

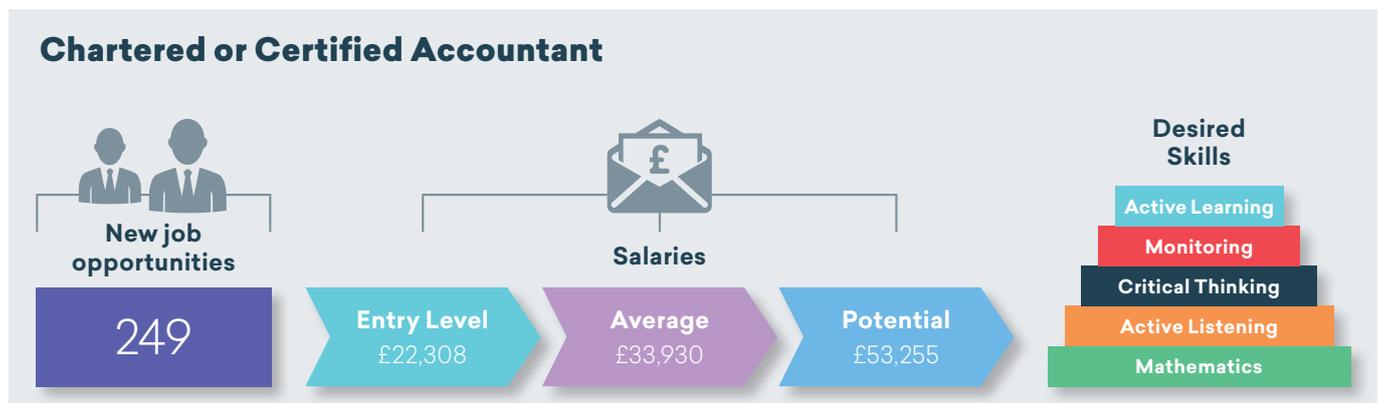


## Case Study: Integrating Data Into Your College Marketing to Engage Young People

Mark and Sally both log on to the website of their local college and type “accountant” into the search bar. Whilst Mark is met with a list of course information, Sally is taken to a page headed “Career as a Chartered or Certified Accountant”. In addition to course details, she is also given information on the career, including typical tasks and desired skills involved in accountancy; expected salary; the number of projected openings in the local area over the next few years; plus a selection of similar careers – all woven seamlessly into the college’s own branding.

### Question: Which of these young people is likely to be most engaged?

The answer is of course Sally and the reason is that in being shown the link between what she wants to do and how the college can get her there, she has been given a vision for her future and so is far more likely to be engaged than Mark.

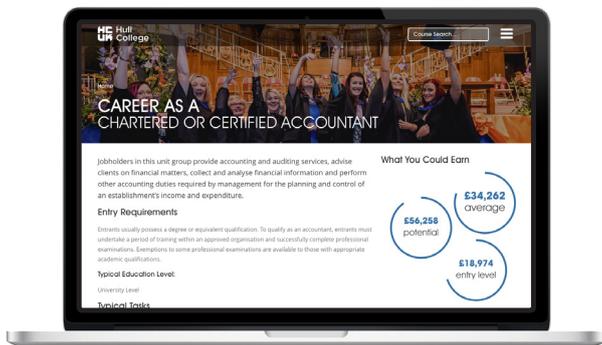


We are now working with a number of them to provide seamless integration of this type of insight alongside the college's own course information. Not only does this provide a compelling way of empowering people with careers information, but it also enhances the college's own brand and image. This has certainly been the case at one of our partner colleges, New College Durham, with their Head of Marketing and Recruitment, Craig Millar, explaining:

“ **The integration with the website gives our prospective students the opportunity to gain insights, helping to steer them to knowledgeable choices about the College’s offer. Doing this inside the website further increases our brand equity by improving trust with our customers and stakeholders.** ”

## Promoting Your College as a Place to Realise Career Aspirations

Hull College is another provider that has integrated careers data into their website and marketing. In 2016, they completely revamped their website to create a brand where careers really do take centre stage, with any potential student logging onto the site being met with the words, "Your Career Starts Here". Integrating data into the site and linking it to their courses is now an essential part of the college's drive to promote themselves as a place where people can realise their career aspirations. According to their Group Head of Marketing and Communications, Matthew Lilley:



*The integration of LMI into the website has greatly enhanced the promotion of the College's focus on employability and preparing our students to progress in work. We've received very positive feedback, including from external school partners who are able to use the insight in lessons for pupils to compare different sectors.*

## Integrating Careers Data Really Does Drive Engagement

This might all sound very good in theory, but does it actually produce any tangible returns? The experience of Loughborough College suggests that it does. Over the course of a year, the website has generated over 7,000 unique career-related hits, with more than 100 of these turning into the following goal completions:

- 55 registrations for an open day
- 11 applications for either an apprenticeship vacancy or a course
- 52 completed general website enquiries

As their Marketing Manager, Damien Wright suggests, integrating careers data into their site and their marketing provides a win-win for both the college and its students:

*Embedding data into the website gives us credibility with potential learners and their parents that the college and its programmes genuinely do lead to careers. Where students search our website for careers first, linking data through the API allows us to show the pathway to achieving that career.*

