

# CAMPAIGNS THAT MOVED THE NEEDLE

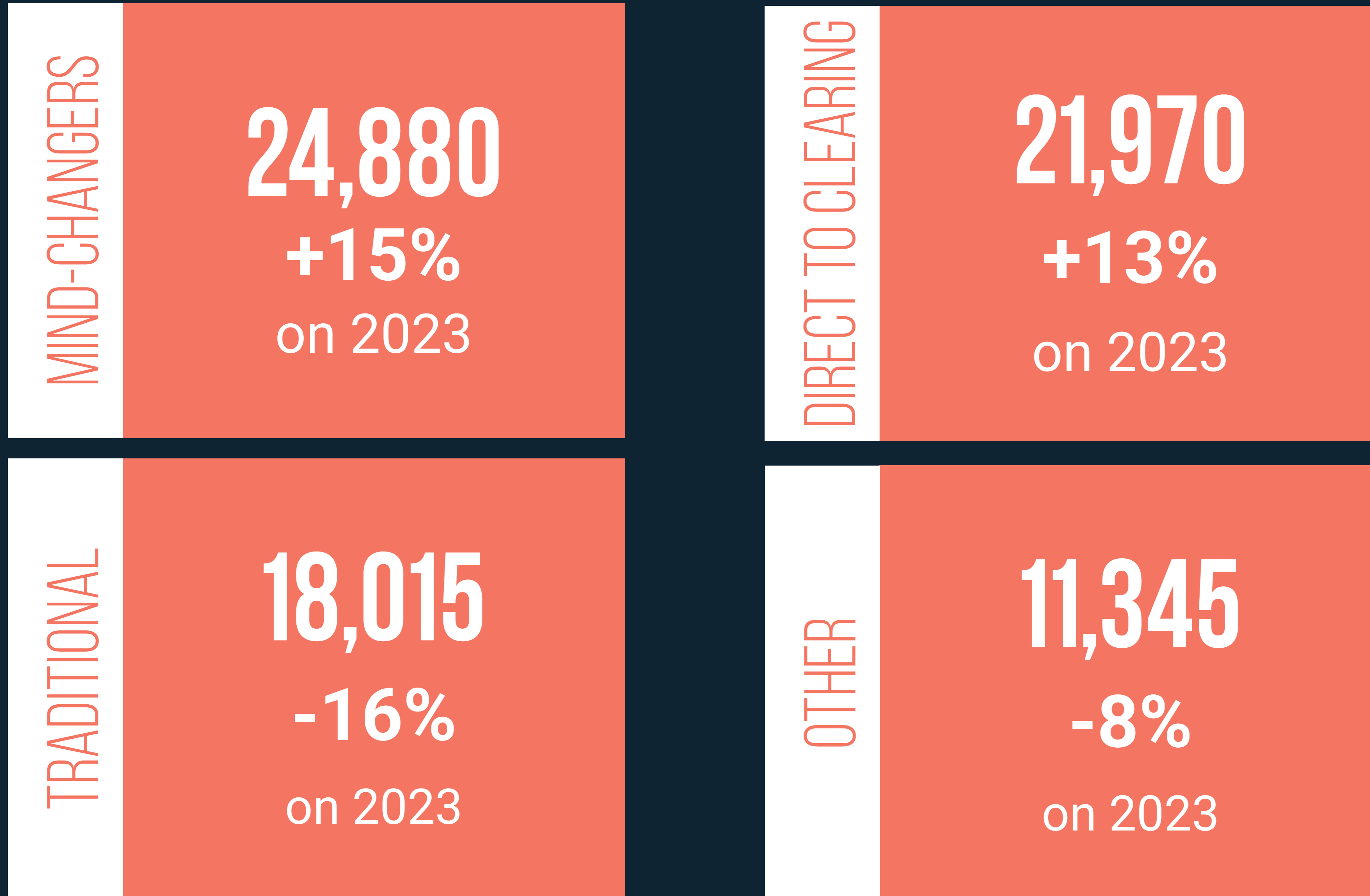


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# THE CLEARING POOLS



And 36% of students researched the university they were placed in via Clearing before the end of January

