

CHALLENGE

PERSONALISED VIDEO MARKETING (PVM) CAMPAIGN PLANNER

Your Guide to Transforming Student Recruitment
Through Personalised Videos

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CONTENTS

- Introduction
- What is Personalised Video Marketing (PVM)
- The Stats!
- Setting Campaign Goals
 - Metrics table
- Developing Key Messaging
 - Key Messaging Development Template
- Data Utilisation
- Martech Stack
- Understanding your content
- Timing
- Campaign ideas
- Checklist
- Read a case study
- Next steps



INTRODUCTION

Welcome to the PVM Campaign Planner...

Your comprehensive guide to leveraging personalised video marketing to enhance student recruitment and marketing.

This planner is designed to provide you with the tools, strategies, and insights needed to effectively engage prospective students through tailored video content.

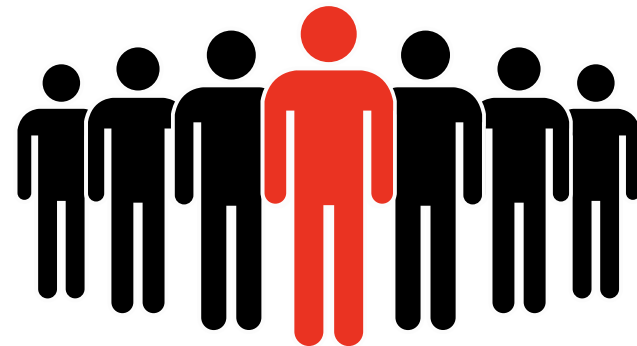
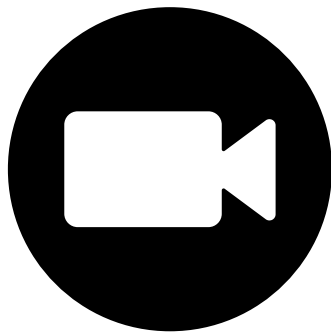
By following the steps outlined in this guide, you'll be able to craft compelling messages, utilise data-driven insights, and optimise your marketing efforts to achieve your recruitment and marketing goals.



WHAT IS PERSONALISED VIDEO MARKETING (PVM)

Personalised Video Marketing (PVM) is a dynamic and targeted approach to digital marketing that involves creating and delivering customised video content tailored to individual viewers.

The goal of PVM is to enhance the viewer's experience by making the content more relevant and engaging, thereby increasing the likelihood of achieving desired marketing outcomes, such as higher engagement rates, better conversion rates, and improved customer loyalty.



Combining the power of video with the engagement of personalisation.



VIDEO CONSUMPTION STATS

Preferred Video Length:

- **75%** of viewers from Gen Z prefer watching short-form video content on their mobile devices ([HubSpot Blog](#)).
- **83%** of marketers suggest that videos should be under 60 seconds to effectively engage Gen Z ([HubSpot Blog](#)).

Engagement Rates:

- Short-form videos receive **2.5 times more engagement** than long-form videos ([Yaguara](#)).
- **66%** of Gen Z find short-form content to be the most engaging format ([Yaguara](#)).

Viewing Habits:

- Gen Z viewers tend to watch content that helps them relax and unwind, with **90%** of Gen Z using YouTube to watch videos that make them feel like they are in a different place ([Think with Google](#)).
- **69%** of Gen Z often return to creators or content that feels comforting to them ([Think with Google](#)).

Time Spent on Platforms:

- On average, Gen Z users spend 53 minutes per session on Instagram Reels and 45 minutes per session on TikTok ([Yaguara](#)).



SETTING CAMPAIGN GOALS

Setting clear, measurable goals is essential for the success of your PVM campaign. This section will help you define what you aim to achieve and how to track your progress.

Current Marketing Stats: Start by evaluating your existing marketing performance. Review metrics such as open rates, conversion rates, social media engagement, and direct mail response rates. This will provide a baseline to measure the impact of your PVM efforts.

- **Open Rates:** Track the percentage of recipients who open your emails. This indicates the effectiveness of your subject lines and the initial appeal of your communications.
- **Conversion Rates:** Measure the percentage of recipients who take the desired action, such as filling out an application form or requesting more information. This helps assess the effectiveness of your calls to action and overall campaign strategy.
- **Direct Mail Response Rates:** If you use direct mail, track the response rates to understand its impact and how it complements your digital efforts.
- **Social Media Engagement:** Monitor likes, shares, comments, and click-through rates on your social media posts to gauge the reach and impact of your content.



