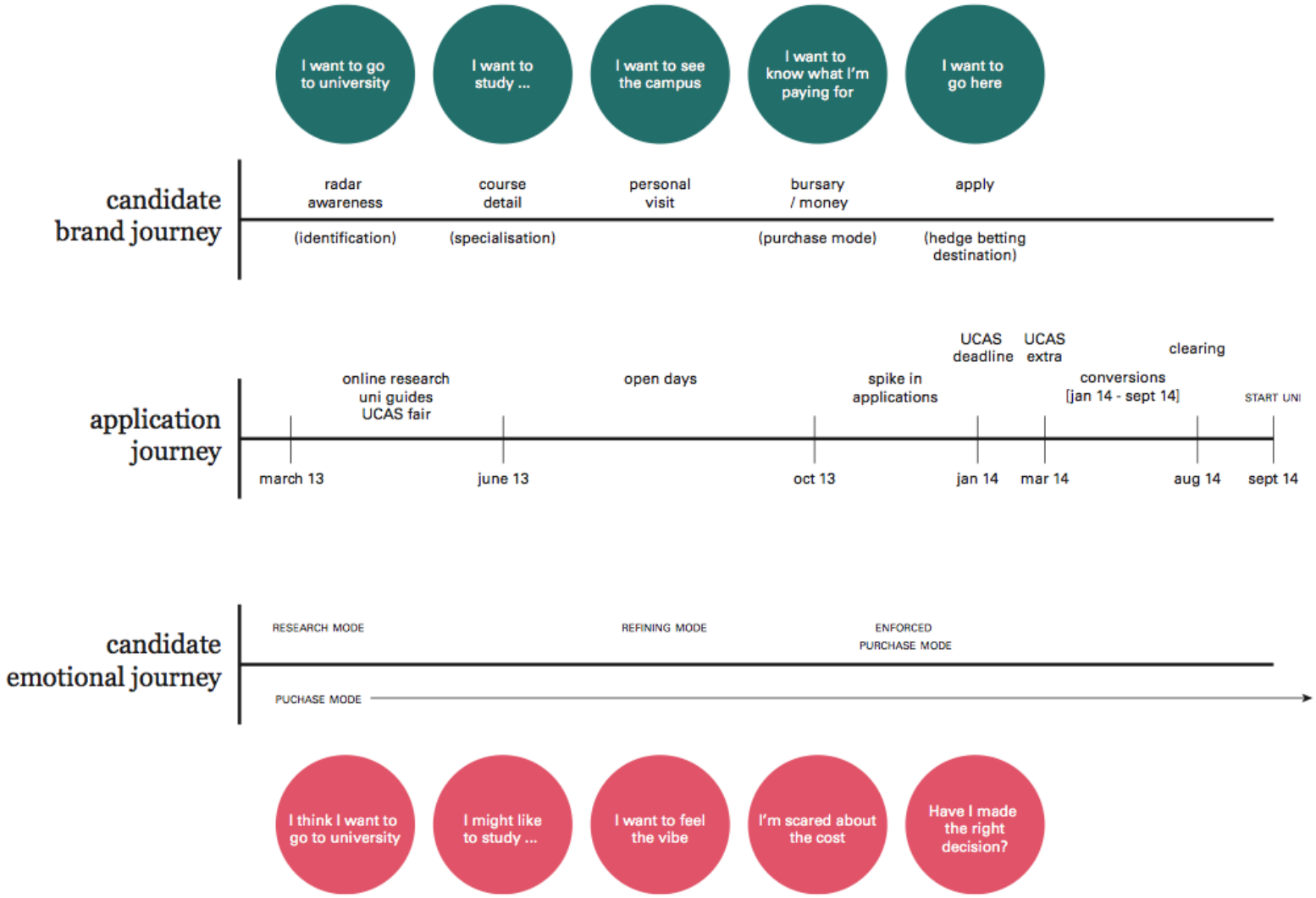
- An advertising agency that specialises within the education sector
- Working with over 25 Education providers in the UK, delivering student recruitment solutions
- Sector specialists benefitting from the resources of a leading multinational media and digital communications group
- Provide full service solutions
- Over 60 client facing and creative staff in London and Manchester
- Passionate about the education market

