

## **Guidance on marketing activity and promotions for tutors to support student bookings and course confirmations**

UAL Short Courses use organic and paid-for marketing activity for awareness building and engagement with prospective students and agents. We take a multi-channel approach, focussed on amplifying brand and subject areas, and implement a range of activity to support individual courses (listed below).

This document provides guidance on the additional steps you can take to support your short course promotion and increase the awareness around it.

### **UALSC standard marketing activity for courses**

#### **Organic activity**

- Listed in the UALSC newsletter (70k) with targeted promotions to reach specific audiences based on interests
- Inclusion in social media activity across Instagram (30k) and Meta (56k) with product tagging where applicable
- Included in Customer Service outreach to students where applicable

#### **Paid activity**

**Please note:** Our paid activity focuses on enhancing subject areas and not course specific activity. We rotate course featured within subjects based on demand, dates of the courses and market insights.

- Inclusion in UALSC Meta ads, including placements in subject specific and targeted catalogue ads
- Inclusion in targeted Google search and display advertising driving users to the course pages and its related subject area

*Note, our ads are highly targeted to key audiences who are likely to engage / purchase, so don't be worried if you don't see if your ad*

## Ways to promote your UAL Short Course

We aim to support Short Courses with interesting and engaging content through our owned marketing channels, such as the newsletter, social media and our UAL Short Course 'Stories' (blog posts) on the website. This can include:

**Editorial:** a [Story on the UALSC website](#) is a great way to build awareness for your course and provides the opportunity to share key insights about relevant subject-matter, and a personal introduction to engage potential students. It's also a great way to boost traffic to your course page and the overall SEO ranking of it on Google.

We like to focus on producing 'Evergreen' style content, like the examples listed below:

- **A listicle:** for example, [12 steps to launching a new product](#) by Nichole de Carle
- **Subject insights:** for example, [Discover the traditional art of silverpoint drawing with Gabriel Chaim](#)
- **Career/Industry insights ('What is'):** for example, [What is Magazine Creative Direction?](#) with Giulio Mazzarini
- **Subject insights:** for example, [Discover the art of life drawing with Joe Richardson](#)

**Social media:** we can use social media as way to introduce prospective students to your course. Content is carefully considered and planned by the social media team to ensure content is engaging enough to perform well on the relevant platform – predominantly [Instagram](#). To get started we recommend the following:

- Visual examples of your work where possible – high-quality photos are recommended
- An introduction to you – for example, a face-to-camera/phone reel or story or a text and image and image-based carousel post (we will work with you to produce this)

Please get in touch using your UAL/arts.ac.uk email via [shortcoursemarketing@arts.ac.uk](mailto:shortcoursemarketing@arts.ac.uk) to arrange.

**If you haven't done any Stories with us yet please complete the content forms below**

## **SHORT COURSE TUTOR Q&A**

This section is intended to gather more information about you and your course to feature on UALSC's editorial Story section!

Please provide concise answers to the questions, as well any other useful visual content we can use to feature in the Story, and send it to [shortcoursemarketing@arts.ac.uk](mailto:shortcoursemarketing@arts.ac.uk) and Bryony Merritt: [b.merritt@arts.ac.uk](mailto:b.merritt@arts.ac.uk) using your UAL/arts.ac.uk email.

1. Can you tell us a bit about yourself? (e.g. background, creative practice, hobbies/interests)
2. What do you do day to day? (e.g. work/education)
3. Are you currently working on any creative projects you can tell us a bit about?
4. What do you most enjoy about teaching?
5. How do you keep yourself inspired (in your practise/line of work)
6. Do you have a 'go-to' method to extract new ideas
7. What's your advice to someone who's feeling stuck with in their practise
8. Who are your favourite industry peers / artists / influences

9. What's your best piece of advice for a beginner?

10. What would you say are the main benefits of the course?

E.g. 3 key benefits / or 3 things you will learn on the course:

- opportunity to build a portfolio...
- chance to gain skills in...
- learn how to...

## **'5 tips' listicle**

Please provide 5 quick tips for a someone just starting out:

1. Add tip here
2. Add tip here
3. Add tip here
4. Add tip here
5. Add tip here

Where possible, please provide your own imagery (with credits) that will support the promotion of your course. This can include examples of your own work and portfolio or photos and/or videos of you creating work yourself. Please ensure they are of a good quality and appropriate for display on the UAL website and/or social media.

If you have any ideas for other topics in-line with the ideas above, please include these too. The more information we have the better can promote your short course!

## **Additional marketing activity we can do:**

### **Student stories and work features:**

- Do you have photos of student work you can submit? Or content you can share from the course that we can use for a social post? If so email [shortcoursemarketing@arts.ac.uk](mailto:shortcoursemarketing@arts.ac.uk) (with your UAL/arts.ac.uk email) and please ensure to tag #UALShortCourses in any social posts
- Student stories: we are focusing on student outcomes and if you have any students that have gone on to do anything interesting then we would love to reach out and use their story to promote your course!

### **Student filming and interviews (holiday school):**

Do you have a current student that has expressed they are using the course to career change, to start their own business, to regain their joy of the creative industry or to apply to a degree at UAL as a mature aged student?

If so and think they will be willing to be filmed/interviewed, please contact us or speak to a visiting member of the marketing team (e.g. during class visits for content gathering) so we can try to organise an interview with them at a suitable time.