

# THE HIGHER EDUCATION MARKETING SURVEY

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# Welcome



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# THE HIGHER EDUCATION MARKETING SURVEY

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HIGHER EDUCATION MARKETING SURVEY

**Responses** from **323** education marketers **worldwide**

Largest **segments** are from the **UK** and **US**

**Cross section** across types of **institutions** and **roles**

**Collaboration** between **Times Higher Education** and **Net Natives**

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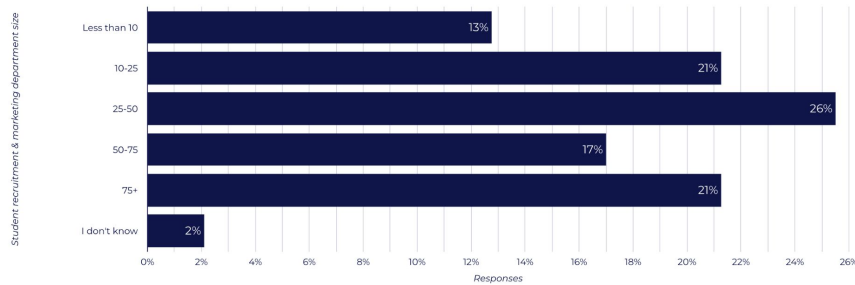
# Background and Demographics

## Institution types

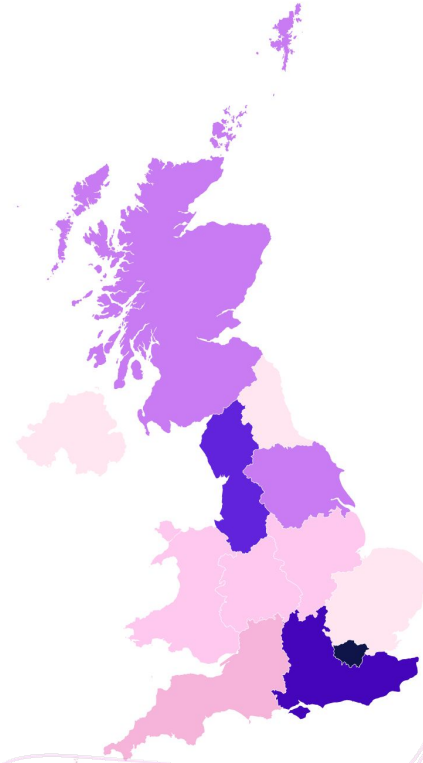
### UK institutions

	UK Institution Types	Responses ▾
1.	Post-92	30%
2.	Other - please specify	26%
3.	HE at FE institution	17%
4.	Russell Group	17%
5.	Specialist institution	11%

### Student recruitment & marketing department sizes



### HEMS UK Regions





# Priorities and Growth

# Priorities and Challenges (UK)

## Top five priorities

1. Meet and/or exceed recruitment targets (77%)
2. Improve conversion rates (66%)
3. Measure and improve brand positioning and appeal (38%)
4. Increase diversity in student body (36%)
5. Retain quality staff and measure and improve market share (34%)

## Top five challenges

1. Having sufficient budgets to meet targets (53%)
2. Measure and improve brand positioning and appeal (49%)
3. Improve conversion rates (47%)
4. Retaining quality staff (45%)
5. Meet and/or exceed recruitment targets (45%)