A selection of our clients

Some thoughts on the education sector

- The education market has seen unprecedented change over recent years
- Pace of change and competition within the UK (and globally) is only going to increase
- Audiences are becoming increasingly complex as is the offer of education providers
- Reputation / awareness / direct response all play a role in delivering effective solutions
- Students as consumers – understanding their journey is crucial to delivering robust solutions

Revisions and Decisions: The Student Journey



REVISIONS & DECISIONS

The Student Journey

Revisions and Decisions: The Student Journey

Play trailer

myjourney

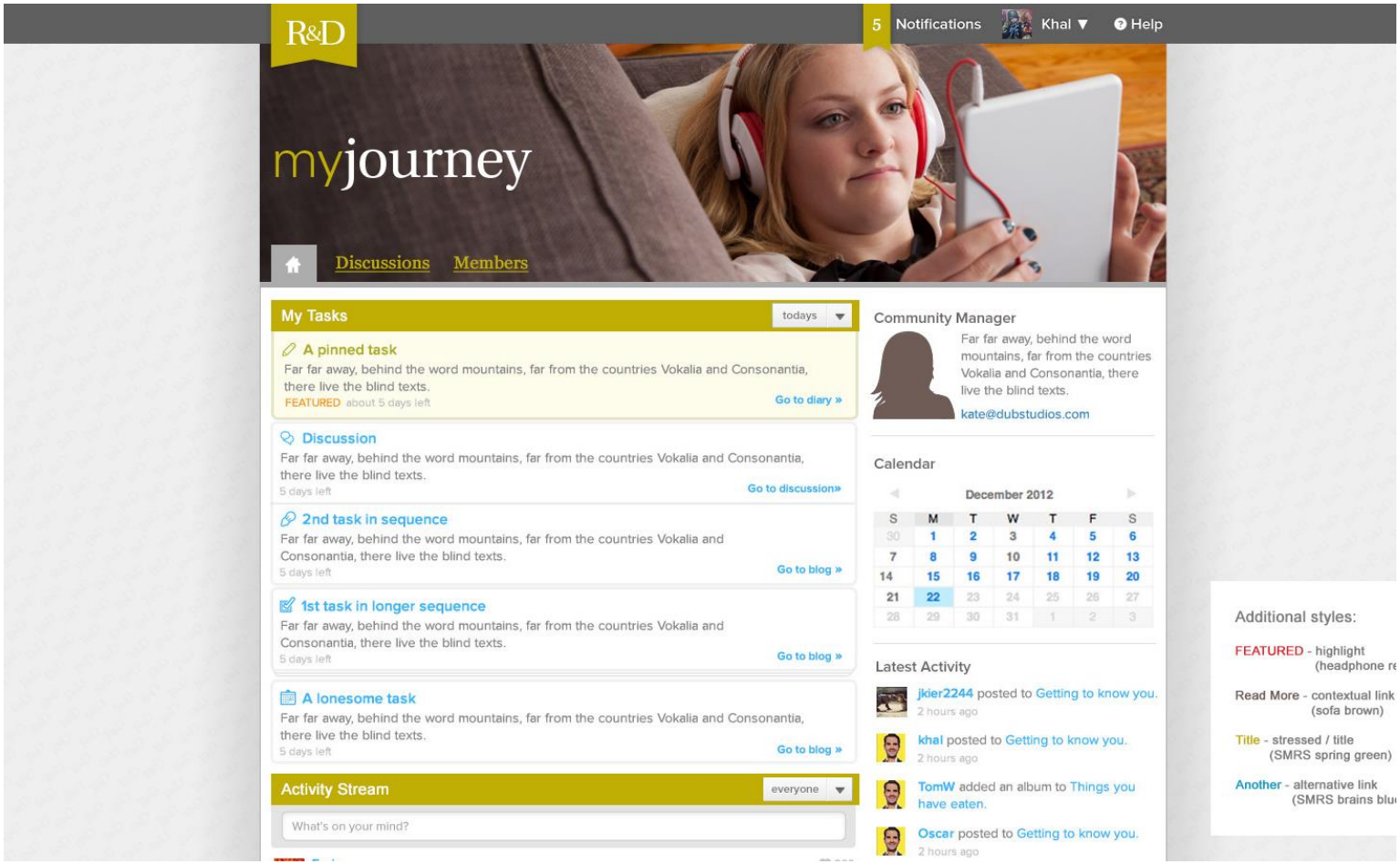
A unique and exciting programme of research to map the student journey from college to university or work

Why is it unique?

