

What do students want



LIVE WEBINAR



OUR panel

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WHAT DO STUDENTS REALLY WANT...

from email

▶ **Clarity and clear CTAs**

Students want to know what they have to do next.

▶ **To know the sender**

The 'From' is important.

▶ **No gimmicks**

Keep it straight to the point. Save your marketing line for another communication.





WHAT DO STUDENTS REALLY
WANT...

from your
content

STUDENT TESTIMONIALS

But... not always reviews – authentic voices of students who not only graduated, but thrived.

SHORT FORM VIDEO

Think ‘man on the street’ videos and reaction videos to opening acceptance letters.

BRANDING & WEBSITE LINKS

The importance **(or not)** of including logos, branding and external links to your website.



WHAT DO STUDENTS REALLY WANT...

from social media

- ▶ **User Generated Content (UGC)**
Utilize your student ambassadors.
- ▶ **Faculty channels**
Do students want to follow sub-accounts?
- ▶ **Jumping on trends**
Should you attempt the latest TikTok trend?

Any questions?



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