

5 MARKETING STRATEGIES FOR RECRUITING UNDERGRADUATE STUDENTS



WHY IS CONTINUOUS RECRUITMENT IMPORTANT?

Every year, universities and colleges worldwide face the same problems - at one point or another, every student graduates. Here are five marketing strategies for recruiting undergraduate students and keeping your cohorts full:



1 MEET STUDENTS WHERE THEY ARE

Whether it's social media or high schools, you need to go to where your students are and be consistent about it.



2 REMEMBER THE PARENTS

Parents can be a massive influence on a student's decision to apply. Don't forget to target parents and get them on board.

3 CREATE A BRAND

Ensure your brand is memorable, unique, and authentic - all things that will help your school to live in the back of prospective students' minds.



4 CONSIDER INTERNATIONAL STUDENTS

International students make up a sizeable portion of the student population. Your marketing campaigns should reflect that, directly targeting these individuals.



5 ORGANIZE EVENTS

One of the best ways to let students know they are valued is to get them involved! Organize seasonal open houses, departmental mixers, student panels, and more for prospective students.