



FROM ADMISSION TO ALUMNI

Comprehensive Communication for the Entire University Journey



Building connections, increasing applications

Empowering admissions teams to seize opportunity

If education is a journey, then university represents the absolute pinnacle of a lifetime of learning. This formative experience is almost always a time of excitement, but for students and parents, it can also be a time of uncertainty — even confusion. Yet for university admissions teams, this is a moment of opportunity; after all, it offers both the chance to connect with students and their families while potentially increasing the applications they receive.

With the right strategies — admissions teams can make their institution stand out from the crowd and, even better, tap into the potential of connecting with students at every phase of the university lifecycle.

Table of Contents

To accept or not to accept? It shouldn't be a question!	4
<hr/>	
From readers and subscribers to applications and acceptances - How Granicus can help you grow	7
<hr/>	
Deliverability - Building trust through transparency	10
<hr/>	
Can we afford it? Engaging first-generation students by raising awareness of funding options	13
<hr/>	
A strong community starts with strong engagement - Building a sense of rapport throughout the entire student journey	15
<hr/>	
From prospective student to alumni - Unlock the future of admissions	17



To accept or not to accept?

It shouldn't be a question!

How can we help? We at Granicus are experts in enrollment.

As a member of your university's admissions team, you are well-versed in all the incredible benefits that your institution offers. **But are you targeting your communications to ensure that your university captures the right mind at the right moment?**

We have the technology and the expertise that can help you to segment your messaging into specific campaigns.

Whatever courses you offer, we can create carefully written content that incorporates your entire prospectus — from Anthropology to Zoology and everything in between.

What's more, our technology means that we can link requests for prospectus information to ensure that prospective students sign up to receive details on specific courses or faculties.

This highly segmented communication means that we can keep your university front of mind throughout the entirety of the application process. All of this means that we can help you to increase applications and, in turn, admissions.

But the benefits of working with Granicus don't stop there; consider, for example, our huge network of subscribers.

This means not only raising awareness of your institution among a **network of 17 million UK subscribers**, but the ability to promote your university among a **global audience of more than 300 million**.

With our technological capabilities, we can drive fresh traffic to your site, fostering new engagement from those who have not previously interacted with you.



Tip #1

Start engaging with prospective students from their very first interaction with your university.

Are you capturing their details the moment they explore your website and browse your courses? A small tweak to your homepage via a simple splash screen can make all the difference in capturing the attention of prospective students.

This means that – from open days and local activities and so much more – you can offer content to excite and inspire.

The goal? To build your audience well before they submit their UCAS applications!



Start engaging with prospective students from their first interaction with your university.

“I looked at so many universities before I submitted my application that it began to be overwhelming and really hard to differentiate between them. So many offer very similar courses, and it all begins to blend into one. I enjoy receiving emails from some universities as it keeps them fresh in my mind.”

2025 University Applicant



From readers and subscribers to applications and acceptances

How Granicus can help you grow

Turning students — and their parents — into your biggest advocates

Once students have applied to your university, how are you engaging them and inspiring them to make your institution their top choice?

Are you carefully considering the tone, content, and relevance of your communications? What are the issues that matter most to them and their families? This is the time to take a warm, humane, and even individualistic approach.

University is a pivotal, life-changing experience.

For many students, this is their first time living away from home — a thrilling yet intimidating leap into independence. Your communications play a crucial role in reassuring prospective students that your university will not only support their learning journey but also provide a nurturing and welcoming environment. Even better, with a network of millions of unique domestic and international subscribers, Granicus can also help you to reach and reassure parents that your institution is a perfect fit for their child.

But here's the key: Students (and their families) will quickly disengage if your messaging doesn't resonate with their needs and aspirations or their concerns. It's not just about the information you're sharing — it's about showing that you understand and care about their experience in the most comprehensive sense.



Tip #2

Make your university stand out by tailoring your messaging to what truly interests prospective students and their families.

Think beyond courses and career goals to perhaps highlight the experiences that can only be enjoyed by students at your institution because of its unique location.

Going even further, build your messaging around a holistic and comprehensive student experience; offer content to nurture and reassure — whether it's easy recipes for freshers' week, packing lists, or even resources for mental health.

Use this thoughtful angle to give your institution the competitive edge.



Students (and their families) will quickly disengage if your messaging doesn't resonate with their needs and aspirations or their concerns.

“It's really off-putting when a university doesn't just accept or reject your application. I'm being asked really condescending questions, like can I afford the university.

I'm 18, I should be treated like the adult I now am. I wouldn't have applied if I wasn't aware of the fees. I'm going to reject this university now.”

2025 University Applicant



Deliverability: embedded in the Granicus experience

Building trust through transparency and tailored communications

In a competitive market, it's imperative to deliver the kind of strategic, personalised communications that resonate with prospective students and their families. So, how do you capture their attention and engagement?