- It’s a dedicated community of 50 x Year 12s
- Following them for two years, day in and day out through online diaries, focus groups, surveys and polls
- Getting to know them from the outset with detailed pen portraits
- Tracking their emotional journey as well as practical journey
- A 360 degree perspective – parents and students
- The output will span the full customer journey, channels and touch points

myjourney: the online portal

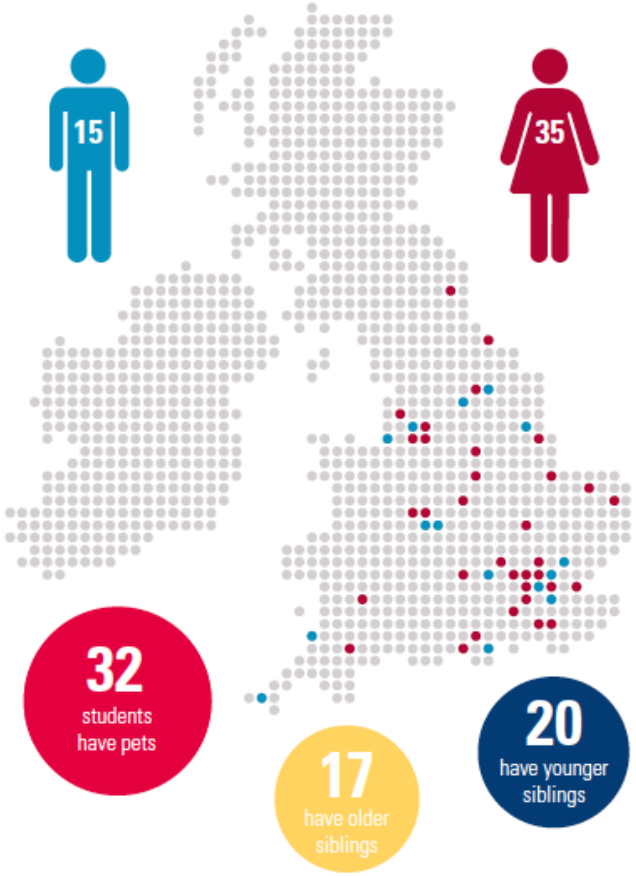
The research programme is supported by an online community platform that has been developed by a leading insight and co-creation community software provider…



ABOUT OUR COMMUNITY

About our community

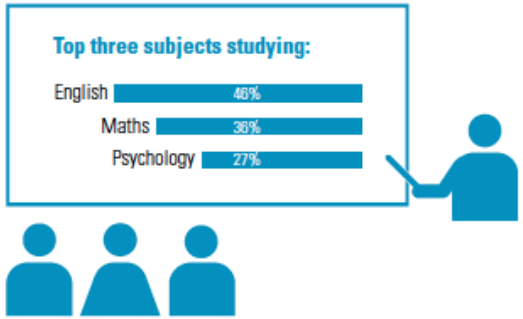
About our student panel:



40%
have just started Further Education College

47%
have just started their school's 6th Form

13%
have just started another school's 6th Form College



The majority of students are planning on going to University, though are still unsure of the details

- Two are thinking of taking a gap year
- One is considering getting a job straight away
- Two are undecided

Meet some of our community

rainbowcats

- Enjoys dubstep and trap music
- Hopes to change the way people think about mental illness
- Her friends would describe her as strange, happy and different
- Works in Greggs Bakery and has to get up at 4am on Saturdays
- Enjoys using Facebook, Pinterest & Tumblr
- An Atheist

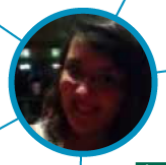
Leyland

turtleking

- Works part-time as an assistant tutor
- Wants to study Medicine and become a Cardiologist
- Plays guitar in a band called 'Baroque & Roll', and wants to combine travelling and busking after his studies
- Member of an amateur dramatics group, and is auditioning for Grease
- Doesn't like having to repeat himself
- Gets up at 6am to do his paper round before school

