

Title: E-advantage review 2014 (short version)

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Summary: Brief analysis of 2013-14 and next steps for 2014-15

1.0 Analysis of 2013-14

Based on recommendations from a digital agency, e-advantage underwent a significant overhaul in 2013-14, which included the implementation of a brand new template, a bolder use of imagery and a more creative and concise approach to language.

New for 2013-14 was also a sole focus on one theme per issue, and audience segmentation by level of study and location - different versions of e-advantage are now sent to up to six different audience groups, where appropriate.

The new approach has been a huge success, with each issue looking bright, quirky and professional, and in line with the new University corporate website.

Accessibility of and engagement with content has significantly improved over the past year, with an average open rate of 63% (+9%) and an average click through rate of 29% (+45% from last year).

2.0 How we're improving for 2014-15

- In terms of content, we largely intend to follow the same pattern as last year, but with some minor tweaks to themes and timing (see below).
- A new 'introductory' e-advantage will be produced, to be sent to offer holders as soon as they receive their offer, explaining what e-advantage is, and linking to previous issues which were produced prior to their offer being made. (In the past students would miss out on issues distributed prior to their offer date).
- Segmentation will be continued and a separate content schedule will be designed for Postgraduate Research students, as it was felt they did not fall into the same pattern as UG and PGT students.
- A new Campaign Master template and guidelines for use have been developed for Academic schools to assist them with the production of a monthly Schools E-advantage, to be sent out two weeks before each central e-advantage.

3.0 Content schedule for 2014-15

Month	Theme	Content (general themes)
Date of offer	Intro to e-advantage	Congratulations on your offer, what e-advantage is, previous issues
December	Careers	Focus on employability
January	Finance/Funding	Student finance, bursaries & scholarships,
February	Accommodation	Types of accommodation, Open House, Apply
March	Living in Manchester	The city, getting around
April	Around campus	Facilities, maps
May	Good luck	Teaching & Learning, Wellbeing
June	What next?	Prepare for results, track your application, arrival
July	Get involved	SU, volunteering, Sport
August	Congratulations	Congratulations
September	Welcome	Welcome, Orientation

*These themes are subject to minor changes.

4.0 Further information

If you would like any more information or statistics relating to the e-advantage 2013-14 review, or would like access to the new Schools' e-advantage Campaign Master template, please contact susannah.crossland@manchester.ac.uk

[Download the e-advantage for Schools guidance](#) for support and ideas relating to the production of a School e-advantage.