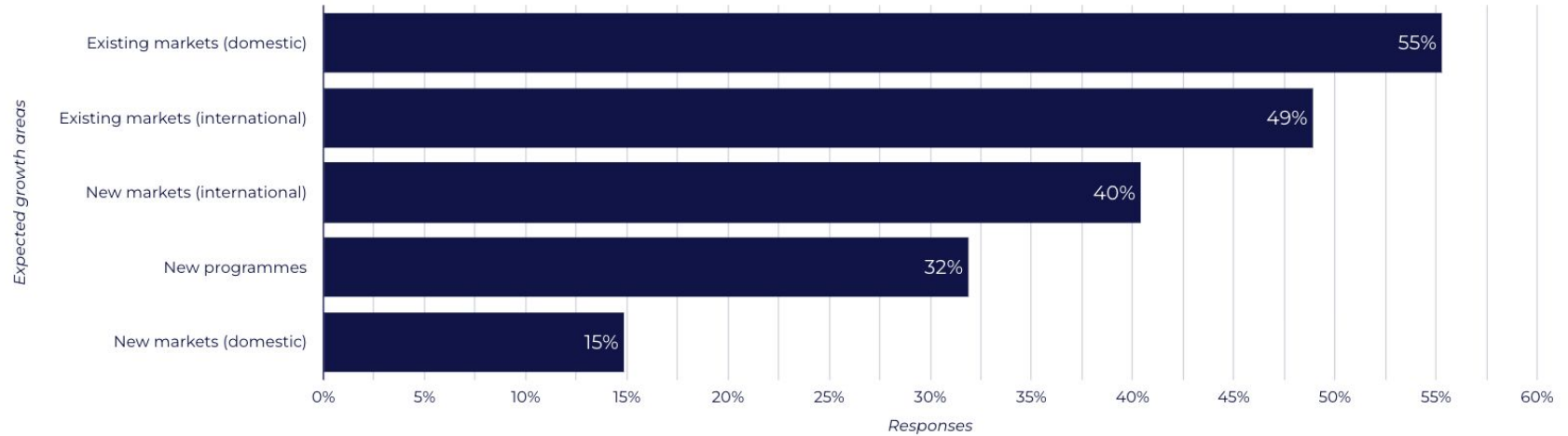
Enquiry to application  
+9%

Application to Acceptance  
+6%

# Focus and Growth (UK)

## Growth

### Expected areas of growth





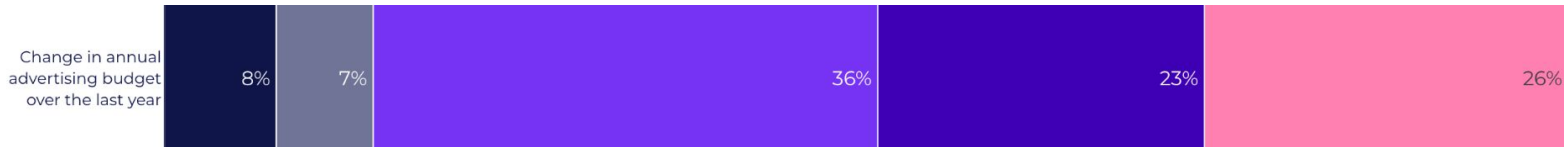
# Budgets

# Budgets

UK

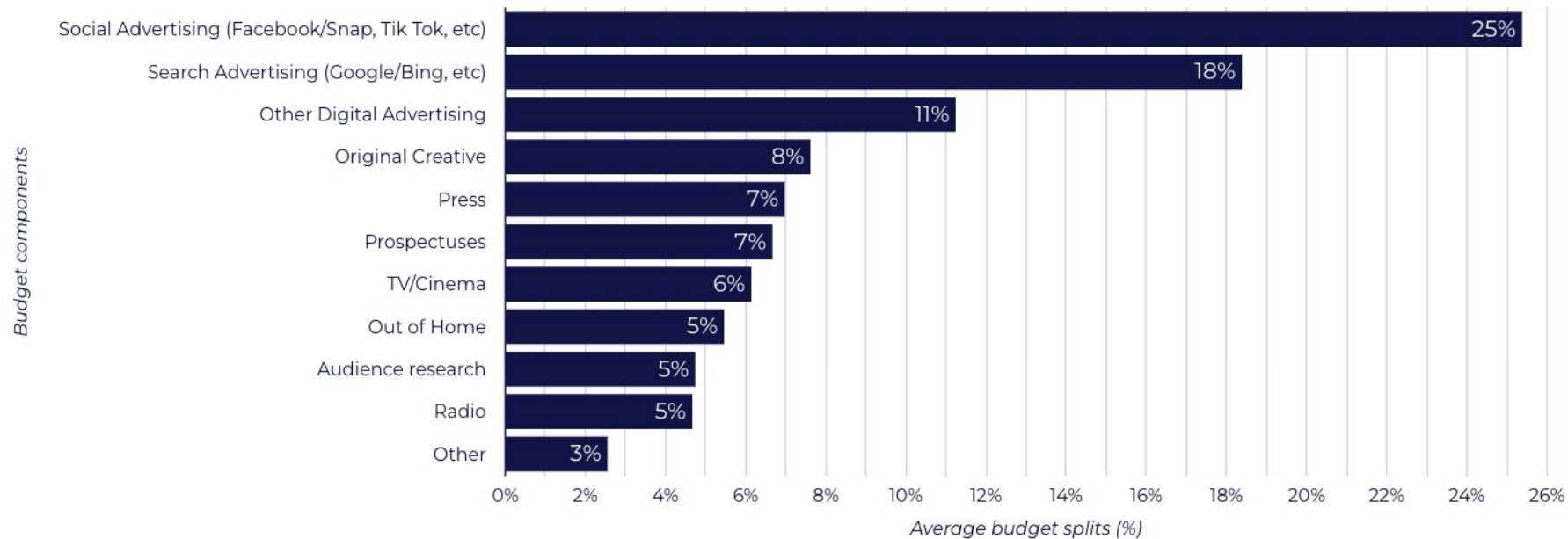


ROW