Chelmsford

rhondawoods96



- Works on the tills at the local football club
- Unsure whether to take a Gap Year or go straight to Uni
- Loves browsing Instagram, hates Facebook adverts and limits on the length of Tweets
- Likes listening to music when she is revising, but only songs without lyrics or she'll sing along
- Has older siblings that have left home

Sunderland

Alev Alagoz

- Attends acting classes and would like to become an actress
- Dreams of setting up an affordable clothing line operating on a non-profit basis
- Likes being able to Tweet as much as she wants without being told to 'shut up'
- Has been trying to contact Justin Bieber on Twitter for 4 years without success but has not given up
- Has to re-sit a few GCSE subjects

London

EARLY ENGAGEMENT

Engaging early with prospective students is important ....

Many had already made decisions on HE before finishing their GCSEs

- Most had decided by Year 10/11
- Driven by their career aspirations and the desire to pursue a subject they find interesting
- Appreciate that University is more than an opportunity to improve career and employment prospects
- And some have very definite ideas of what and where:

"I decided to continue into further education from age six when I set my heart on becoming a vet as that is the best route into that career."

"Yes, I am very clear of what I want to do - I want to do a BA in German at most likely one of Oxford, UCL, Leeds, Nottingham or Durham."

... with applicants receiving more offers than ever before

UCAS end of cycle report showed;

- Institutions increased the number of offers they made to applicants by 9% to 1.7 million in 2013, the highest level ever recorded.
- For the second year there was an increase in the concentration of these offers, with 22% more offers being made to applicants who received offers from each of their five choices.
- In 2013 over half of these applicants had four or more offers to choose between.
- The proportion of applicants with offers from all five of their choices increased to 31%, the highest level recorded.

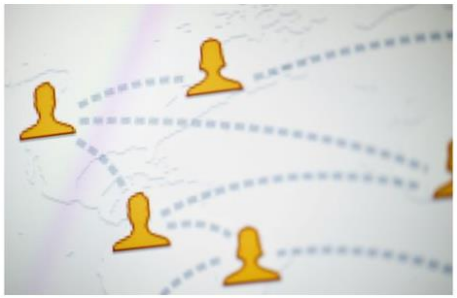
SOCIAL MEDIA

So is Facebook dead?

BBC

Facebook - not dead, not buried

COMMENTS (389)



Over the weekend, there was some scary news for the world's biggest social network. Facebook, the story went, was "dead and buried", teenagers were turning away "in their droves", put off by their parents' presence on the network.

Facebook 'dead and buried' as teens switch to Snapchat and Whatsapp

Teens are embarrassed to even be associated with the social network as more and more parents attempt to 'friend' their children

THE INDEPENDENT

Young users see Facebook as 'dead and buried'

A study of how teenagers use social media has found that Facebook is "not just on the slide, it is basically dead and buried", but that the network is morphing into a tool for keeping in touch with older family members

Young people now see Facebook as 'uncool' Photo: Alamy

The Telegraph

Teenagers migrate from Facebook as parents send them friend requests

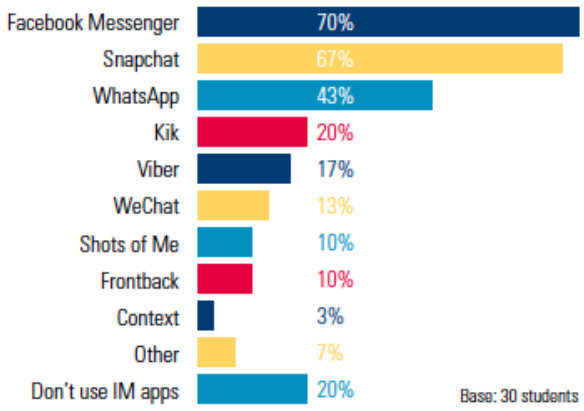
Comprehensive study has found teens are moving to services like Twitter, Instagram and WhatsApp and are not concerned about commercial use of personal information

