



**We're with
students every
step of the way**





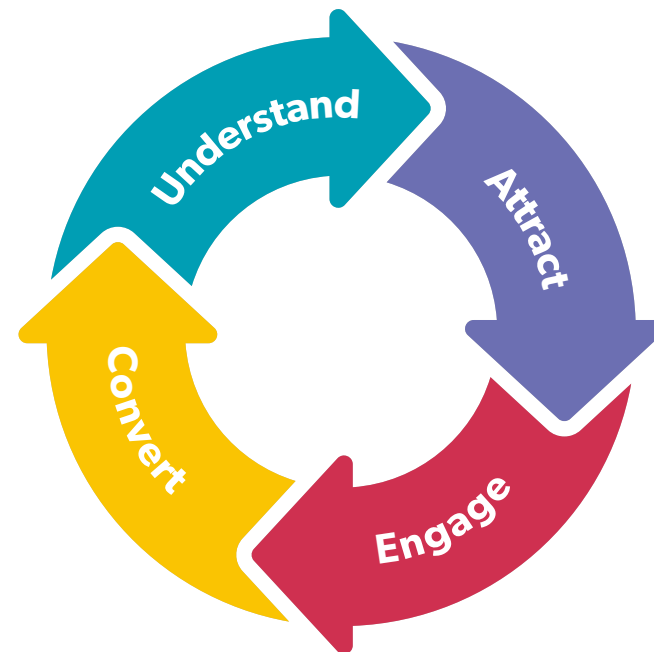
Connect with students at every stage of their journey through the UK's biggest and best loved online student community

We believe the best support for students often comes from other students. The Student Room is an online community where millions of students help each other out. As the largest online engagement platform for students in the UK, it's an invaluable part of life for many young people looking for meaningful connections, life advice and study support.

From GCSE to apprenticeship, and A-Level to postgraduate, there are more opportunities than ever to reach out and influence your target audience.

Complementing The Student Room, we also have a university comparison site - The Uni Guide. This lead generation platform will boost your applicant conversion numbers and open day attendance.

If it is student research you need, our in-house market research consultancy, TSR Insight, can deliver bespoke youth market insights to inform your campaigns and strategy.





Keep the conversation going across the entire student journey

By identifying key touchpoints across the academic calendar, we can connect you with your target audience in the right place, at the right time.

Plus, with our team of experts on hand to optimise campaigns and tailor products to every objective, your marketing spend will work harder than ever.



University applications

September - January

Put yourself top of the list

The decision-making process for choosing a university spans across many months and begins even earlier for those hitting an October deadline. Ensure you stay front of mind by raising brand awareness all-year-round with solutions including the University Partner Pack (UPP) and The Uni Guide.

As the application deadline draws closer, we can tell you what content students are finding most useful in their university search so that you can take advantage of high traffic and engagement.

Get powerful research insights and ensure your campaign messaging hits the spot. Could, Should, Would? is ideal for helping you understand students' perceptions of your university and your competitors, while our monthly omnibus survey, TSR Asks, lets you put questions to Year 12 and 13s and get timely responses during this key application window.



Core open days

Oct - Dec, Apr - July

Roll up, roll up

Open days offer students their first taste of university and can strongly influence their final decision. Make a lasting impression on applicants by ensuring you're on their must-see list.

Whether you are offering a virtual experience, on-campus open days, or both, our detailed data can put your events in front of a relevant audience.

Pique their interest with engaging content in our city guides and Open Day hub, add events to your UPP university guide on The Student Room, and drive event sign ups from your open day booking buttons on The Uni Guide. We also offer dedicated email listicles to promote open days.



Postgraduate applications

January - April

Coming back for more

Be at the heart of conversations when students are exploring the option of further study.

Our users' on-site behaviour tells us who is considering postgraduate study and what stage they are at in their journey.

You can position your course opportunities through targeted display and email campaigns showcasing why you are the right choice for them. You can also sponsor relevant content articles which attract postgraduate traffic - such as funding postgraduate study.