# CLEARING CAMPAIGN OVERVIEW

## RESULTS

- By 9:30am on Results Day, same number of apps by day end previous year
- Top searched university on Results Day (Google)
- Doubled email leads, but not at the expense of engagement
- Greater range of traffic sources than ever before
- 406 applications. 343 accepted

## IMPACT

- Exceeded Clearing recruitment target
- Greater trust in marketing from academic and recruitment colleagues
- Business case for increased budget leads to better ROI
- Increased appetite for a strategic, data-led approach to marketing



**I ONLY  
PROPERLY  
RESEARCHED  
THE UNI AFTER  
MAKING IT MY  
INSURANCE  
AND DECIDED  
THAT IT  
WASN'T RIGHT  
FOR ME**

**67%**

**DECLINED THEIR  
FIRM CHOICE**

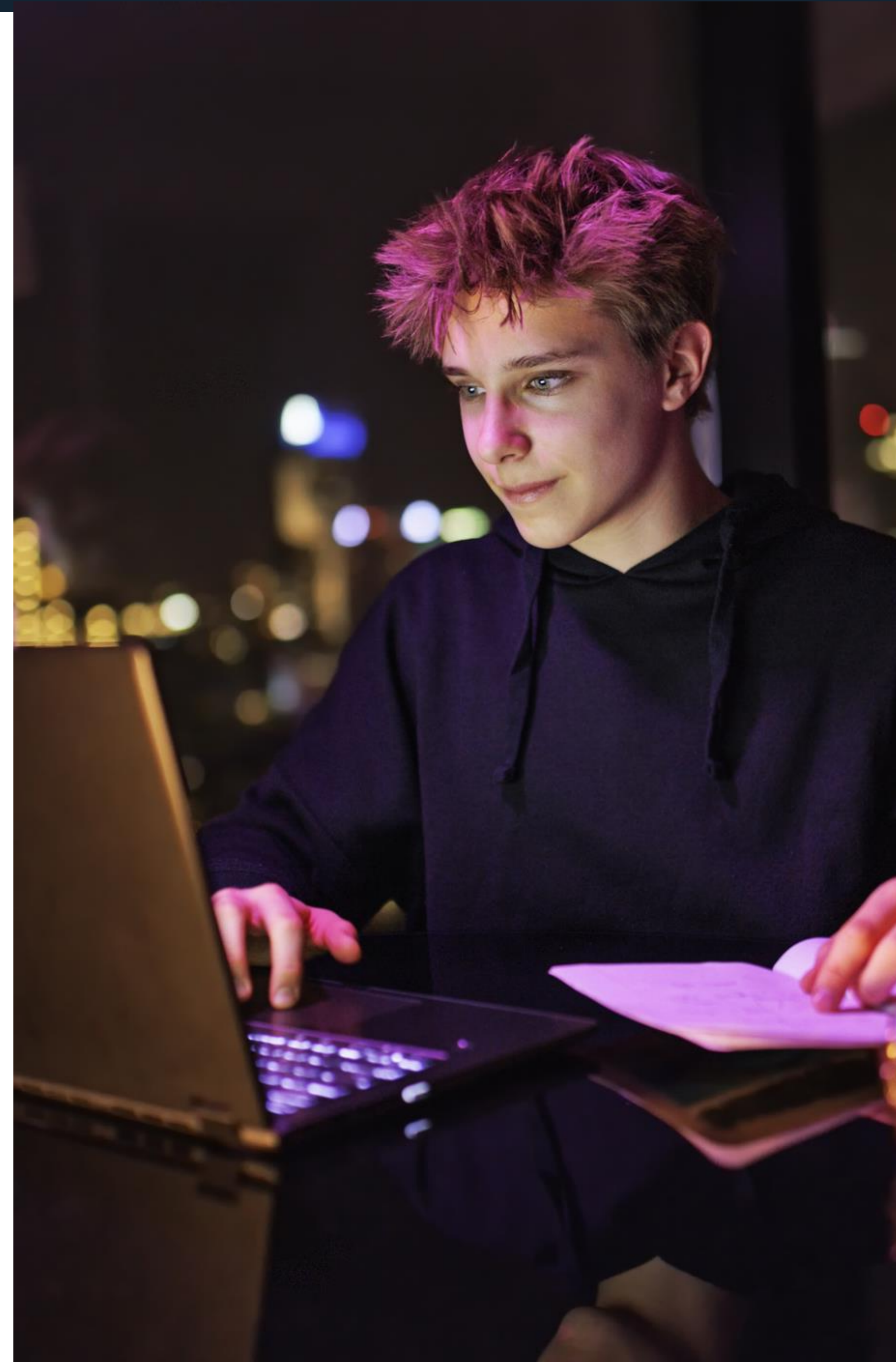
**30%**

**DECLINED THEIR  
INSURANCE CHOICE**

**52%**

**HAD CHANGED THEIR  
MINDS BEFORE  
RESULTS DAY**

And an additional **20%** were considering it depending on their grades



# MIND-CHANGERS: PULL FACTORS

## WHY

- 48% preferred the location
- 47% preferred the course
- 36% better reputation (up from 31% in 2023)
- 30% closer to home
- 26% better graduate prospects

## HOW

- Year-round reinforcement of messaging - Clearing is just about “a change”
- Be clear. Not clever
- Be helpful and supportive (detail about Clearing process)
- Frame Clearing as an opportunity



# CREATIVE AND MESSAGING



TikTok, CTR: 0.37%

**Clearing**  
You've got this.

Find out more:  
[nottingham.ac.uk/clearing](https://nottingham.ac.uk/clearing)

