

REACH

UAC Reach

SMS marketing

Send your marketing
messages direct
to device



At UAC, we understand students better than anyone. We've spent years helping applicants transition from one life phase to another, offering free and unbiased advice about university entry. We're experts in mapping the student journey, and our verified student data help universities connect with the right audience at precisely the right time. Our campaign results speak for themselves. With our industry-leading engagement rates, it's easy to drive conversions.

94.25% Delivery rate

81.1% education industry average

32% CTR

19% CTR education industry average

68.4%

higher than the industry average

The Reach difference

We understand students better than anyone, and with Reach, it's our goal to place the right student at the right institution.

Our SMS campaigns deliver outstanding results for clients, especially when they offer quick bites of information that provoke immediate action.

We recommend using SMS marketing to support an email campaign or send reminders or offers direct to device. Use SMS to promote a university open day, remind students to submit their application or follow up on an unopened email.

We're always here to offer you advice based on past success and take every client through a six-step process to optimise results:



Consultancy

Speak to us about your budget and objectives, and we'll work with you to build a campaign strategy.



Optimisation

We'll work with you to optimise your marketing message, confirm segmentation and audience reach and plan delivery.



Confirmation

Once we receive your copy, we will send you a draft so you can make changes. We won't send your SMS campaign until your 100% satisfied with the message.



Delivery

We deliver your campaign and monitor performance.



Reporting

We will send you a 24 HR and 7 Day report that analyses performance.



Review

We will review your campaign performance to optimise future campaigns.

Talk to us about how you can package your SMS campaign with an EDM to drive conversions.

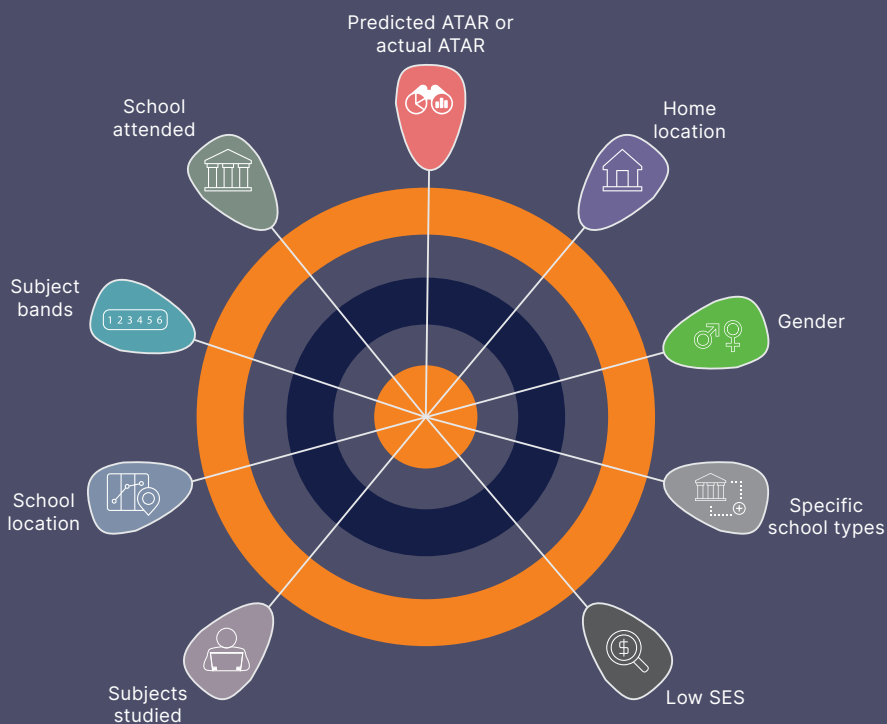
The student journey

Consider sending targeting communication to Year 12 students in these key periods to drive student recruitment.



Targeting parameters

Reach students by:



Talk to us about other targeting parameters for your campaign.

Pricing

SMS Campaign Send
Click-through Offer
and Communications
campaigns

\$10 per recipient

Click of
embedded link

\$90 per click

Click of link to apply
(UAC Connect client)

\$45 per click

Note. A minimum spend applies to both EDM and SMS campaigns

Discounts

Discounts Spend \$75,000-100,000 annually
on Reach direct messaging campaigns

Save 5%

Spend over \$100,000 annually on Reach
direct messaging campaigns

Save 10%

Spend over \$150,000 annually on Reach
direct messaging campaigns

Save 15%

Make a positive impact

UAC is a not-for-profit organisation that strives to help prospective students access their potential through higher education. All advertising profits are filtered back into the organisation, furthering our ability to provide the admission services for which we're known.

To chat with the Reach team about student recruitment packages, contact:

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