UCAS Extra/ Late app

February - July

That little bit extra

UCAS Extra and late applications give even more reason for you to keep connecting with students and building brand awareness across the year.

Some students won't have a university place yet, while others may change their minds. Make your brand accessible to these users by having a strong brand presence on our site and by using Official Reps to engage and influence key conversations.

Joining lively forum discussions will help your university stand out from others in a space that students trust.

Could, Should, Would? will also help you understand more about why students aren't choosing you. Looking at applicant perceptions of you and your competitors, it can be an invaluable source to inform your campaign messaging to future cohorts.



Exam season

April - June

Put it to the test

Exam season is a stressful time for students, so help reassure them and reduce their anxiety.

Forge an emotional connection with students and highlight supportive resources and helpful tips to those who are worrying about their grades.

By placing your university at the heart of conversations that matter, you can build relationships, influence applicant decision-making and help guide them on their path.



Results Day and Clearing

August

The results are in

The Student Room is the go-to destination for university applicants during Results Week and Clearing.

In August 2022, our site had more than 20 million pageviews and we ran 100+ Clearing campaigns for university clients.

We know what our users are interested in studying, where they live and what they're searching for. Using this data we can optimise your display, email, SMS and subject-specific campaigns to hit your Clearing recruitment targets.

Find out more in our [Clearing Deck](#)



Early awareness

All year round

Nurture the talent pipeline

Year 12s are heading towards their final school year and from an early stage they want to understand what university will be like for them. Building positive brand awareness is key for nurturing these future applicants creating the feeling that they will belong.

Even before they move into Year 13, students are engaging with our applications-related content and trying to picture themselves in your university environment. Use content to be a thought-leader and make that early connection. We also recommend brand building activities such as display, email and Official Rep engagement to foster a sense of trust and familiarity.

TSR Asks is an ideal research tool to use for monthly awareness and perception tracking with a prospective applicant audience of Year 12 and 13s.

Engage with the influencers

Don't miss the opportunity to inform and engage with the key influencers in a student's decision-making process.

Users on The Student Room include parents, carers, teachers and careers advisers, and they all play a role in shaping young people's decisions about where and what to study.

Send tailored parent communications by email to our targeted parent database and to our users aged 40+.

Your Official Reps can also engage via The Parent Room to offer reassurance and inspiration about study choices to this influential audience.

Content is another impactful option to shift older generation's perceptions about your university.

University Partner Pack

The University Partner Pack (UPP) is your dedicated university home on The Student Room. It encompasses an impactful mix of media and engagement tools to enable you to attract, engage, convert and understand a huge audience of potential applicants and students.

UPP builds all-year-round brand awareness through your exclusive University Guide and Forum, and supports this with Official Reps so you can provide the reassurance and answers students need.

Awareness of your opportunities can then be amplified through targeted display advertising both on and off-site. Our direct response lead generation tool, The Uni Guide, completes the package. It serves as the perfect complement to your presence on The Student Room and will drive conversions to your courses.

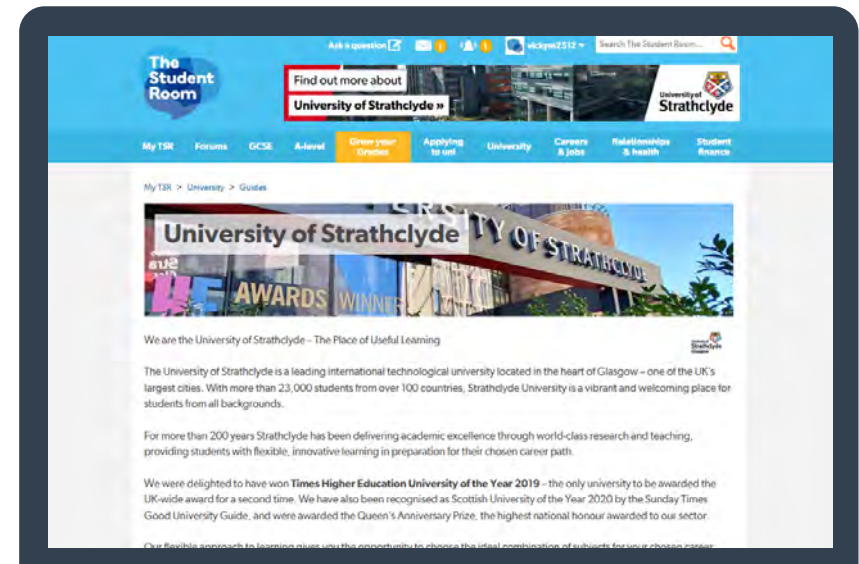
We offer a range of UPP solutions to suit every need and marketing budget. Find out more about UPP packages on [TSR Matters](#).

