

WAYS TO ENGAGE STUDENTS WITH PAID MEDIA

Reach UCAS audiences on their favourite platforms, using targeted content across devices.

UCAS

CREATIVE TIPS FOR ALL CHANNELS:

1. Use a consistent tone of voice, look and feel throughout

Your ad should match the landing page experience.

2. Test a variety of content

They all deliver in different placements and in different ways and a combination of creatives can yield greater results.

3. Stick to a single call to action theme throughout your copy

Mixed messaging can confuse your audience and stop them from engaging.

4. Create native content

Mobile generated videos appeal to the market and look organic in many placements. It is also low cost and can be created by Students, Sponsors or Ambassadors.

THREE WAYS TO IMPROVE SOCIAL:

1. Try to use video wherever possible

Short video clips work best and should be no more than 20 seconds in length.

2. Work smart, re-purpose and reuse content that suits multiple platforms and placements

For example, 9:16 content works across multi-platform stories placements.

3. Make sure your video content works with sound off

That is the default for auto play on social feeds. Add subtitles where needed.



For help with your marketing campaign contact:
01242 544 881 / paidmedia@ucas.ac.uk
or see our website for more **creative tips & specifications.**

BEST PRACTICES

- ▶ Use a mixture of video and image content that is relevant to your landing page experience
- ▶ Clear and cohesive ad copy that represents your message effectively
- ▶ Display your brand USPs as this is a great way to engage the audience
- ▶ Providing a wide selection of ads will help with ad fatigue and help keep your content fresh and engaging
- ▶ Providing assets that fill all ad placements will increase the audience reach
- ▶ With brand campaigns try to use the 'learn more' CTA to make them feel comfortable in exploring your brand
- ▶ Consider what part of the journey your audience will be in when designing your ad creative! They won't respond well if they have a strong CTA early on in the engagement process
- ▶ Tailor your copy and creative style for your chosen platform...Meta has a lot more space for ad copy and TikTok works in a more organic format
- ▶ With video content, unsure it always has subtitles to be inclusive, but also ensure that the message can be conveyed with the sound off.
- ▶ Videos should be engaging within the first 3 seconds! Social engagement is fast!
- ▶ Consider how your ads will appear on mobile! Most people will receive ads this way so the message needs to appear clearly
- ▶ Avoid punctuation in headlines – this looks spammy and can put users off engaging

