

MOBILE MARKETING IN HIGHER EDUCATION

WHY DOES IT MATTER SO MUCH?

MOBILE MARKETING REFERS TO ANY FORM OF ADVERTISING THAT USES MOBILE DEVICES, SUCH AS SMARTPHONES AND TABLETS FOR PROMOTION

DESKTOP VS MOBILE MARKET SHARE IN UNITED KINGDOM - JANUARY 2023



THE LATEST FIGURES FROM STATCOUNTER SHOWS THAT MOBILE AND TABLET BROWSING ACCOUNT FOR **53%** OF MARKET SHARE IN THE UK



2021 E-Expectations Trend Report found that **9 out of 10** students are open to receiving text messages during the enrolment process

According to a recent study, **75% of Gen Zers** prefer smartphones as their primary device

A student digital experience insights survey by JISC found that **63% of students** regularly used a mobile phone in their learning

HOW TO INNOVATE A MOBILE-FIRST MARKETING STRATEGY FOR HIGHER EDUCATION?

MOBILE WEBSITE OPTIMISATION

Any mobile-focused marketing plan must concentrate on websites that are optimised for mobile devices

MAKE CONTENT MOBILE DEVICE-FRIENDLY

Content must be just as entertaining and usable for mobile users as it is for desktop users

ADMISSION EMAILS ON MOBILE DEVICES

Think about testing the messages and CRM systems on mobile platforms before sending them

INTERACTIVE CAMPUS MAP FOR MOBILE DEVICES

Ensure that the interactive campus experience is completely optimised for mobile devices