“

“The TSR team have been great and really attentive with our University Partner Pack (UPP)...Our objective was to increase Strathclyde’s presence and visibility across various parts of the site and I’m satisfied that we achieved this.”

University of Strathclyde

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Choose the perfect package

	UPP Unlimited	UPP Premium	UPP Remarketing	UPP Lead Gen	UPP
Lead generation credits on The Uni Guide	Unlimited	5,000		5,000	
Off-site remarketing	1 million impressions	1 million impressions	1 million impressions		
Display advertising on The Student Room	300,000 impressions	300,000 impressions	150,000 impressions	150,000 impressions	
University Guide (ad-blocked)	✓	✓	✓	✓	✓
University Forum (ad-blocked)	✓	✓	✓	✓	✓
Official Reps x 3	✓	✓	✓	✓	✓
Search result boosts on The Student Room	✓	✓		✓	
Keyword alerts	✓	✓	✓	✓	✓
Exclusive student research from TSR Insight NCO reports	2023 and 2024 entry data	2023 entry data	2023 entry data	2023 entry data	2023 entry data
Two questions in our monthly TSR Asks survey to Yr 12/13	✓				
Two search promotions on The Uni Guide (exclusions apply)	✓				
Monthly reporting	✓	✓	✓	✓	✓
<i>Additional advertising on TSR (exclusions apply)</i>	15% discount	10% discount	10% discount	10% discount	10% discount

Official Rep

Official Reps are at the heart of student conversations on The Student Room.

We badge your Official Reps as the key contacts for your institution so that students know who to go to for advice and answers to their burning questions. Your Official Reps could be current students, marketing or admissions staff, or experts on specialist areas like accommodation or postgraduate study.

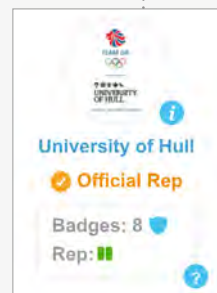
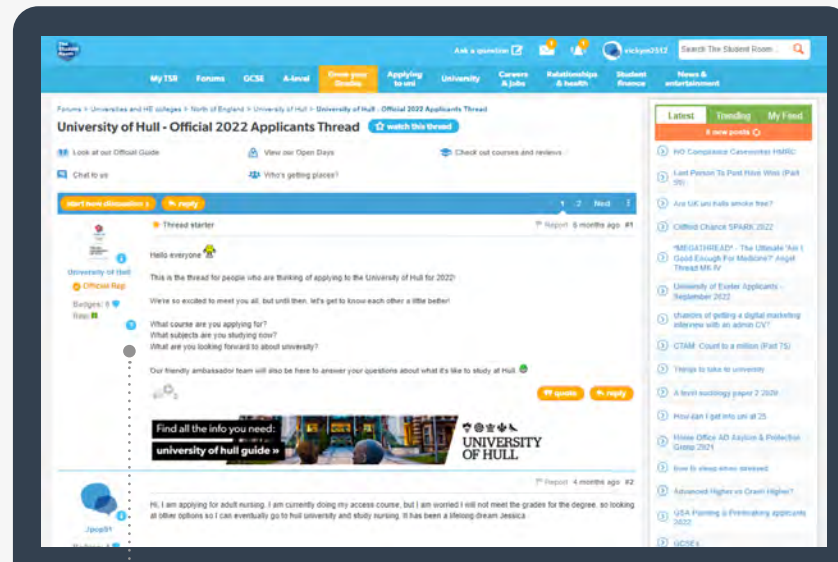
You can set up threads on topics that matter to you, post and answer questions, and respond when students are talking about your university.

