



Marketing Pack



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.

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

9,450

Postgraduates

1069

(118 Research, 1491 Taught)

Female:

60%

Undergraduates

9326

Further Education

592

Male:

40%



4

UWL Welcome Week 2020

This year our Fresher's fair will take place in September at our main Ealing campus on St. Mary's Road. Our Fresher's Fair is a high traffic area and we're expecting thousands of students throughout the course of the day. By securing a space at our fair, you will get the chance to put your brand in front of our wide and diverse student body and get valuable face-to-face contact. Get your freebies and discounts ready, because our students are ready to engage!

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

During Freshers:

130,000

During Re-freshers:

45,950



Virtual Welcome Fair

With an unlimited capacity for digital attendees on our live virtual fair day, as well as 2 weeks on demand, our virtual fair is more accessible than ever, and the perfect opportunity to make a lasting impression while developing long-term brand awareness. During the event, you will have the opportunity to have 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! the event has finished, you will be able to see in-depth analytics on your stall attendance and click throughs, providing essential data to further reach out to the student population.

40% off for a limited time:
£360 + VAT

Non-profit & charities:
£200 + VAT

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

On Campus- Enrollment Brand Activation

During our Welcome Week, our students will be on campus for half a day across the week commencing the 21st September. Why not promote your business by marketing directly with our students across that week?

£400 + VAT

Welcome Bags

Include your leaflets, samples, booklets, posters or even your logo in our 3000 Fresher bags. These fresher packs will be distributed to all first year students, and also a large proportion of returning students across the two weeks.

A5 inserts:
£250 + VAT per 1000 or £550 + VAT for 3000

Product sample:
£300 + VAT per 1000 or £600 for 3000

Exclusive logo on bag:
£2000 + VAT for 3000 bags

Joint logo on bag
£1,000 for 3000 bags

Digital Media



Digital Screens

We have five digital screens that are set up in high traffic areas of the UWLSU. This includes our SU bar, the café, the gym and the front of reception at both our Brentford and Ealing campus. Get your message shown to a constant stream of engaged students that will be passing through these high traffic areas.

£150 + VAT for 1 week.

£50 + VAT per screen.

Website homepage

Get your company promoted on our website to thousands of Fresher visitors. During last Fresher's 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 12,800 followers over three platforms, and in Fresher's last year, we were the most looked at SU Facebook in the country. 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

Welcome week Packages

Bronze Welcome Week package: £1160 £1,044 + VAT (Save £116 + VAT)

The easiest way to get involved in our Welcome Programme. Secure your space at our Virtual Welcome Fair, get showcased on our social media, and get your flyer in thousands of our Welcome bags.

- Virtual Fair stall
- Social media blast
- Bag inserts

Silver Welcome Week package: £1810 £271.50 + VAT (Save £271.50 + VAT)

This package includes a stall with extra space and a prime location. It also includes two weeks of our digital screens, so your message is shown throughout the students' union for the entire welcome period.

- Virtual Fair Stall
- Enrollment Brand Activation
- Social media blast
- Bag insert
- Two weeks on digital screens

Gold Welcome Week package: £2085 £1668 + VAT (Save £417 + VAT)

Be the star of our show. As our sponsor, you'll get access to all the silver package services plus promotion on our website banner. You'll also get "money can't buy" advertising exclusive to this package, including logo featuring on top of our virtual fair on the landing page, your logo on key Welcome Week marketing collateral and one event in our Welcome programme dedicated to you as its sponsor.

- Logo featuring on top of the Virtual Fair
- Virtual Welcome Fair Stall
- Discount on front page
- Logo on event collateral
- Social Media Blast
- Newsletter Advertisement
- Web Banner on www.uwlsu.com
- Two Weeks on digital screens
- Bag insert



Year round marketing

Not only do we have lots of marketing opportunities throughout the Fresher's period, we also lots of exciting ways for you to promote your brand all year round!



Let's analyse

Our website had

503,535

unique visits between May 1st 2018 and May 1st 2019

Our email open rates are

64%

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



12

Digital Advertising

Officia verume destium quoditame placum labores iur aut que nonet alignatem importit ium ne sequi nobis mo ideliqui doluptaquo excero beatem

Website homepage

Our responsive website get hundreds of weekly visitors, with on average of 503,535 unique visits per year, that can potentially be used to expose your brand.

£300 + VAT (2 weeks)
£600 + VAT (1 month)
£1500 + VAT (per term)
£4000 + VAT (per year)

Social Media (one Facebook, one twitter and one Instagram post)

With our social media marketing, we aim to provide productive means of communication between you and our students, night and day. Our Twitter, Facebook and Instagram accounts are at your disposal. On average we receive (stat on average social media reach)

£150 + 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.

Digital Screens

Advertise your brand on our five digital screens set up in high traffic areas of our campus. We have three screens in our SU bar, one in our gym, and two at our front desks and both the SMR and Brentford campus. Get your message shown to a constant stream of engaged students that will passing through these high traffic areas.

£150 + VAT for two weeks

13

Promotional Activity

Officia verume destium quoditame placum labores iur aut que nonet alignatem importit ium ne sequi nobis mo ideliqui doluptaquo excero beatem

A day on campus

Joining us for a day on campus is a great way to connect with our students. You will have the chance to set up a stall in the heart of our campus, distributing flyers, samples, or/and running promotional competitions or events.

St Mary's Campus: £200 + VAT
Paragon campus: £100 + VAT

Flying on campus

Make use of our vibrant and engaging student staff; they will take your flyers, and promote your brand across campus on your behalf. All you have to do is send us the leaflets and we'll take care of the rest for you.

Self-staffed flying on campus:
(500 flyers) £150 + VAT

SU student staff flying on campus:
(500 flyers) £250 + VAT

Paragon Mail-drop

Get your foot in the door with our students at Paragon Halls of Residence. We'll get our student staff to spread your message with a mail-drop to our 800 students living in student halls.

£200 + VAT (800 flyers)

Bathroom posters

Get your message in front of a truly captive audience. Take advantage of our stall poster boards in our SU bathrooms. It's a guaranteed way to captivate a students' attention!

£50 + VAT for 2 weeks

Flyers on SU front desk

Get your message seen by a steady stream of students at our SU front desk. We stock a maximum of two flyers on the desk at a time, so your brand takes centre stage. Send us your most eye catching flyer, and our students will snap them up in no time!

£30 + VAT per 500

14

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.





@uwl_su



@westlondonsu



@uwl_su