



POSTGRAD PERSPECTIVES

Crafting tailor-made marketing strategies for the growing
mature postgraduate student market



According to the [Higher Education Statistics Agency \(HESA\)](#), the number of mature students enrolling in UK

postgraduate courses increased by 6.5% in the past academic year, and it is a similar story worldwide. This diverse demographic brings HEIs students with valuable experience, a strong work ethic and a deep commitment to personal and professional development.

In this article, we delve into the benefits of tailoring marketing approaches specifically for the growing mature postgraduate student market, supported by insights from [Postgrad.com](https://www.postgrad.com) student case studies.

Why a tailor-made marketing approach?

- 1. Diverse motivations** – mature students pursue postgraduate studies for diverse reasons such as career advancement, personal fulfilment or adapting to changing industry demands. Understanding and incorporating these varied motivations into marketing materials is crucial for effective recruitment.
- 2. Flexible learning** – many mature students juggle existing commitments, such as full-time jobs or family responsibilities. Highlighting flexible learning options in marketing campaigns, such as part-time or online programmes, can be a key factor in attracting this demographic.
- 3. Recognising prior learning** – acknowledging and providing credit for the wealth of professional and life experience that mature students bring is a significant marketing point. Clearly communicating pathways for recognising prior learning can make postgraduate studies more accessible and appealing.
- 4. Financial considerations** – mature students often have different financial considerations. Marketing materials should provide clear information on funding options, scholarships and part-time work opportunities, addressing the unique financial concerns of this demographic.
- 5. Dedicated mature students' landing pages** – develop dedicated landing pages on your university's website featuring comprehensive case studies, testimonials and resources specifically designed to address the concerns and interests of mature students. If a student identifies as a mature student, they will search for this page, but if they don't, this dedicated page won't pop up, so this is a win-win.

Incorporating case studies

To bring these strategies to life, let's explore a few case studies of mature students who've used Postgrad.com to successfully navigate their postgraduate journeys:

Sarah's career pivot at the University of East Anglia: Sarah, a seasoned marketing professional, chose UEA to study an MSc in Data Science. The university's flexible part-time structure allowed Sarah to continue her career while gaining new skills. She was attracted to the personalised support services, including career counselling, which proved instrumental in her successful career pivot. This flexibility and student support was all emphasised on UEA's bespoke emails to her and made a big difference.

James' family-friendly MBA at City, University of London: James, a father of a young baby, opted to study a City Business School MBA programme, as City is known for its family-friendly approach. The university's commitment to provide family accommodation helped and enabled him to balance academic pursuits with family responsibilities. This information was highlighted to James in the early stages of his decision-making and tipped the balance in City's favour despite other HEIs offering family accommodation, as no other institution took the time to bring this to his attention in their marketing. This personalised outreach from dedicated advisors further solidified his choice.

Maria's recognition of prior learning at Birkbeck: Maria, a healthcare practitioner with extensive experience, selected Birkbeck, University of London because of its commitment to recognising prior learning. The university's clear and flexible approach to discuss her prior professional experiences appealed to Maria, making her engage more quickly with the university, instead of assuming they will take a really black-and-white approach. The institution's website made it clear in their marketing to get in touch to discuss her qualifications, instead of simply stating the basics. Case studies of successful professionals like Maria showcased the university's dedication to supporting mature learners.

Strategies for success

1. Targeted digital campaigns – craft targeted digital marketing campaigns that showcase the real stories of

students like Sarah, James and Maria. Utilise social media platforms and online forums frequented by this demographic.

2. Personalised outreach – implement personalised outreach strategies, such as hosting virtual information sessions featuring live case studies or engaging in one-on-one virtual consultations with experienced advisors.

3. Flexible programme structures – emphasise the flexibility of programme structures in marketing materials, using case studies to illustrate how individuals like James have successfully managed their academic journey alongside other responsibilities.

4. Prior learning assessments – create marketing content that explains the process of recognising and accrediting prior learning, incorporating case studies like Maria's to humanise the experience.

5. Dedicated landing pages – develop dedicated landing pages on your university's website featuring comprehensive case studies, testimonials and resources specifically designed to address the concerns and interests of mature students.

In conclusion

Introducing another layer to your communication strategies, tailoring marketing approaches for this sector is not just an additional task; it's an essential one. This process requires a delicate balance, ensuring that the tailored strategies cleverly and sensitively incorporate the key elements highlighted above into a more general message. This approach ensures that prospective students still feel integral to the university's core student body. By integrating insights gleaned from the above and your own student case studies, university recruiters have a powerful tool to effectively connect with mature students. In doing so, recruiters can create a narrative that resonates, not just with the practical aspects of academic pursuit, but with the personal and professional transformations that await mature students within the university's community.

Further reading

[Surge of mature applicants sparks calls for additional support](#)
[Who is studying in HE?](#)

[Supporting access and student success for mature learners](#)

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