

WAYS TO ENGAGE STUDENTS WITH DIRECT MAIL

Digital natives are responding to the physical qualities and trustworthiness of mail.

It's the opposite to our virtual lives, creating real world connections and giving people something they can literally hold onto.

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HERE ARE 3 KEY FINDINGS:

1. The rise of phygital

- ▶ Nearly 9 in 10 students* said they prefer brands that blend physical and digital communications.
- ▶ Gen Z audiences are especially keen on experiences that integrate the 'on and offline worlds'.

2. A trustworthy source

- ▶ 45% of 15 to 24 year olds said they trusted content delivered by mail, and are more likely to trust it than any other age group.
- ▶ A trustworthy format coming from a trustworthy source gets your message across in an engaging way.
- ▶ Mail can be used for highly personalised messages and helps you 'stand out'. 70% of people said mail gives them a better impression of the company that sent it, while being able to 'touch it' generates powerful and long-lasting memories.

3. Mail drives action

- ▶ Using QR codes in your direct mail makes life easier in a contactless world, engaging students on their digitally native level. 84% of smartphone users said they had scanned QR codes, and 4 in 10 said they had done so in the last week.**
- ▶ Nearly 30% of mail from an authoritative source drives a 'discussion in the household' about the content.
- ▶ Over 20% 'drives someone online' to find out more information or download something.
- ▶ Both actions are crucial when students, and their parents, are comparing universities, courses, or purchases.



*Source: YouGov
**Source: RoyalMail MarketReach

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