

Unitec

Marketing Strategy to 2021

TAKITAHI Marketing & Communications

Ensure our marketing, digital and communications strategies are relevant and focussed on meeting the needs of our markets, ensuring Māori, Pacific, Under 25s and international are attracted to United

RANGATIRATANGA

Authority and Responsibility

Strengthen and nurture Unitec's brand reputation and achieve annual learner recruitment targets in a financially sustainable way that improves marketing, communication and digital effectiveness

KAITIAKITANGA

Guardianship

Led by
Te Noho Kotahitanga
we manaaki the
success of our learners
and communities

NGĀKAU MĀHAKI

Respect

Optimise our offering to meet the needs of our markets, communities and life-long learners, rebuilding confidence in Unitec as a top tier provider

MAHI KOTAHITANGA

Co-operation

Inspire staff to become positive brand ambassadors through effective internal communications and staff engagement

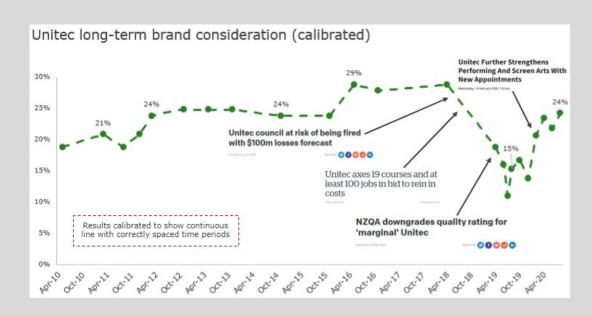
WAKARITENGA

Legitimacy

2021 Marketing Communications Strategy

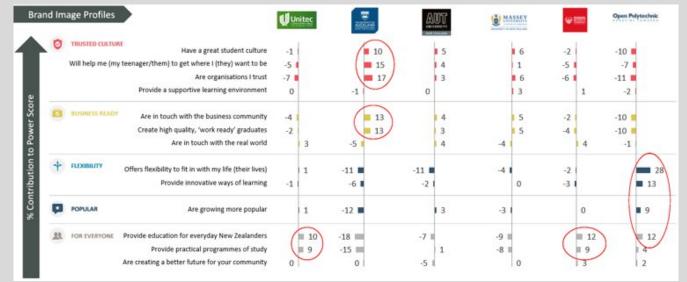
- Get people to think about United differently
- Make it easier to enrol simplify the prospect and enrolment journey
- Support market innovation and revenue growth
- Optimise onshore international recruitment and maintain offshore engagement
- Create an effective and coherent communications programme to engage staff, students, industry, community and iwi
- 6 Keep students longer improve retention and progression

Get people to think about Unitec differently



Our challenge:

- Unitec's brand consideration is improving after a two-year decline driven largely by negative media coverage
- Brand health and application volumes are strongly correlated, so a strong brand presence in market is crucial for both recruitment and reputation



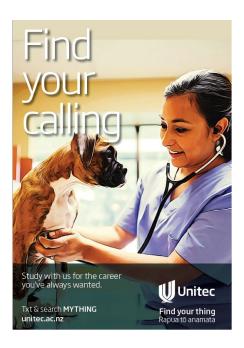
- However our image is still largely defined by 'being practical' and 'for everyday Kiwis': both low on importance
- More emotive messaging is needed to cut through and deliver on the most important drivers of 'being trusted' and to build credibility

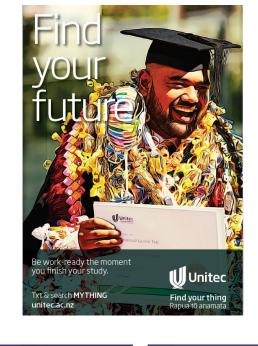
Our solution:



Find your thing Rapua tō anamata









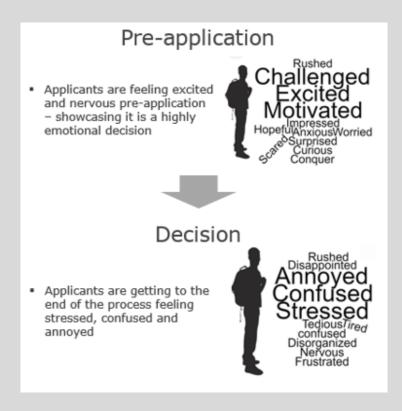






Make it easier to enrol - simplify the prospect and enrolment journey

Our challenge:

