



Postgrad Solutions

We've mastered postgraduate recruitment

POSTGRAD PERSPECTIVES

Maximising the impact of HEI profiles on portal websites

Warning: This marketing advice may cause uncontrollable student attraction.

Read at your own risk!



STAND OUT FROM THE CROWD!

We know that putting together the content for an institution profile can be a tedious job, but it's an annoying necessity, so give it your best shot!

Here are our top tips on getting this right – and hold onto your marketing seat, as it's not all about admissions and rankings.

In today's competitive global education market, attracting postgraduate students requires a compelling online presence. Your university's profile on Postgrad.com – or any other portal for that matter – serves as a critical touchpoint, and crafting it strategically can make a significant difference in driving applications. It may not be the most exciting thing to do, and the easiest thing is to repeat last year's version, but if you've got the time or if a student can help you with this, I promise it's worth reading on to make sure you get this right.

Foundational elements – these are the no-brainers

1. Compelling headlines – grab attention with strong headlines for paragraphs.
2. Showcase your vibe – highlight top-ranked programmes, faculty expertise, research opportunities, accreditation and industry partnerships that enhance value. Remember, everyone will be doing this, so it's all the more important to include genuine student success stories and case studies. A good test is to look at your own page and see if it could be 'any HEI'; if it could, then your success stories are just not edgy or unique enough.
3. Good imagery – yes, you still need a photo of the campus and of students, but please please please avoid generic images! Capture a specific event and annotate that image with a date and an occasion, such as 'Mocktail Competition October 2023' or 'Union Night January 2024'.
4. Vibrant student life – showcase the fact that you've 100% got all student bases covered – career services, mentorship, international student support, housing options, scholarships and financial aid. But once again, what makes your HEI different? Only your students will be able to tell you, so ask them and write about it, as we promise they really do know best. All our best ideas have come from student focus groups and panels.

Differentiation & originality – this is what will really set you apart

1. Storytelling & emotion – go beyond facts and figures. Share links to stories that showcase your unique culture, traditions and student community. Leverage authentic

testimonials and user-generated content to create an emotional connection.

2. Interactive experiences – incorporate links to virtual tours, live chats, interactive maps, quizzes and personalised recommendations to engage students and provide an immersive feel. Yes, all from your profile.
3. Variety of different links – don't just force the students to the PG admissions page link that you want them to go to – students are smart, and if they engage with a page on your site, they'll find the way to your postgraduate admissions page themselves if they like what they see. Too much funnelling can put students off – remember, not everyone connects with the same initial page.
 4. Embrace humour & creativity – maintain professionalism but try and inject humour or creative storytelling too. Use infographics, animations or student-created content to stand out visually. None of our profiles incorporate this vibe at the moment, and our student focus group asked us why the profiles are all so serious? Choosing a PG course is an important and serious decision; but as a student, do you apply for the one with just the boxes ticked or do you choose a university with all the boxes ticked, plus added personality and empathy? Be a bit daring and incorporate the core information with some added flair.

Additional tips

- Keep your profile concise and user-friendly.
- Use clear language and avoid jargon.
- Respond promptly to inquiries and messages.
- Stay authentic and transparent.

Remember, consistency is key. Ensure your profile reflects the same messaging and branding across all online channels.

Samantha Ross is the Production Director of Postgrad Solutions Ltd. She has been working in the HEI industry for 15 years and oversees our institution profiles and customer service.



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