It's essential to create a preference centre where students (and parents) can opt-in to the information that genuinely interests them.

This not only builds trust but also allows you to tailor a drip campaign that gradually immerses them in the life of your university.

At Granicus, we can even help you to create the kind of rolling campaigns that speak to each new crop of students, year after year — from freshers' week essentials to access to mental health support during final exams.

But what is the point of all this content if it goes right into a junk folder? With Granicus, you don't need to worry about that. Our competitive advantage means that – whether you are building content around sexual health screening or substance abuse awareness – it will land in the inboxes of those who need to see it. This is an especially salient point, especially when it comes to funding.



Tip #3

Engagement is key

How you capture student details and use them strategically is what will set your university apart.

With inboxes flooded every week, it's critical to communicate in a way that adds value, builds trust, and strengthens connections.



“ I don't feel like I'm being personally communicated with. I'm one of many and that's clear in the many emails I'm receiving.

I feel like they're wasting my time, and I delete most of the emails now without reading them, so I don't know what's interesting and what isn't.

Do they realise I'm currently revising for A Levels and can't be distracted with meaningless emails?”

2025 University Applicant



Can we afford it?

Engaging with first-generation students by raising awareness of funding options

For students and their parents, this is undoubtedly one of the biggest financial decisions they will ever make. Granicus knowledge and expertise ensures that – whether your institution is attempting to raise awareness of grants or pointing prospective students to relevant funding options – you can build vital campaigns around the availability of financial support at your university.

This is a strategy that is absolutely imperative for institutions who are actively seeking to engage with first-generation university students and their families.

By working with Granicus, you can take advantage of this targeted deliverability of content to improve the student experience, all while saving time and money.

And remember, the journey doesn't end with admissions.

With Granicus, admissions teams can continue to engage with students throughout the entire university lifecycle — from applicants to alumni.

This meaningful touch not only fosters loyalty but also turns them into your most influential advocates.





A strong community starts with strong engagement

Building a sense of rapport throughout the entire student journey

Fostering a sense of community and belonging isn't just beneficial — it's essential. A connected student body leads to higher enrolment rates, greater engagement, and ultimately, a stronger reputation for your institution.

But this sense of belonging doesn't just happen overnight; it begins at the very first touchpoint and continues throughout the entire continuum of the student journey.

At Granicus, we know that sparks of connection and inspiration are vital to students at each phase of the university lifecycle, from prospective enrollment through to graduates and alumni.

Imagine, for example, the excitement that could be generated by sharing the remarkable achievements of a recent graduate among current and prospective students. Stories like these not only inspire but empower students to envision their own individual potential.

But the connection doesn't stop there; indeed, by actively keeping alumni informed about current developments within their former courses, you open doors for work experience, mentorships, and even job opportunities for recent graduates from your institution. This two-way flow of communication creates an environment where students flourish at every phase of their university journey.

At the heart of every institution is a commitment to student success. By fostering a supportive, connected environment, you're not just ensuring student engagement — you're cultivating a culture that reflects your dedication to excellence. However, achieving this level of engagement requires a robust digital strategy that enables seamless communication and collaboration.



Tip #4

Integration is the key to success

Breaking down technological silos is critical to creating a cohesive and efficient educational ecosystem. Integrated teams and streamlined technology foster better collaboration, enhance efficiency, and reduce operational costs.

These savings can then be reinvested into initiatives that elevate the student and alumni experience, ensuring your community thrives.



By fostering a supportive, connected environment, you're not just ensuring student engagement – you're cultivating a culture that reflects your dedication to excellence

“ I know where I want to study, but I'm really worried about it.

At the open day they mentioned that help would be there, but will it?

I haven't heard anything from them since that open day and I'm starting to worry I won't get my first choice, and if I do, how hard it will be moving to a completely new area.”

2025 University Applicant



From prospective student to alumni

Unlock the future of admissions with Granicus

Granicus empowers university admissions teams to grow their audience, enhance engagement, and ultimately increase admissions.

What's more, by implementing our proven solutions, you can tap into the entire continuum of the university lifecycle.

In addition to proactively engaging with prospective students and their parents to guide them through one of life's most important decisions, you can create communications that will resonate with graduates and alumni to build a thriving culture within your university.

Here's what you can achieve with Granicus

- » **Grow your audience by 50%**, increase your applications by 30%, and boost admissions by 10%
- » **Triple your network** and audience reach
- » **Convert more interest** into confirmed admissions

There's no better time to act. Capture student details, grow your audience with our unique subscriber network, and take the first step toward transforming your admissions strategy.

Partner with Granicus

At Granicus, we're committed to driving positive change in higher education. Let's work together to unlock your institution's full potential and create a brighter future for your students, alumni, and staff.

[Learn more](#)

