**University of Westminster**

**Undergraduate Campaigns**

We run Home (UK) and International campaigns to promote the various points of the undergraduate student journey:

* Feb to Sept: early awareness aligned with UCAS Fairs/Outreach and new prospectus
* Sept to Jan: driving applications as UCAS is open until mid-Jan
* Jan to June: driving awareness that we are still an option for September even if you missed the UCAS deadline
* Jan to August: clearing campaign to fill available places
* September: enrolment

We also have 5 Open Day events each year across all our campuses that we promote to drive attendance, applications and conversions:

* March
* June
* October
* November
* December

Throughout this whole engagement cycle we also deliver conversion campaigns to drive applications to firms/insurance to enrolments. This also includes a series of Applicant/Offer holder days/events in February and March where the student can get a taste of University life for their particular course.

Each campaign is made up of a number of components to cover:

* General brand awareness
* Competitor traffic
* Subject specific
* Course specific (for existing and launch of new courses)
* Events
* Different markets
* Prospecting
* Remarketing

We have a couple of in-house publications and channels to support campaigns:

* UG Prospectus
* UG website pages: <https://www.westminster.ac.uk/study/undergraduate>
* Open Days website page: <https://www.westminster.ac.uk/study/open-days>
* Hello Westminster Magazine
* WeAreWestminster Blog: <http://blog.westminster.ac.uk/wearewestminster/>
* International Blog: http://blog.westminster.ac.uk/international/
* Facebook: <https://www.facebook.com/UniOfWestminster/>
* YouTube: https://www.youtube.com/user/UniOfWestminster
* Instagram: https://www.instagram.com/uniwestminster/
* Twitter: https://twitter.com/uniwestminster
* LinkedIn: https://www.linkedin.com/school/university-of-westminster/
* Weibo: https://www.weibo.com/westminsterchina

**University of Westminster**

**Postgraduate Campaigns**

We run Home (UK) and International campaigns to promote the various points of the postgraduate student journey:

* Aug to January: awareness of our PG offer and priority courses aligned with new prospectus
* January: enrolment
* January to March: early awareness at a key time of year when prospective students may consider professional development
* March to August: peak campaign activity for our PG offer and priority courses
* September: enrolment

We also have 4 Open Evening events each year across all our campuses that we promote to drive attendance, applications and conversions:

* March
* June
* September
* November

Throughout this whole engagement cycle we also deliver conversion campaigns to drive applications to enrolments for both January and September intakes.

Each campaign is made up of a number of components to cover:

* General brand awareness
* Competitor traffic
* Subject specific
* Course specific (for existing and launch of new courses)
* Events
* Different markets
* Prospecting
* Remarketing

We have a couple of in-house publications and channels to support campaigns:

* PG Prospectus
* PG website pages: <https://www.westminster.ac.uk/study/postgraduate>
* Open Evening website pages: https://www.westminster.ac.uk/study/open-days
* WeAreWestminster Blog: <http://blog.westminster.ac.uk/wearewestminster/>
* International Blog: http://blog.westminster.ac.uk/international/
* Facebook: <https://www.facebook.com/UniOfWestminster/>
* YouTube: https://www.youtube.com/user/UniOfWestminster
* Instagram: https://www.instagram.com/uniwestminster/
* Twitter: https://twitter.com/uniwestminster
* LinkedIn: https://www.linkedin.com/school/university-of-westminster/
* Weibo: https://www.weibo.com/westminsterchina