Display, 105,553 Impressions

**Chemistry**  
**Facilities**

A **Student's**  
Guide

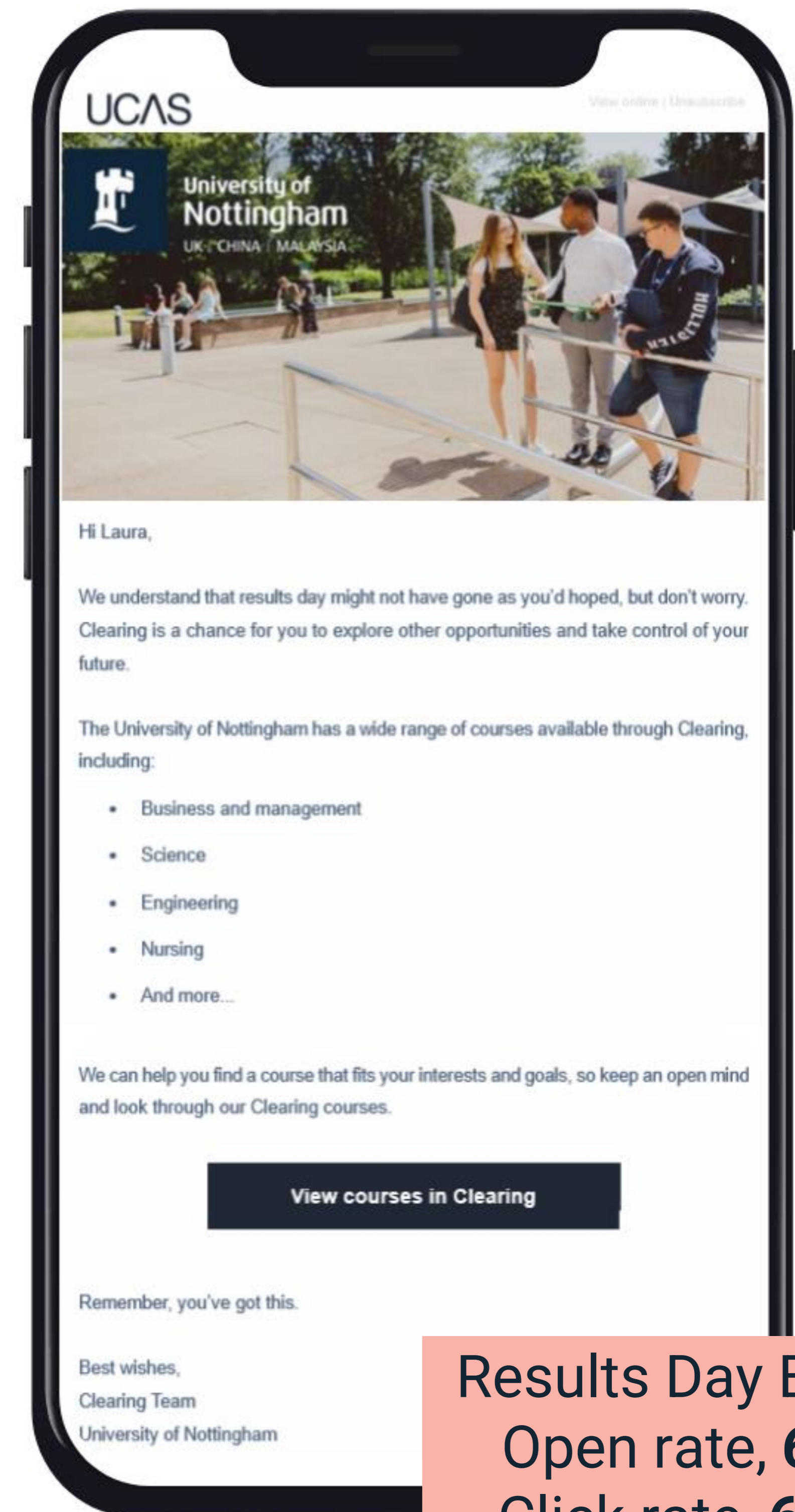
Welcome to the School

of Chemistry