We also offer weekly student engagement training to help your Official Reps connect with our student community.



"Making proactive use of our Official Rep accounts provided us with a great insight into the anxieties and concerns students were facing on Results Day this year. Being able to reassure, inspire and advise on their next few steps forward was a fab addition to our Clearing campaign as well as a further engagement platform for our firm offer holders."

Elliot Newstead, Head of UK Student Recruitment, University of Leicester



The Uni Guide

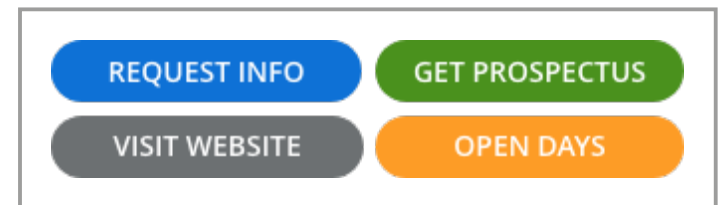
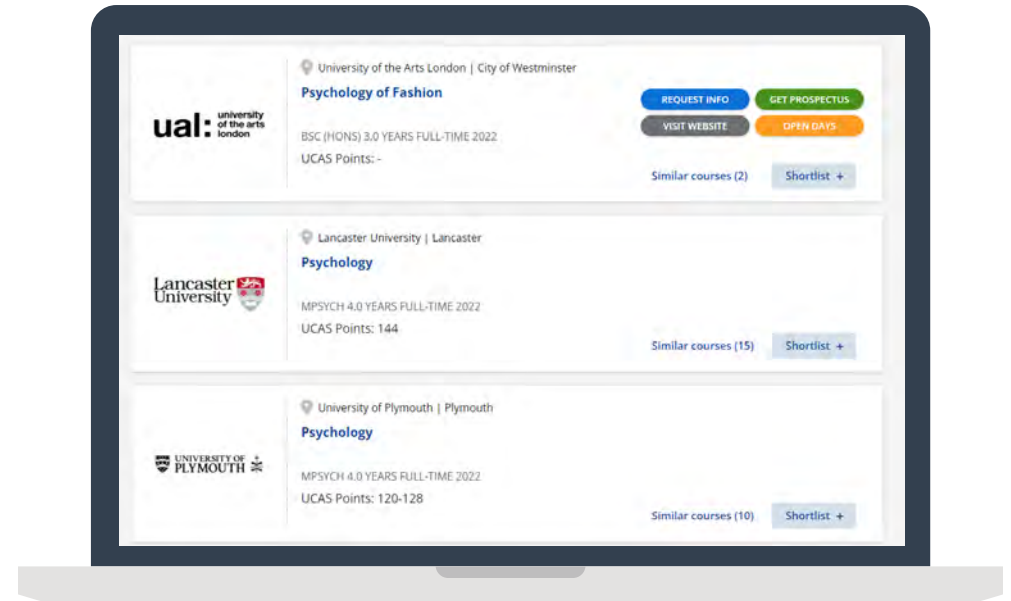
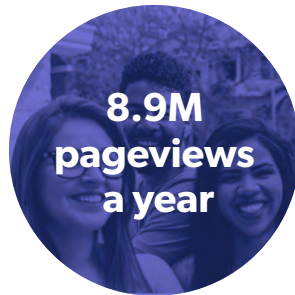
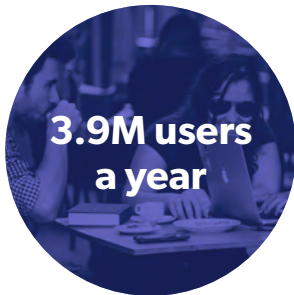
Our university comparison site, The Uni Guide, delivers highly-qualified traffic and prospective applicant leads. Users on this platform are in the final stages of choosing where to study.

