

The background features a dark blue base with several overlapping, rounded shapes in lighter blue, green, and pink. The shapes are of various sizes and orientations, creating a dynamic, modern feel.

**UWMSU**

**Marketing Pack**

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# Hello!

Welcome to the UWLSU Marketing Pack.

We are the **number one Student's Union in the country** and we have over **9000 happy students** that are ready to engage with your brand! Whether you want to promote your brand to our new students, or to our current students, we have a variety of marketing opportunities to suit you and your needs. At the beginning of this pack, you will find our Fresher opportunities where we are about to welcome **3000 new students to UWL**, during this time will be the perfect opportunity to get your brand in front of our students and make a great impression! If you have missed our Fresher's period, don't you worry! We also have a range of **year-round marketing opportunities** and **event sponsorship opportunities**, where you will be able to actively promote your brand to hundreds, or even thousands of UWL students. Our students love us, and they will love you too. If there's any other marketing opportunities that you're interested in doing but don't see in this pack, please get in contact.

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## Connect with 10,000 students at UWL

We are the number one Students' Union in the country. We've got over **10,000 students** ready to engage with your brand. Our students love us, and we're sure they will love you too

### Let's analyse...

Students

**10,987**

Undergraduates

**9326**

Postgraduates

**1069**

(118 Research, 1491 Taught)

Further Education

**592**

Female:

**60%**

Male:

**40%**

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# UWL Welcome Week 2020

This year our Welcome Fair will take place in September online at uwlsu.com. Our Fresher's Fair is a high traffic area and we're expecting thousands of students throughout the course of the event. By securing a space at our virtual fair, you will get the chance to put your brand in front of our wide and diverse student body. Get your discounts ready, because our students are ready to engage!

**Fresher's media  
(Page views in the first month of term stat)**

**During Welcome Week:**

**130,000**

**During Re-freshers:**

**45,950**



## Virtual Fair Stall

A great way to promote your business is to attend our Virtual Welcome Fair! You will get your own page on our virtual fair, with the chance to put your social media channels on, link them to live chat and to your own website, and have the option to add coupons!

**If you book before the 13th of July, you will get a 40%: £360 + VAT.**

## Front Page Coupon

Include a coupon for our students on the bottom of the landing page of our Virtual Welcome Fair.

**£150 + VAT**

## Website homepage

Get your company promoted on our website to thousands of new starter visitors. During last years welcome week, we received an astonishing 130.000 hits. Promote your message as a banner and you'll get an engaged student audience, guaranteed.

**£350 + VAT for 2 weeks over Fresher's**

## Social Media

Utilise our social media presence to promote your brand. We have over 14,000 followers over three platforms, with an astonishing reach of 70,000. Our social media platforms are full of students that like and trust us, so get your message to prospective customers via our Facebook, Twitter and Instagram!

**£250 + VAT for one Instagram, two Facebook posts and three tweets**

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## Welcome Week 2020/21 Sponsor

Be the star of our show. As our sponsor, you'll get access to "money can't buy" advertising exclusive to this package, including:

- Logo featuring on top of the Virtual Fair
- Virtual Welcome Fair Stall
- Discount on front page
- Logo on Microsite
- Logo on event collateral
- Social Media Blast
- Newsletter
- Top News Story
- Web Banner on [www.uwlsu.com](http://www.uwlsu.com)

Our email  
open rates are

# 64%

Our email open rates are  
**64%** so well above the  
average of 39%



### Top News Story

Featured news article that will be shown on the homepage of our website.

**£100 + VAT**

### Event included on our website

Event that will be included in the line-up of our events.

**£100 + VAT**

### Job Vacancy on our website

Job vacancy that students will be able to find and look out when looking at job vacancies through our web site.

**£50 + VAT**

### Newsletter

Be included in our fortnightly email that goes out to all the student body. That's a targeted email that goes out to 9,000 + students coming from the Students' Union that they know and trust.

**£125 + VAT**

### Solus Emails

Speak directly to your target audience by choosing solus emails. You can specify the type of students you would like to email and we can arrange a package depending on the quantity and type of emails that you would like sent! If you are interested in this option, then please get in contact.

# What to do next

If you would like to go ahead with booking any of the above, please send an email with your enquiry to [clair.white@uwl.ac.uk](mailto:clair.white@uwl.ac.uk).



**UWL SU**



@uwl\_su



@westlondonsu



@uwl\_su