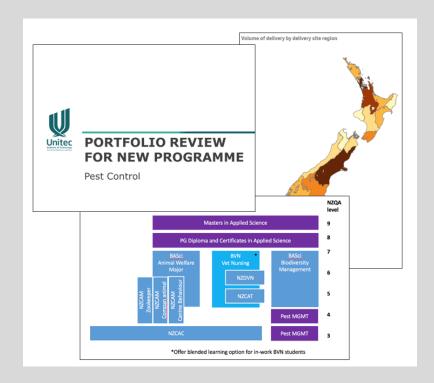


Our solution:

- Re-envision the Unitec website, programme pages and entry requirements to support simplified decision making and engagement
- Resurrect YouFinder to support the online journey
- Roll out the prospect nurture plan to reduce time to enrolment and increase conversion
- Implement an all of life-cycle journey from awareness to enrolment and orientation, being mindful of our priority group needs
- Simplify our nurture and enrolment comms

Support market innovation and revenue growth

Our challenge:



- Lots of opportunity
- Finite & stretched resources

Our solution:

New product portfolio review

Short course brand and recruitment strategy

Waitākere and Northern strategies

Templated marketing approach for new product development and go-to market strategy

Schools annual marketing plan

Stronger partnerships: MIT, ATEED, NZIST, iwi etc (plus the Auckland Strategy)





Optimise onshore international recruitment and maintain offshore engagement

Our challenge:

International applications YTD

	YTD		
	Applications	YTD PY	Variance %
Schools	2021		
Applied Business	513	475	8.0%
Architecture	147	189	22.2%
Bridgepoint	89	70	27.1%
Building Construction	293	364	19.5%
Community Studies	17	29	41.4%
Computing, Electrical & Applied Technology	534	525	1.7%
Creative Industries	48	83	42.2%
Environment & Animal Sciences	37	64	42.2%
Healthcare & Social Practice	128	339	62.2%
Trades & Services	57	56	1.8%
Unitec	18	17	5.9%
Total	1,881	2,211	14.9%

Our solution:

Capitalise on continued demand

Despite border closures, there is still considerable demand for international courses. Our connection with our agents: onshore and offshore, is extremely strong. A new digital recruitment approach is yielding positive results

Expand our onshore catchment

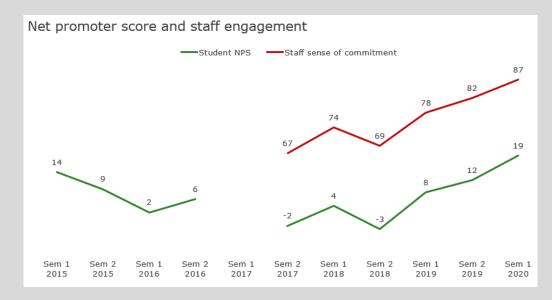
Working with UPC to develop a pathway from High Schools + other local recruitment initiatives. We're seeing strong early success

Maintain our visibility and relevance

New leads nurture journey, simplified requirements, teaming up with other ITPs to deliver online. Should EER be successful, this will allow us to re-engage in off-shore promotional opportunities through ENZ and also the possibility of online delivery.

Create an effective and coherent communications programme to engage staff, students, industry, community and iwi

Our challenge:



NPS and staff engagement is at an all-time high: needs greater leverage

Our solution

Realignment across internal, external and student comms

Consolidation of our social media channels

Leading with our values

New dynamic storytelling approach

Leaning into leadership and positioning

Best of breed comms, events and content

Keep students longer - improve retention and progression

Our challenge:



Understanding when we need more marketing...or whether the answer may be closer to home

Our solution:

Pipeline reporting across all three metrics

Joined up approach across Student Success and Student Attraction

Change in comms from 're-enrol' to 'choose your courses'

New digital nurture campaign targeting students, grads and staff