Lead buttons (cost-per-lead)

Add eye-catching buttons to your university profile enabling you to capture and convert highly-qualified applicant leads. We send you your leads on a regular basis so that you can keep track of your campaign performance and send timely follow up communications to prospective applicants.

Search promotion

Boost your courses to the top of the search listings for two weeks during July - September, increasing leads by an average of 160% in the first promotion week.



Programmatic (Ada)

Ada is The Student Room's pioneering programmatic solution. It retargets The Student Room users wherever they go on the web.

Ada's retargeting technology is powered by The Student Room's student data, making it possible to serve your display ads to students who match your precise audience criteria. Ada campaigns are fully conversion-tracked and deliver the highest viewability in the industry.

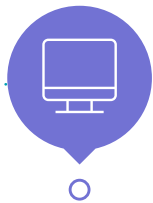
You can also be confident that your digital ads will only display in brand-safe environments as we adhere to and exceed industry standard principles for on and off-site brand safety.



User visits
TSR



User leaves and
browses other
websites



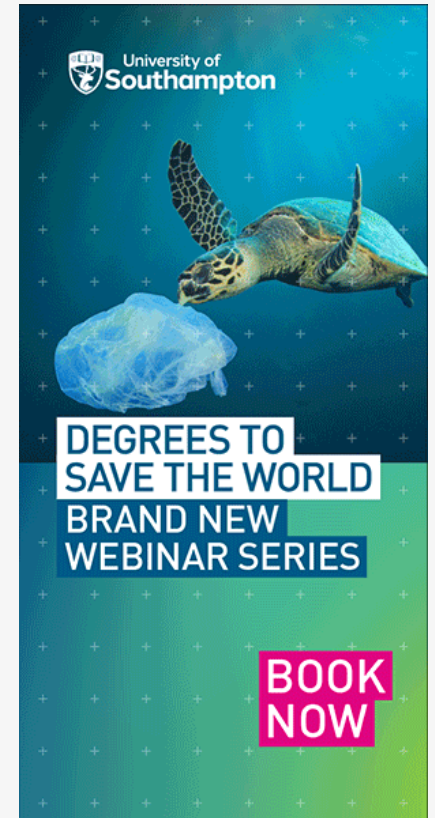
While browsing
other sites your ad
appears

Display advertising

Grab the attention of students by placing your eye-catching display adverts in strategic locations across our site.

We track user's onsite behaviour and have rich first-party data which enables us to target your ideal audience. The Student Room will create your bespoke segment using a range of data points including age, location, study level, subject interest, career aspiration and more.

Your campaign will also be tested in real time to optimise towards the highest performing creatives and formats.



Forum takeover

Own all the ad space on your chosen forum to make a huge impact on students who are viewing relevant content. This is an effective way to target students based on their application stage and which subjects they are interested in.

Your display ad space includes: Leaderboard, Mobile leaderboard, MPU, HPU, Mobile panel, x2 Desktop panels.

Forum examples:

[Applications, Clearing and UCAS](#)

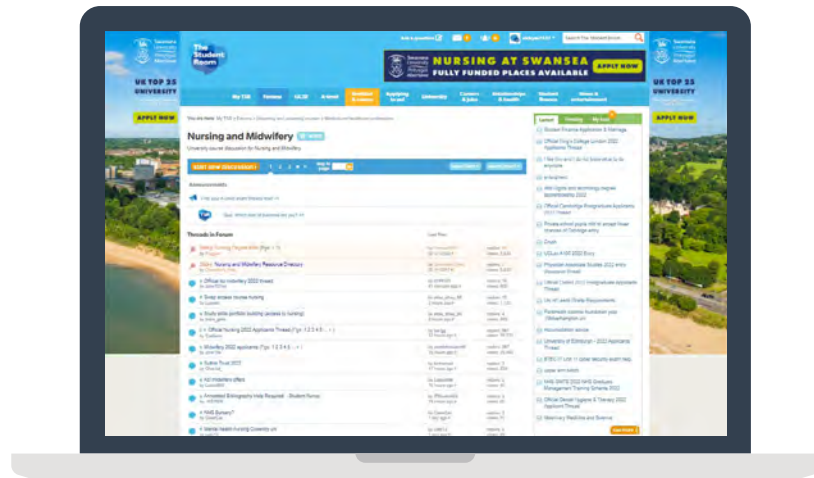
[Law](#)