theguardian

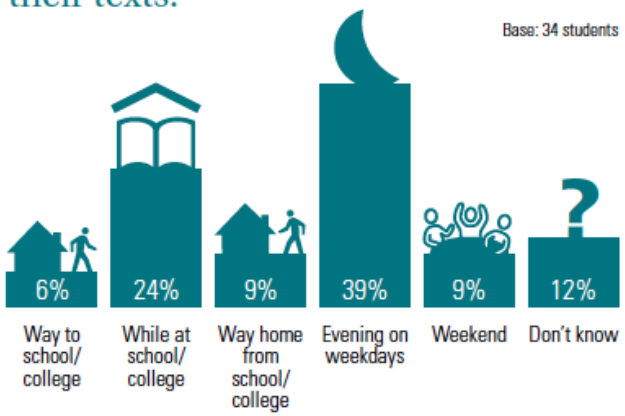
smrs

Facebook is still the most popular messaging platform

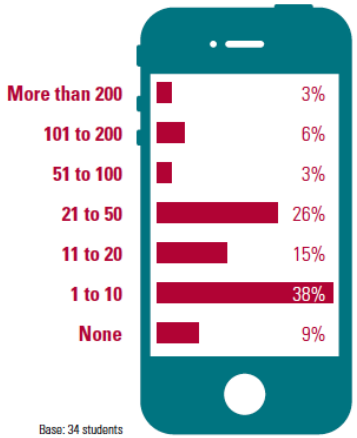
Messaging apps that students use:



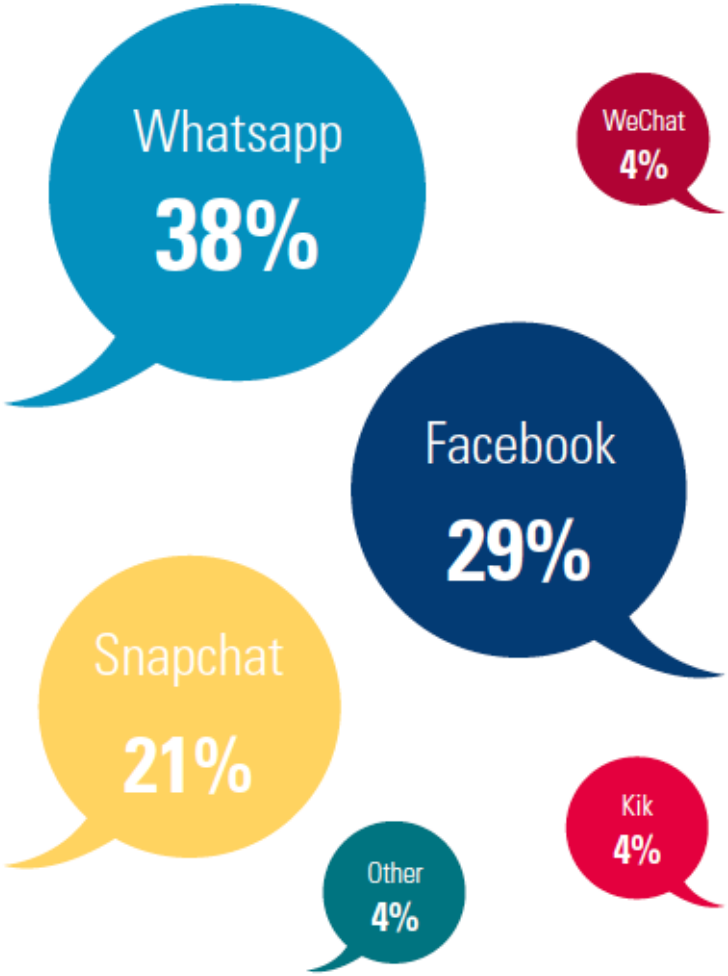
When students send most of their texts:



Texts sent in a day:



But it's not the most frequently used by our community



"It's simple, I can send video, images & voice notes for free as long as I have an internet connection. It uses phone numbers so I don't have know random pins and stuff."

"Loads of people use it, you can customise the themes, you can send free videos, pictures as well as text messages, it's just great in my opinion . :)"

"It's easy to use. You can have group chats and send photos easily."

WhatsApp

"Because it's easy to use, and I don't have to add any contacts they're already on my Facebook."

"It's a quick way to talk to your friends and get quick replies."

Facebook Messenger

"Snapchat is really easy to use, hundreds of thousands of users and it's a funny and easy way to contact people!"

