



How to Improve Content Marketing in Higher Education

Description

Engaging content can really help to strengthen a university or business school's brand.

Savvy content marketing can be used to demonstrate expertise and highlight what separates you from competitors. It is becoming increasingly important for universities and business schools to develop an [online presence](#), with a study conducted by Google and market analysts suggesting that [nine in ten students use the internet](#) to research their desired study destination.

Here are some effective ways for generating attention online and, ultimately, boosting enrollment numbers through digital marketing.

Use testimonials from students

You may want to incorporate current students or alumni reflections into your content – which is particularly helpful in the final stages of prospective student's decision-making journey.

...On your website

Including a student experience tab on your institution's website provides current students, alumni, and potentially parents, the opportunity to share their success stories. You can leverage this section to emphasize your university's selling points and use quotes or even videos to back this up.

The screenshot displays the Sheffield University Management School website. On the left is a dark navigation menu with white text. The top item is 'Main menu' with a hamburger icon. Below it is 'Management School home' in a blue bar. The next item is 'Study With Us' with a right-pointing arrow. This is followed by a list of programs: 'BA (Hons)', 'MSc', 'MBA', 'PhD', 'Why Sheffield', 'Living in Sheffield', 'Student Experience', 'Careers and professional development', 'The Dean's List', 'Accommodation', and 'International Students & Study Abroad', each with a right-pointing arrow. The main content area on the right has a large heading 'What our students say'. Below this is a paragraph: 'We encourage our students to engage with the university and their chosen program as undergraduate and MSc students.' This is followed by a bulleted list of links: 'Undergraduate testimonials (BA Hons)', 'Postgraduate taught testimonials (MSc)', 'MBA testimonials (MBA)', 'Postgraduate research testimonials (PhD, MPhil)', and 'For videos from our academics, visit the media library'. Below the links is a section titled 'Sample testimonials:'. It contains three testimonials, each with a quote and a name in bold: 1. 'The lectures and tutorials are interesting and academically stimulating, and applied useful.' - Jack Smith, BA Hons Business Management. 2. 'Sheffield University Management School is one of the best in the country and has T influence on my decision.' - James Whitehurt, BA Hons Finance and Accounting. 3. 'The very international nature of students on the course has also been a major plus different countries and cultures to actually helping understanding modules.' - Oliver Raimond, MSc Management (International Business). 4. 'Choosing Sheffield was similar to studying facility location in my logistics lectures! I chose Sheffield due to its reputation in the global market, value for degree, low cost' - Pratyush Dadhich, MSc Logistics and Supply Chain Management.

Main menu

Management School home

Study With Us →

BA (Hons) →

MSc →

MBA →

PhD →

Why Sheffield →

Living in Sheffield →

Student Experience →

Careers and professional development →

The Dean's List →

Accommodation →

International Students & Study Abroad →

What our students say

We encourage our students to engage with the university and their chosen program as undergraduate and MSc students.

- [Undergraduate testimonials](#) (BA Hons)
- [Postgraduate taught testimonials](#) (MSc)
- [MBA testimonials](#) (MBA)
- [Postgraduate research testimonials](#) (PhD, MPhil)
- [For videos from our academics, visit the media library](#)

Sample testimonials:

"The lectures and tutorials are interesting and academically stimulating, and applied useful."

– **Jack Smith, BA Hons Business Management**

"Sheffield University Management School is one of the best in the country and has T influence on my decision."

– **James Whitehurt, BA Hons Finance and Accounting**

"The very international nature of students on the course has also been a major plus different countries and cultures to actually helping understanding modules."

– **Oliver Raimond, MSc Management (International Business)**

"Choosing Sheffield was similar to studying facility location in my logistics lectures! I chose Sheffield due to its reputation in the global market, value for degree, low cost"

– **Pratyush Dadhich, MSc Logistics and Supply Chain Management**

[Sheffield University](#), UK, have a dedicated spot on their website for student testimonials.

...Or through social media

Leveraging your social media platforms is a great way to promote student and alumni testimonies – particularly when you consider the volume of students on Twitter and Facebook.



Jörg Müller
@JorgUK

Follow



Student testimony on her first days at [#EMFschool](#): I can say that my first days were outstanding and very intensive. It seems as if I have already lived here for one month. I hope time passes slowly to enjoy every single moment of the course.

Set up a blog page or portal

Blogs can be used in a number of ways to improve your online presence. They present a great opportunity to keep prospects and existing students up to date with activity and developments at your school or university. They are also useful for invoking hospitable interaction and conversation.

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The State University of New York

This institution has a dedicated blog page separate from their main portal – as opposed to a blog section featuring in it. The page caters to a many topics of interest for prospects, including ‘Campus Life’, ‘College Rankings’ and subject-specific news and updates.

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HOME

CAMPUS LIFE

SCIENCE & TECH

ATHLETICS

WE

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Music, Gaming, Technology, and More - Ten Interesting Classes to Take at SUNY This S

WELLNESS & SUCCESS



FEB 26, 2018

Tips to Help De-Stress and Manage Your Mental Health

Whether you're a senior or just in your second semester of college, one thing remains true: school can be stressful. Sometimes being a

The State University of New York's [dedicated blog page](#)

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Make the most of Infographics

Infographics represent powerful, visual representations of key information that also appeal to students. They are a great tool for providing career and industry statistics to help admissions teams boost enrolment numbers. According to Google Trends, [the popularity of infographics increased by over 800%](#) between 2010 and 2012.

There are a number of ways that universities use infographics. [Durham](#) has used infographics to showcase their **rankings** under a number of tables posted by QS TopUniversities in 2016. Infographics can lend a supporting role in summarising a blog that highlights an institution's position in world rankings as well as subject-specific rankings.

Infographics can also be leveraged to **showcase alumni outcomes**. Whether you want to highlight jobs that graduates have landed or even a range of salaries and income growth. A survey in 2012 stated that [81% of employers valued employability as the most import factor](#) when recruiting graduates. Students and institutions alike both understand the importance of alumni outcomes, so an infographic showcasing graduate success would represent a useful recruitment technique.

Virtual Reality Tours

Virtual reality tours are a great way to excite prospects as they offer something that still images can not – an atmosphere and an immersive experience. They provide a 3D tour of a university campus and its surrounding area.

The number of [universities who offer 'virtual reality tours'](#) is growing and for good reason. They are great for boosting international recruitment in particular, where students would otherwise be unable to visit the campus in person.

Ultimately, it is important to understand that your institution has useful content at its disposal. It is how you nurture it and find the right medium to promote it through that will generate the most impressions and overall success of your content marketing.

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