



RECOMMENDATION RECAP

MINDSET - ALL PERSONAS

Clearing students are much **more likely to be pulled towards a new university than they are to be pushed away** from one. So, focus on your pull factors. Showcase the **strengths of your location, campus culture, & course reputation**.

Share examples of how Clearing has **helped students realign their goals and overcome unexpected changes but** prioritise the dissemination of **useful and practical information** over emotional messages of support and reassurance.

Engage with potential applicants **whilst they are in Y12** and ensure your Clearing information is accessible year-round. Groups research at different times, it's an evergreen process.

Most students want detailed information about the Clearing process, so invest in **creating explainer content and guides**.

Stagger your segment-specific campaigns for **different times** based on their activity levels.

Prepare for earlier consideration of 'Decline My Place' and **get your messaging ready to keep hold of your applicants, before Results Day** – using webinars, campus tours, and Q&A sessions to engage students who are in two minds.

Reassess conversion rates and forecast models that consider Insurance Choice applicants – they are **increasingly declining their insurance place** if they miss out on their Firm Choices.

MINDSET - TRADITIONAL

Prioritise the **more direct sources for practical information** – like university and UCAS websites. Ensure that information about courses and the Clearing process are clear, concise, and readily available online.

Implement **automated follow ups** with students who narrowly miss their offer grades, to show them their options.

Position Clearing as a **valid and strategic pathway into Higher Education**, reducing stress and disappointment for students who miss their grades. For example, sharing stories of students who entered through Clearing.

Host **dedicated post-Results Day webinars** to guide Traditional Clearing students through the process.

MINDSET - NO OFFERS

Prioritise the practical, traditional pull factors when targeting this group – highlighting the quality of teaching and graduate potential.



MINDSET - DIRECT

Focus resources on targeted outreach to low-engagement students, who may not have interacted with your university yet. Many will engage for the first time during Clearing, so **build early awareness through consistent, multichannel campaigns** to ensure your university is top of mind when they start exploring options.

Tailor your messaging to an older audience, who may be less aware of the application cycle and process. **Reference support for those returning to learning and prioritise career-focused content.** Direct applicants are also likely to be local, so **outdoor media and local radio ads** are particularly important channels.

Create campaigns **which address common concerns early in the cycle**, such as uncertainty about applying to university, changing personal circumstances, or missing deadlines.

Create **'last-minute application' guides** tailored to Direct to Clearing students, addressing their unique concerns and timelines.

Invest in **paid media campaigns during peak Direct to Clearing application periods**, such as July and August.



MINDSET - MIND CHANGERS

Reach out to students **immediately post Results Day** with clear guidance on how to explore options through Clearing and **communicate the advantages of the new course or university**, focusing on personalised benefits like graduate links, unique extracurricular opportunities, and campus life.

Incorporate both **soft and hard pull factors** in your campaigns to engage students using Decline My Place – some are changing for ambition, while others are looking for the right fit.

Universities who want to retain their applicants and **stop them becoming Mind Changers** may also want to run pre-Results Day campaigns that build and promote their sense of place and community. To keep your confirmations, make sure to also drip feed messaging around cost-of-living support and course specific information to **build excitement and momentum**.

Highlight **success stories from other students who have transitioned to new courses or universities** through Clearing, offering reassurance and motivating others to explore their options.



MINDSET - TRADE UPS

Continue with brand awareness campaigns focusing on messages of positive outcomes and opportunities, **even in the later stages of the cycle – so that your university is top of mind on Results Day** for those who may do better than expected.

Appeal to their ambition with messages of **improved opportunities and outcomes**.

Partner with student and graduate ambassadors to highlight benefits of making the switch and choosing your university, **sharing authentic experiences that resonate with prospective students**.

To retain your applicants and reduce the likelihood of them switching, run pre-Results Day campaigns that reinforce your university's strengths. Focus on academic excellence, graduate outcomes, and unique opportunities while **building a sense of community and belonging**.

On Results Day itself, send targeted messages to those who achieved much higher grades than expected – to **recognise their achievement and reassure them that they remain a good fit for your university**.



DECISIONS - ALL PERSONAS

Clearing starts on 5 July. **Don't wait until Results Day to showcase your Clearing opportunities.** Highlight your courses and make Clearing content highly visible across your website, email campaigns, and social media well in advance to capture early researchers.

Be ready the moment Results Day begins.

Optimise all communications channels and ensure you have the staff to cover you on hotlines, live chat, and social media.

Keep the **momentum going post-Results Day.**

Maintain prominent Clearing information on your website and continue targeted outreach for those still researching.

Pay attention to those who engage with you in

Clearing, they are increasingly likely to have only targeted you.

Use the marketing that worked well for you during the cycle, because what matters to students doesn't change during Clearing.

Prioritise financial information and provide both practical and reassuring resources about the cost of living at your university and town/city.

Highlight your unique strengths. **Use data-driven insights to emphasise what makes your university stand out**, such as career prospects, student satisfaction, or facilities.

ENGAGEMENT - ALL PERSONAS

Prioritise **peer-to-peer marketing campaigns** to take advantage of the superiority of word-of-mouth.

Audit your content on your own website and **UCAS.com**, as these will be primary research sources.

Front-load your **social media campaigns earlier in the cycle**, as they are less influential during Clearing.

Prioritise **TikTok and Instagram**.

Leverage **chatbots to handle common queries**, freeing up phone lines for more complex conversations. Offer **live chat options with students or graduates**, as well as live Q&A sessions to provide personalised advice and build trust.

Provide **remote resources** to address the missed opportunity of a campus visit, like **virtual tours**.



SATISFACTION - ALL PERSONAS

Run a 'Roadmap to Results Day' campaign.

Provide students with a clear overview of the Clearing process, including key deadlines and resources for accommodation and financial aid. Use your communication channels to **guide them through every step**.

Support students with disabilities and specific needs. Dedicate a team or point of contact to offer tailored advice and assistance for applicants with disabilities. Ensure all communications and platforms, including live chats and digital content, are **accessible**. Highlight disability support services in your Clearing listings and provide **clear guidance on accessing accommodation, teaching facilities and resources**.

Continue providing **post-Results Day support, online and via phone**, there are plenty of late researchers.

Prioritise accommodation and financial transparency.

Share detailed accommodation options and availability alongside your Clearing course listings, including **costs and deadlines**. Promote **financial aid and bursary options** tailored for Clearing students, with clear guidance on loans and scholarships. Offer dedicated channels, such as live chat or WhatsApp, to address **financial and housing queries** during the Clearing period.

Provide detailed course information on Clearing listings. Ensure your Clearing listings include **comprehensive details about course modules, career pathways, and campus culture**. This helps students make informed decisions during the process.