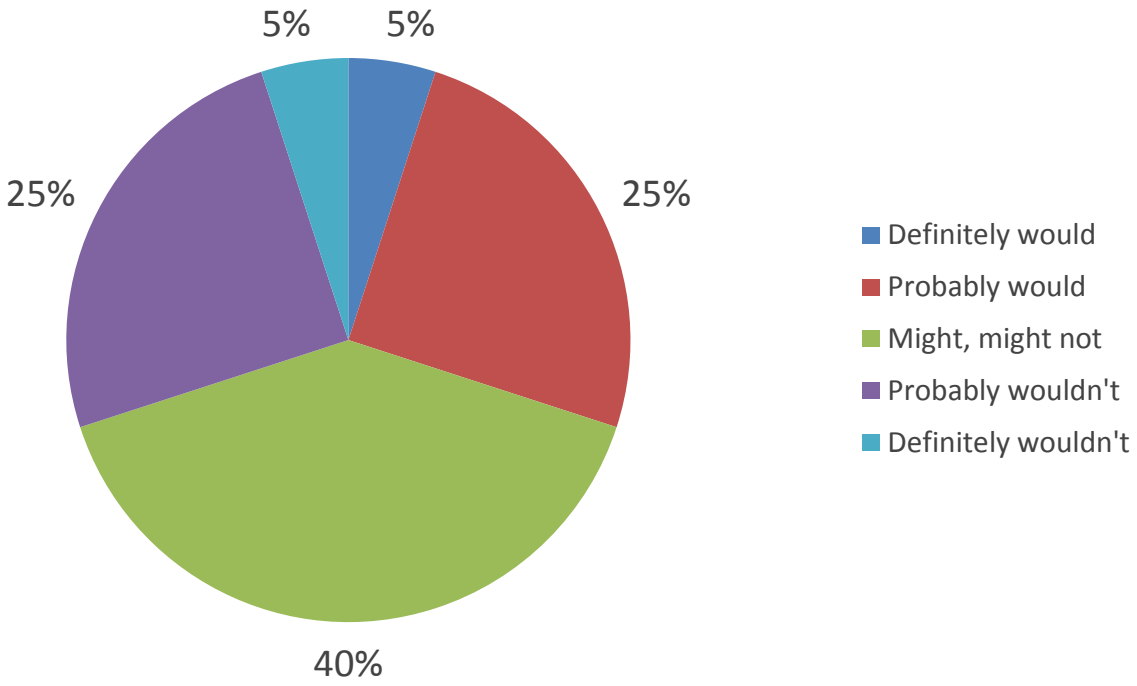
"My best friends' faces! We mess about and pull silly faces and it's nice to see each other when we talk."

Snapchat

Facebook is still a key channel to reach prospective students

- 3 out of 10 of tomorrow's college leavers will very likely be using university Facebook pages to help them decide which university to go to
- A further 4 in 10 could be persuaded to use them.

Q. If you were deciding which University to go to, how likely would you be to look at Universities' Facebook pages for information?



PROMOTING INSTITUTIONS

Click Away!

I **love the Graphics editing** here and it really **shows the potential of the Uni** (a local University). The **colours stand out** and resemble a 'fiery' shape. I really **REALLY dislike the comic sans-like child font**. UCLAN has tried to be clever with 'get where u want to be' but I really think it puts the whole advertisement and gives it an 'immaturity' feel. **Drop the improper grammar, UCLAN!**

I thought this advert was **pretty simple, too simple**. It didn't really strike me as such. I think the main thing that got my **attention** was the **choice of colour.** I saw this advert on the Salford City University website.

‘Talk to us as adults’

Make images colourful and striking to capture students’ attention

Talk to students as adults – tools such as text speak look like the advertiser is trying too hard

Get to the point. Students want to understand what an ad is about, without having to read too much text. Grab their attention and they will make the effort to find out more.

There is a sense amongst students that universities are all saying the same thing and not differentiating themselves with any new or unique messages.

WHAT'S NEXT

What's next?

