

CASE STUDY



<http://www.beds.ac.uk/>

UNIVERSITY OF BEDFORDSHIRE

THE CLIENT

The University of Bedfordshire is a vibrant, multi-cultural learning community enabling people to transform their lives by participating in excellent, innovative education, scholarship and research. We have over 23,000 students from all over the world, and five campuses across Bedfordshire, Buckinghamshire and Hertfordshire.

THE CHALLENGE

Clearing and Conversion 2012

The Higher Education sector has faced a difficult year due to national changes to the tuition fee structure and the shift in the balance of funding from the government to the student. Cuts of up to 40% to the higher education budget over four years were announced in the spending review in October 2010 and there have been considerable cuts to teaching budgets. These significant changes present new and in some cases unknown challenges in terms of student recruitment, particularly in the application cycle of 2012, which is the first year under the new regime.

Each year the University is provided with a target number of undergraduate students. Due to buoyant application figures in 2011 and strong international recruitment, the University of Bedfordshire has been able to invest £180m in new facilities and student accommodation and a recent capital investment has been allocated to each faculty purely for recruitment of new staff. For these reasons, alongside the cuts in government funding to the institution, the decision was made to set undergraduate tuition fees at £9,000 per year, like the majority of other HE institutions in England. In order to meet institutional financial targets, it was imperative that we recruited to target.

Given this backdrop, analysis and planning for the 2012 clearing campaign began in late 2011 as we discussed changing the emphasis of the online campaign in particular to focus on conversion rather than awareness/acquisition.



AIM OF THE PROJECT

The overall aim of the campaign was to raise awareness of Undergraduate course offers and to increase engagement and conversion online. Specific objectives were:

1. To recruit students in the clearing period between 16 August and 30 September
2. To achieve a cost per conversion of which would give a top-line ROI.
3. To ensure the percentage of students who accept a place and register is over 94%
4. To provide a large choice of high profile response mechanisms to suit our prospective students' needs.

SID DELIVERED

Detailed instructions on how to optimise the tracking of all campaigns and all online spaces.

Analysis of social media, web site analytics, offline data- every data field possible on an hour by hour basis and joining it up, so that University of Bedfordshire (UoB) could make informed decisions on what was working and what was not of all the differing campaigns, both online and offline.

Along with the above we provided proactive advice on possible opportunities on the continuous developing environment of Clearing. This was be across all channels.

Analyzing the behaviour of prospective students online to give recommendations for improving conversion.

Research, set up and then detailed analysis of targeted campaigns to deliver for particular conversion goals

The delivery of all this information by bespoke dashboards that were created on a daily basis to be circulated in a clear and easily understandable way.

MORE INFORMATION

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www.sidspace.info

“SiD did a truly fantastic job of collating all of our data and turning it into something meaningful”

THE CHARTERED
INSTITUTE OF MARKETING
MARKETING
EXCELLENCE
AWARDS
2012

FINALIST
EDUCATION