



The Student Room

where students connect

Case study
University of
Exeter

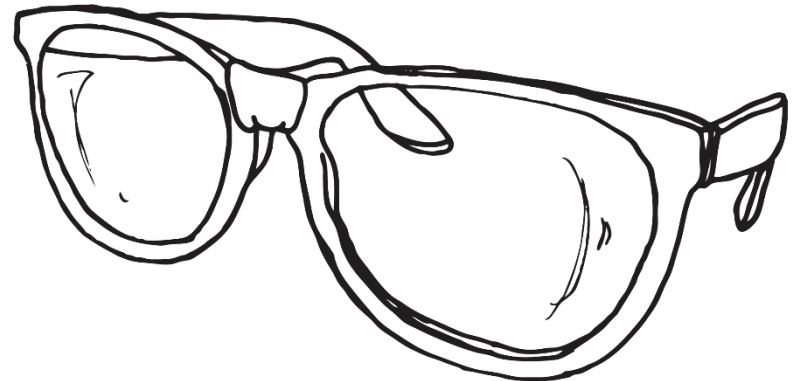
University of Exeter & The Student Room Group

What was your objective?

“We wanted to **raise awareness** of our Cornwall Campus, which appeals to a specific type of student, who may not want a traditional big city University experience. Specifically we wanted to focus **on increasing applications** from high quality students for two of our courses, English and History.”

What products did you use?

“As well as the two **Official Rep**, we drove traffic to a specific Cornwall Campus landing page with **geographic and forum targeted display** advertising.”



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Why did you choose The Student Room?

“We wanted to promote the campus and courses via [student ambassadors](#) and The Student Room’s unique Official Rep product allowed us to do this online. We recruited 3 students for each course we were promoting, who were [trained by TSR](#) to use the Official Rep profiles to talk to students.”

How did we help?

“We [closed applications to our Cornwall Campus for the first time](#) and our Official Reps were involved in a number of discussions with students interested in studying at our Cornwall Campus, one of which has been [viewed over 23,000 times](#).”

“Getting our existing students to talk to prospective students has always been one of the most effective ways of converting interest into applications. TSR offered us the perfect platform, and helped us deliver record levels of conversion at our Cornwall campus. We recruited an additional 600 high quality UG students overall in 2013, and this campaign played no small part.”

David Miller, Head of Marketing