This term's discussion group is considering:

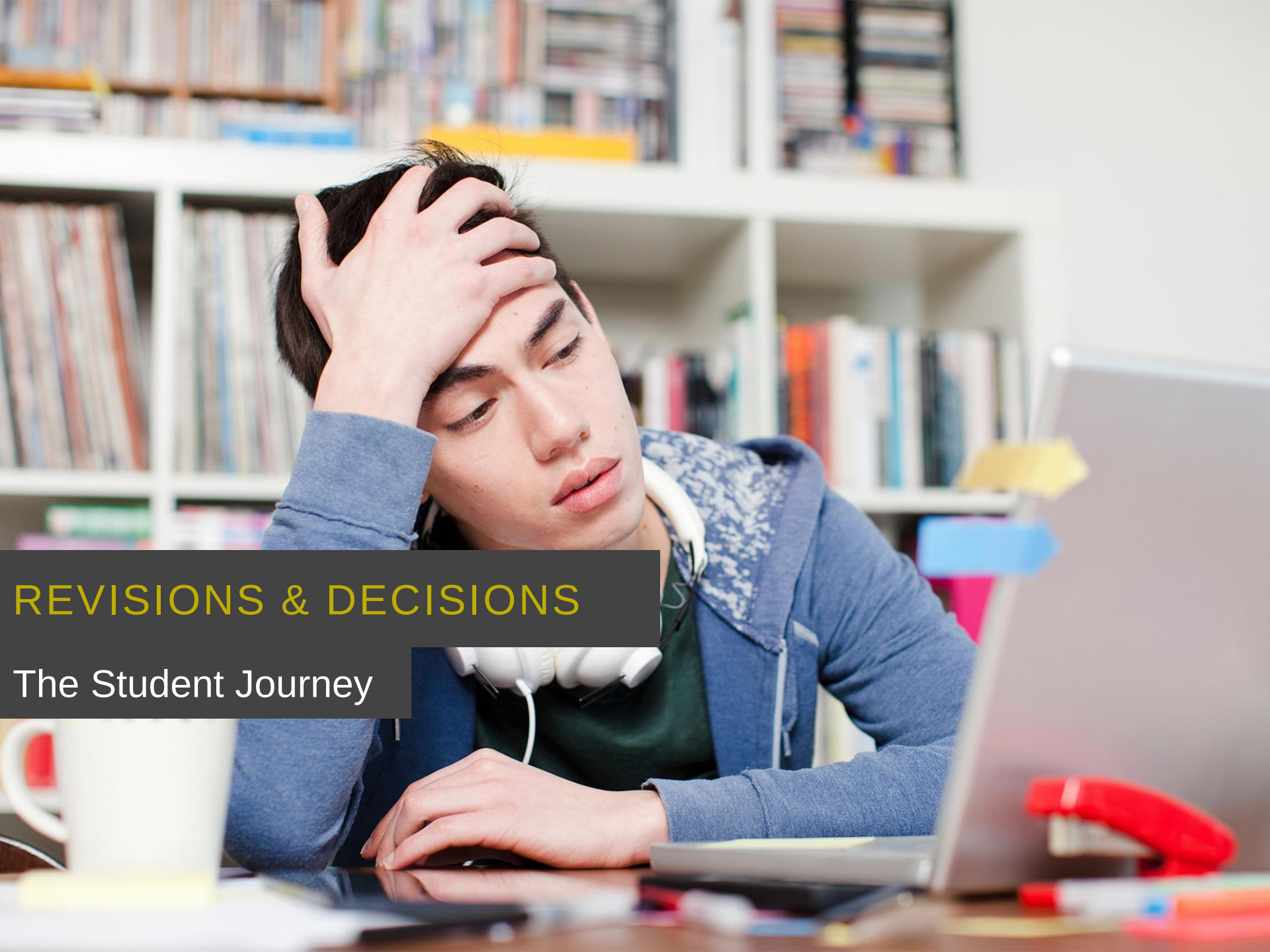
- University reputations
- University brands
- Information, guidance and advice
- UCAS fairs

And next term we'll be moving on to Open Days – what our community loved about them, what they disliked and what else they'd have liked to have seen

How can you keep in touch with Revisions & Decisions?

- Sign up to our mailing list at smrs.co.uk/education/rd
- Check our website regularly
- Follow us on twitter @smrsltd
- Join our presentations at future conferences

ANY QUESTIONS?



REVISIONS & DECISIONS

The Student Journey