

Adaptive postgraduate marketing approaches for the current climate.

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FindAUniversity.



Programme directories
& advice for **1.3 million**
unique visitors each month



17 specialist postgraduate
study fairs with over
7,500 attendees annually



Regular **audience**
surveys & user
behaviour analysis

Impact of coronavirus.

- Fast moving.
- Brief dip in traffic volume in March, swift recovery.
- Adaptability is key to dealing with ongoing uncertainty.

Impact of Covid-19 on postgraduate study plans: Survey.

- Database of *prospective* Masters & PhD students; all actively considering PG study for 2020/21.
- Measuring the **impact of COVID-19** on **intentions & information needs**.
- **1,500 responses** over two weeks.

Response focus.



Effect on PG
study plans.



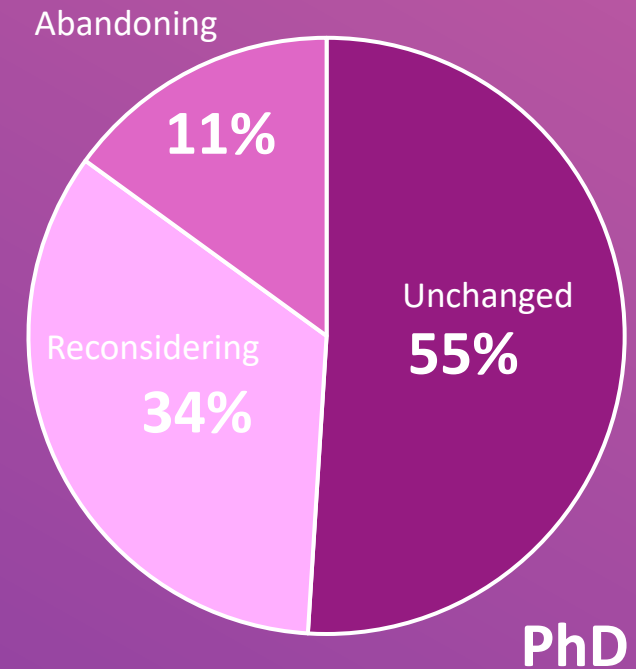
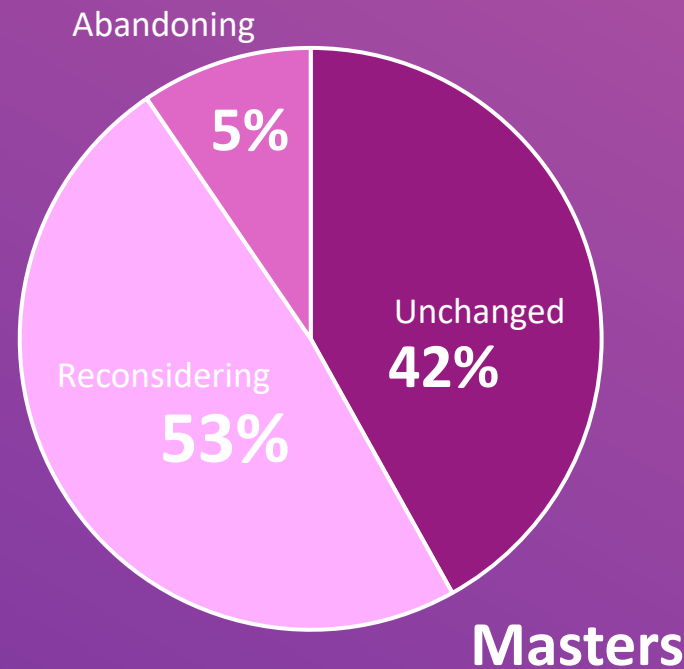
Thoughts about **study**
options for 2020/21.



Information
needs.

Postgraduate study plans.

58% of prospective Masters students and **45%** of prospective PhD students are **rethinking** their postgraduate study plans for 2020/21.



Postgraduate study plans:

Adapting your marketing for the short-term.

- Do prospective students know you are 'open for business'?
- Are you showing understanding?
- Give them a flavour of what it could be like.
- Build excitement.

Study options for 2021.



Move entirely online:
24% Masters & 23% PhD



Start online > on-campus in January:
46% Masters & 55% PhD



January start:
49% Masters & 44% PhD

Study options for 2021:

Adapting your marketing for the medium-term.

- Messaging; profile your audience & consider their needs.
- Channels.
- Timing.

Information needs.



Virtual study fairs
& open days.



Postgraduate
funding webinars.



Chat with current
postgrads.



Institution-specific
updates.

Additional opportunities:

Adapting your marketing for the longer-term.

- Recession = remain in HE / return to education?
- Boosts for specific subject areas?
- Don't forget international students.

What next?

Follow-up Covid-19 survey launched last week:

- Webinars / reports & infographics.

Please follow us on **LinkedIn** and **Twitter**, and if you're not on it already, please do join our mailing list by request: **Marketing@FindAUniversity.com**.

Contact me directly: **Sarah@FindAUniversity.com**