Decreased by 10%+    Decreased by 1-10%    Remained the same    Increased by 1-10%    Increased by 10%+

## Budgets Split (All data)

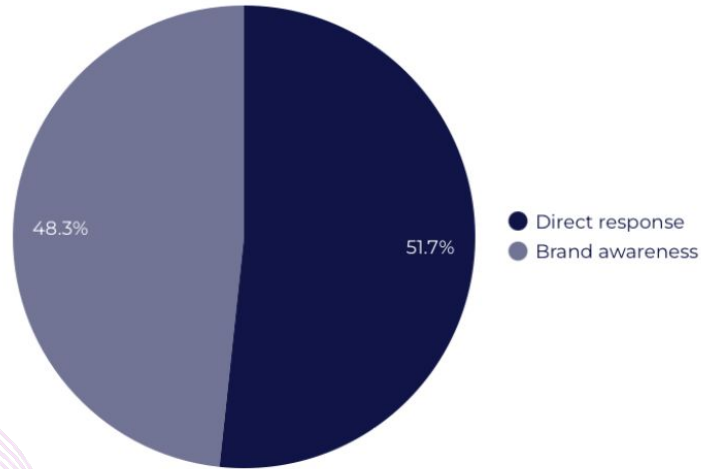


On average **55.04%** of budget is spent on digital advertising. *(This includes social, search and other digital)*