**University of Nottingham**  
UK | CHINA | MALAYSIA

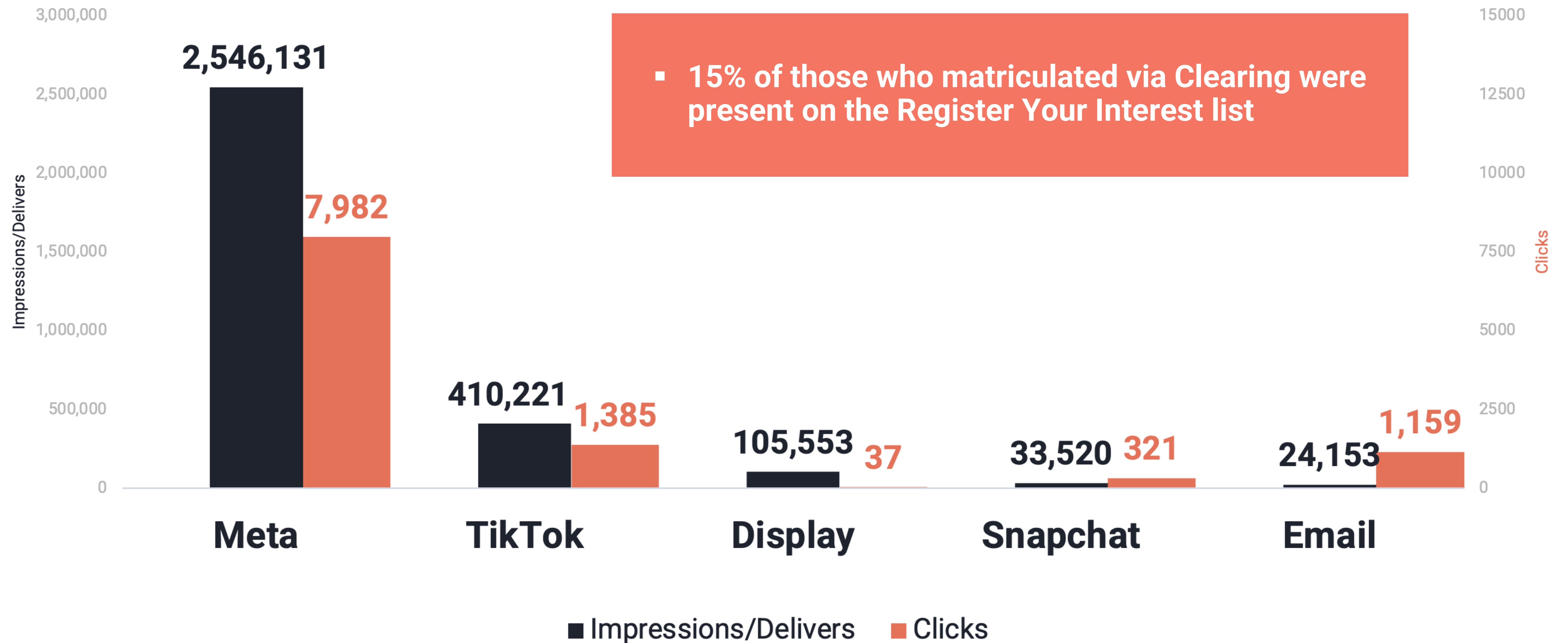
Take a look at our courses  
[nottingham.ac.uk/chemistry](https://nottingham.ac.uk/chemistry)

