

Partnerships

**Engage and influence  
your audience by becoming  
a trusted voice**



# Partnerships

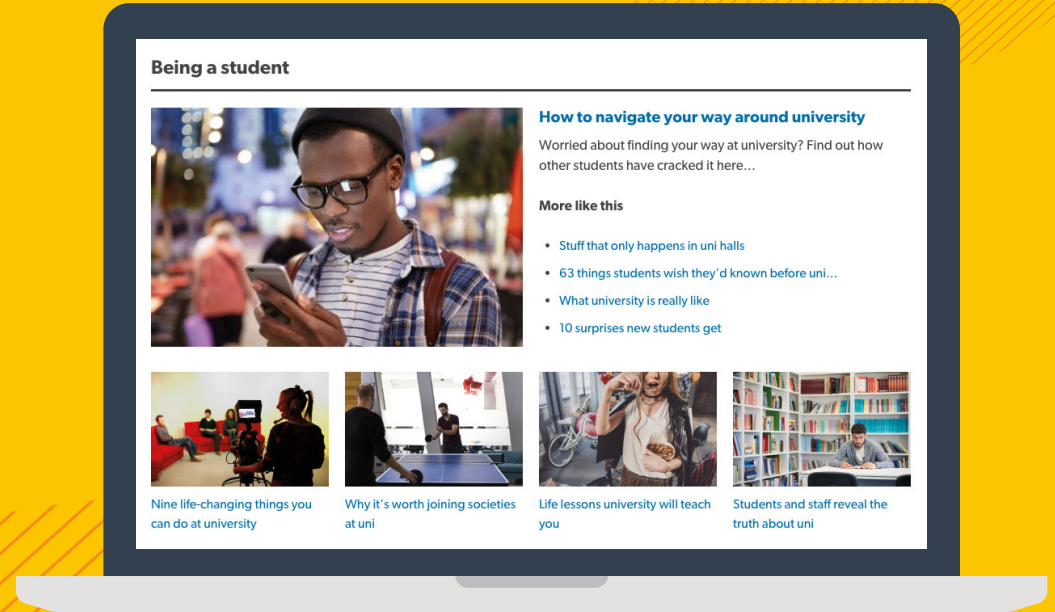
Every month, we're the go-to destination for millions of students looking for advice and support. A unique partnership with The Student Room will help you become the voice they trust more than any other.

Our partnerships team will utilise years of brand publishing experience to help you deliver compelling content around the topics our community look for and care about.

Meeting our users' needs with content they value is a powerful way to raise brand awareness and transform perceptions. By owning topics that matter in a bespoke hub dedicated to your brand, you will enhance advocacy in an authentic and meaningful way.

# Features and benefits

- Drive engagement from a bespoke area on The Student Room that's relevant to you and your audience
- Informed by powerful insights on user behaviour, our dedicated editorial team will tailor your content to hit the mark
- Transform perceptions and build connections as a trusted source of information
- Quizzes, listicles, animations, video and other rich media help you stand out
- Highly targeted performance marketing makes your content work harder



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# Here's how it works

Our dedicated team ensures that every tailor-made partnership aligns campaign objectives with the needs of your target audience.

We'll work with you on core content and shareable rich-media assets, all fine-tuned by powerful insights on user behaviour and engagement.

Branded projects position you as a voice of authority while showcasing your brand values and exciting our audience.

Partnerships are supercharged with high-impact performance marketing campaigns to drive traffic to your content hub.