# Budgets Split (All data)

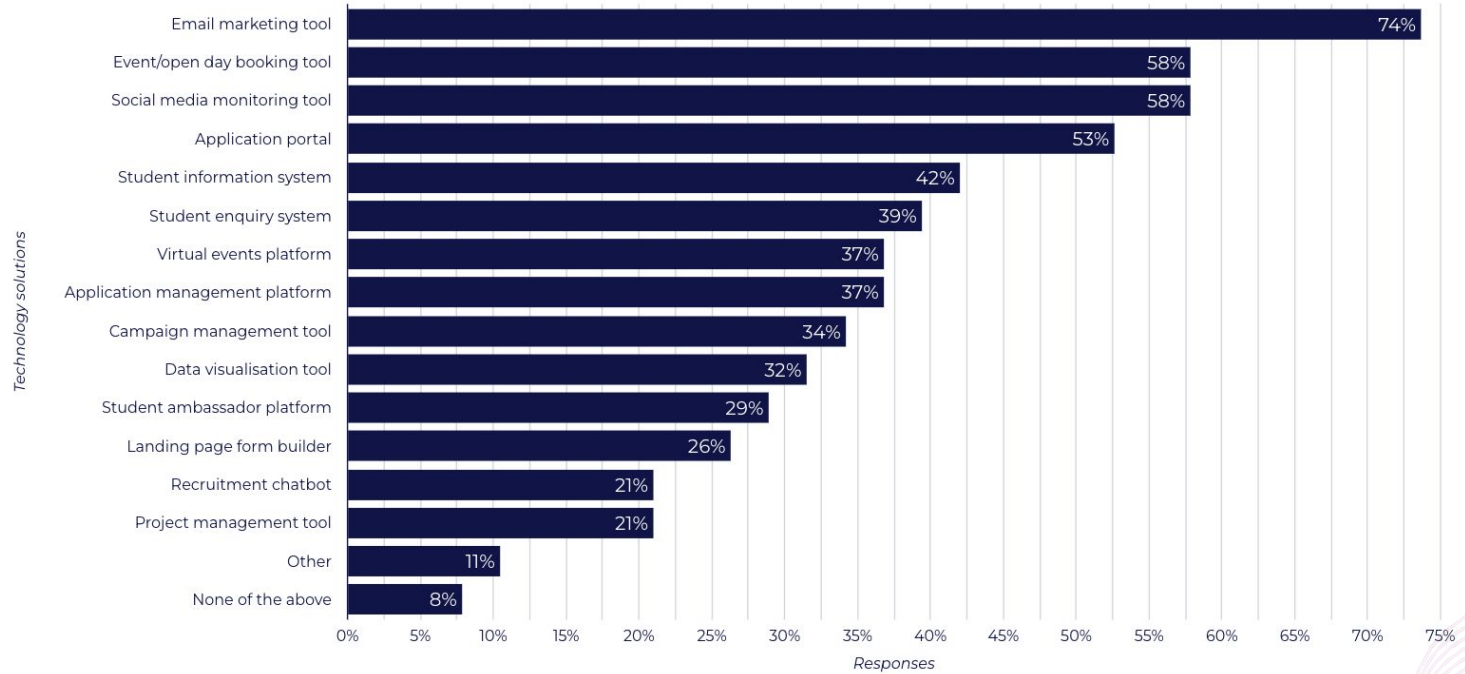
Average budget splits for brand awareness vs. direct response