Snapchat, CTR 0.70%



Results Day Email:  
Open rate, 61%  
Click rate, 6.4%

# RESULTS BY CHANNEL



# COMMUNICATING WITH PARENTS IN CLEARING

ACTIVITY

- Why: 14% on list a parent or family member
- Run specific ads for parents and carers
- Target specific webinars to parents about Clearing
- Separate nurture track or parents (ask on "register your interest form")



Feel confident around Clearing! If your teen is considering applying through Clearing this year then join us for a special Clearing event online on 8 August 2024 aimed at parents, guardians and supporters. We'll provide you with all the information you might need to support them.



nottingham.ac.uk  
Parents and supporters event

Book now

Like Comment Share



This is the place where brightest sparks light up the future before us



Hi,

There are plenty of great reasons to consider the University of Nottingham as a Clearing option. We're a Russell Group and Universitas 21 university, ranked as one of the top 20 UK universities in the QS World Rankings and the THE World University Rankings 2024.

We pride ourselves on our high academic standards, on providing an unforgettable student experience and on preparing our students to make a strong start in their careers.

## Our degree courses

We offer a wide variety of degree programmes across our five faculties of arts, engineering, medicine and health sciences, science, and social sciences. Our teaching is informed by the latest research, with many of our academics being leaders in their field. Some courses are accredited by relevant industry organisations.

Take a look at our range of courses beginning in 2024 for more information on the subjects that interest you or your student(s). Note that not all courses will be available in Clearing.



# TIMELINE FOR CLEARING ACTIVITY

Feb – Initial planning

March – Stakeholder buy in

Mid-May –  
Open RYI form,  
launch email funnel

April and May – Campaign  
planning, content creation,  
other prep work

June – Launch ad campaigns  
(in house and third party)

Early August –  
Activity increases,  
marketing team  
focus is mostly on  
Clearing

July – Release  
early Clearing  
courses, nurture  
comms and  
awareness ads

14 August – Peak  
activity. 20 marketing  
staff actively working on  
the campaign during the  
week of results day

15 August –  
Monitoring of activity  
and applications with  
Admissions

19 August – Turn off ads and stop  
posting about Clearing on social.  
Welcome new students

# KEY DATES TO REMEMBER

## JANUARY 2025

- Clearing Inventory will be shared next week.
- 2024 Clearing Report available by the end of the month.

## 4 FEBRUARY 2025

- Bookings open. Be quick—it's first-come, first-served.

## 14 MARCH 2025

- Clearing bookings officially close.