[A-Levels](#)

[Engineering](#)

[Medicine](#)

[Computer Science](#)



Content sponsorship

Leverage the trust students place in our platform by co-branding our most popular articles. High traffic from your target audience makes this the perfect solution for brand positioning and awareness. The article is road-blocked for a year so that only your ads appear.

Content examples:

[What to do if you don't make your uni offer](#)

[What to do if you can't get to a university open day](#)

[Here's why you can afford to go to university](#)

“

It's so interesting to see the significant uplift in email engagement that came from the article sponsorship. It just goes to show what a difference good content makes. We're really pleased with the results.”

University of Chichester

”

TSR Talks

Start a dynamic live conversation on The Student Room.

Your Guest Speaker's profile is badged as this signals to our users that the thread they create is important, expert-led content which they should engage with.

We also run two weeks of promotion to drive relevant traffic to your TSR Talk and road-block ads for a year so that you are the only brand in the space.

TSR Talks examples:

[Need some careers advice? Ask an Undergraduate Careers Manager anything!](#)

[Clearing is the best thing that happened to me – ask me anything](#)



"It has been a privilege to join in this debate, and wonderful and immensely enjoyable experience for us all at the Hertfordshire Law School. We were surprised by the level of engagement the participants showed in the debate."

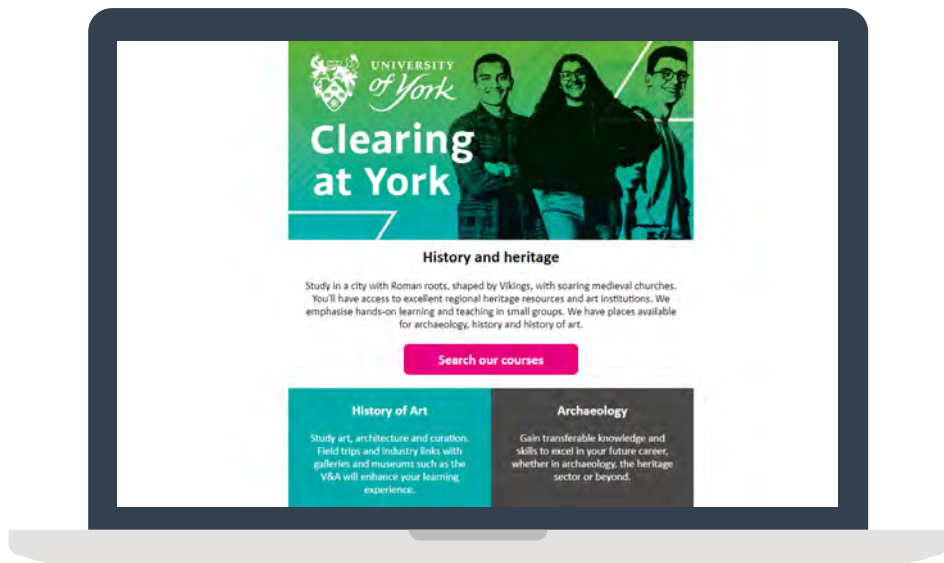
Claudia Carr, University of Hertfordshire



Email

Solus email

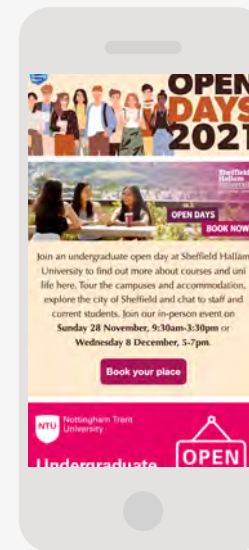
Your message is sent directly to the inbox of our responsive and relevant student audience. Use your own HTML or one of our tried-and-tested templates. We can build you a bespoke audience based on your ideal targeting criteria (location, subject interest, onsite behaviour and study level).