# Data and Technology

# Tools (UK)





## Metrics (UK)

### Top five areas people track and use

1. Leads/enquiries
2. Clicks/Impressions
3. Applications
4. CTR (Click Through Rate)
5. Enrolments

### Top five areas people want to track but currently can't

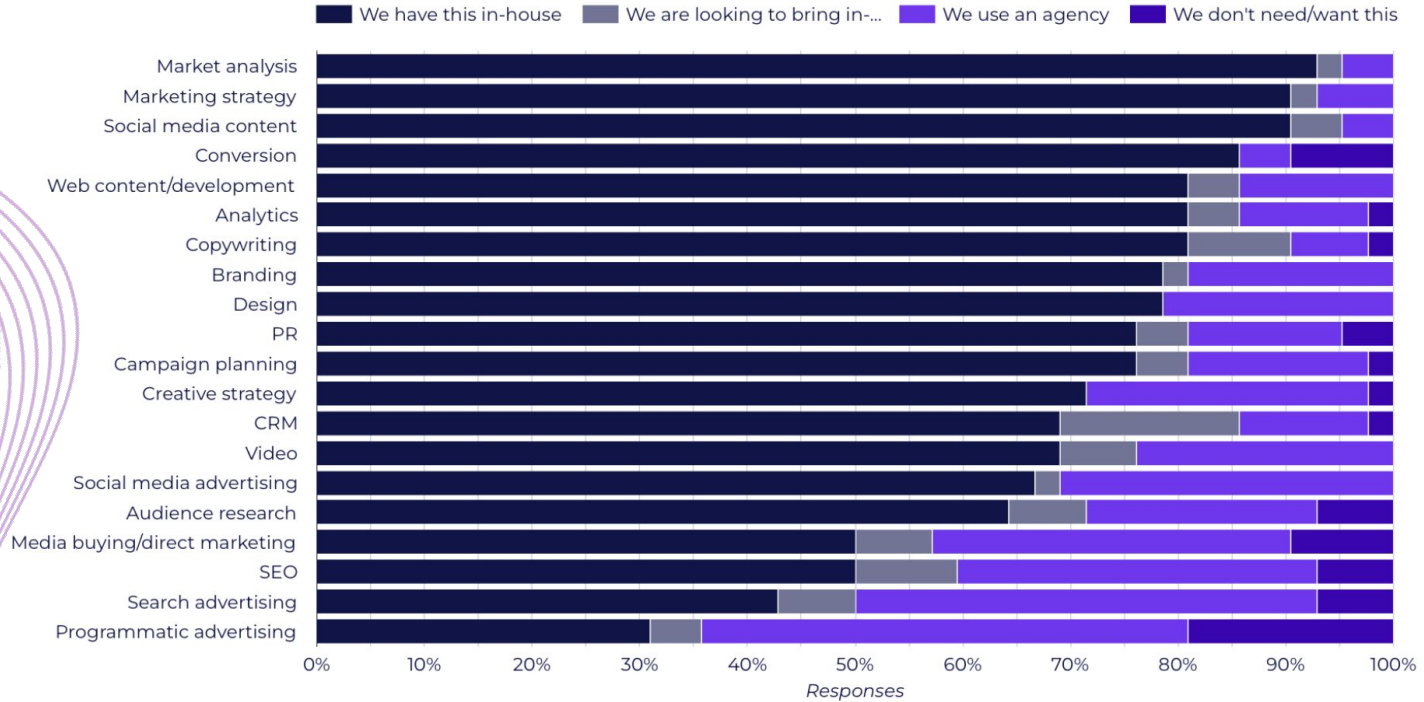
1. Cost per enrolment
2. Lead time (i.e. time from lead to enrolled student)
3. Cost per application
4. Performance against competitors
5. Market share



# In House Skills

## Skills present within marketing teams

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# Student Engagement

# What matters to students?

Factors	Student Pulse Rank	HEMS Rank	Difference in Rank	
Knowing others who attend/have attended the university	18	7	11	
Study abroad options	16	11	5	
Good Covid-19 response	13	10	3	
The institution's culture suits my personality	9	6	3	
Small class sizes	10	9	1	
Campus facilities and support services	4	3	1	
Accommodation	8	8	0	
Entry requirements	5	5	0	
Costs/affordability	2	2	0	
Offers the right course	1	1	0	
Good rankings/reputation/reviews	3	4	-1	
Far away from home	17	18	-1	
Societies/clubs	14	15	-1	
Close to home	12	13	-1	
Unconditional offers	15	17	-2	
Flexible hours	11	14	-3	
Online learning quality	7	12	-5	
1-1 tutor time	6	16	-10	

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# Next Steps

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Highlights

Overall Data

Methodology

## Higher Education Marketing Survey

Nearly 60% of respondents use a social monitoring tool, compared to only one third using CRO tools (landing page/form builders) even though conversions are a top priority and 85% have invested in conversion skills in house.

Both marketers and students agree that the top factors for students are 'offers the right course', 'costs/affordability', 'rankings' and 'facilities/support'. However, there is a big mismatch when it comes to their views on 'online learning quality'.

On average 55% of a marketing budget is allocated toward the "digital advertising bucket".

40% of respondents are currently or will be looking for a new job in the near future, and some of the top barriers speak to a lack of support and the ability to keep talent.

When looking at market growth there is a focus on existing markets both domestic and international, however, 40% of respondents are still interested in growth in new international markets.

Clicks/impressions and leads/enquiries are the most tracked and used metrics, however, cost per enrolment and the cost per application are the two areas that marketers wish they could track.





**Thank You!**

## Next Steps:



**Talk to us about participating in focus groups**



**Get in touch with us:**  
[marketing@netnatives.com](mailto:marketing@netnatives.com)

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# Questions