Email listicle

An authentic way to inspire our most highly-engaged students. Reach a minimum of 100,000 recipients. Premium (P) and Standard (S) positions are available, allowing you to maximise your impact with the prime spot or feature just below it, depending on your budget needs.

P

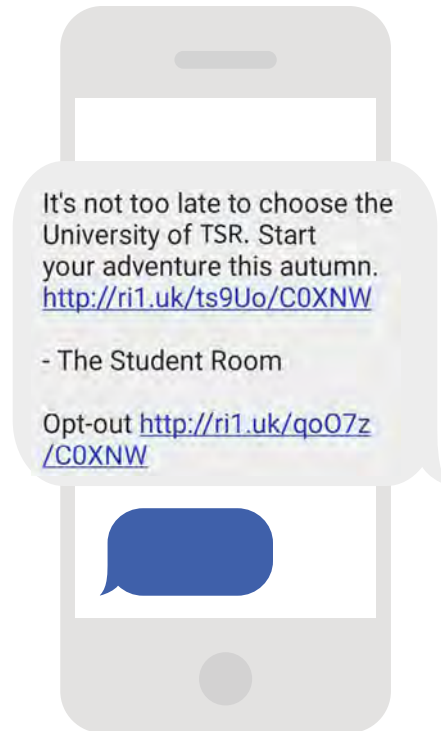


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Clearing SMS

Instant exposure to applicants who have opted-in and are waiting to hear from you. Messages are sent in August and Results Week to take advantage of a receptive Clearing audience.

We offer targeted sends to students that match your subject or location criteria.



Youth market research

Our full-service market research agency offers a range of highly-effective research products and bespoke solutions.

TSR Insight is a Market Research Society Company Partner and the team has extensive experience in the higher education market. Our expert researchers will work collaboratively with you to fully understand and meet your business and research objectives. The team can project manage all aspects of your research from initial conversation and recruitment, to final debrief. With no minimum spend they can take on as much or as little of your project as you need.

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“For me, one of the best things about working with TSR Insight is the personal touch, combined with the professionalism and expertise of an established organisation. TSR Insight has worked hard to gain a real understanding of the specific needs of our institution, which saves a lot of time in commissioning work, and we can trust them to provide us with the insight that we need.”

Sarah Misson, Head of Insight, University of Liverpool

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Online surveys
(bespoke and omnibus)



Depth interviews
(online and telephone)



Online focus groups
(text chat or video)



UX testing
(accompanied and self moderated surfs)



Youth market research

Could. Should. Would?

Investigate prospective students who meet your target entry requirements, who could and should be applying to your university. The research builds a picture of how your target audience makes their university decisions and will help you understand more about their perceptions of you and your competitors, and their reasons for not applying to your institution.

Bulletin Boards

Tailor made to meet your objectives, the bulletin board could for example, consist of 5 days of qualitative questions with up to 20 participants. Each day we ask them to complete a series of tasks, these can include typical qualitative research questions, polls and other activities. It is totally bespoke to you and allows prospective students to collaborate and give creative in-depth feedback.

Vote and Tell

Optimise your creatives by testing them on your target audience. Vote and Tell gets you the quantitative numbers to make decisions along with in-depth student feedback on up to three designs.

TSR Asks

Our monthly omnibus survey enables you to put your questions to a prospective university audience in a fast, cost-effective way. Our flexible methodology means you can ask a different question each month or use it to track changes by asking the same questions over a period of time.



Connect with us

Please let us know how we can help you with your youth marketing objectives. Contact us using the details below and one of our Account Managers will be happy to assist you.

tsrmatters.com

hello@thestudentroom.com

0800 999 3222