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METRICS TABLE

This table will help you record and track your current marketing statistics, define your SMART goals, and monitor your progress throughout the PVM campaign.

Metric	Current Value	Goal Value	Target Date	Progress	Notes
Email Open Rates					Percentage of recipients who open your emails.
Email Conversion Rates					Percentage of recipients who complete desired actions (e.g., application submissions).
Direct Mail Response Rates					Response rate to your direct mail campaigns.
Social Media Engagement					Likes, shares, comments, and click-through rates on social media posts.
Overall Campaign Engagement					General engagement across all channels.



DEVELOPING KEY MESSAGES

Developing key messages for your PVM campaign is crucial to ensuring that your communications are clear, engaging, and aligned with your recruitment goals. This section will guide you through crafting effective messages for different stages of the student journey.

Steps to Develop Key Messages:

Identify Key Themes: Determine the main themes that resonate with your target audience. These might include the benefits of your institution, success stories, campus life, academic excellence, and career prospects.

Audience Segmentation: Tailor your messages to different segments of your audience. For example, prospective undergraduate students, postgraduate students, international students, and parents might each require different messaging.

Craft Core Messages: Develop concise and compelling core messages for each theme. Ensure these messages highlight the unique value propositions of your institution.



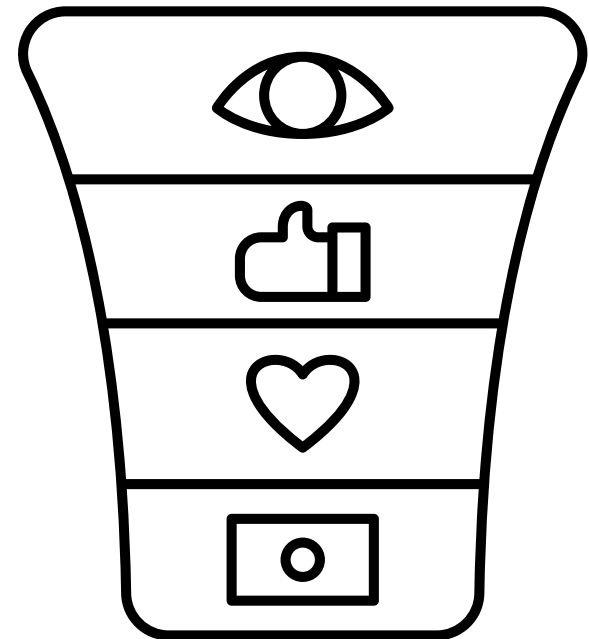
DEVELOPING KEY MESSAGES

Align with Student Journey Stages

Map your messages to the various stages of the student journey:

- **Awareness:** Focus on introducing your institution and its benefits.
- **Consideration:** Provide detailed information about courses, faculty, and facilities.
- **Decision:** Highlight success stories, career outcomes, and the application process.
- **Enrollment:** Offer practical information on housing, orientation, and student services.

Testing and Feedback: Test your messages with small audience segments and gather feedback to refine them.





KEY MESSAGE DEVELOPMENT TEMPLATE

Theme	Audience Segment	Core Message	Student Journey Stage
Academic Excellence	Prospective Undergraduates	"Join a world-class institution that leads in innovation."	Awareness
Campus Life	Prospective Postgraduates	"Experience vibrant campus life with state-of-the-art facilities."	Consideration
Career Prospects	International Students	"Achieve global career success with our comprehensive programs."	Decision
Student Support	Parents of Prospective Students	"Ensuring your child's success with our dedicated support services."	Enrollment



DATA UTILISATION

Effectively utilising data is essential for creating personalised and impactful video marketing campaigns. This section will help you understand how to leverage your data to enhance student recruitment and comms.

Key Steps for Data Utilisation:

1. **Identify Data Sources:** Determine where your data will come from. Common sources include CRM systems, application data, web analytics, social media insights, and survey responses.
2. **Data Segmentation:** Segment your data to create targeted messages. Segments might include demographics, behavioral data, academic interests, and engagement levels.
3. **Data Analysis:** Use analytical tools to gain insights from your data. Look for patterns and trends that can inform your messaging and content strategy.
4. **Personalisation:** Utilise data to personalise your video content. This could include personalised video emails based on the recipient's stage in the recruitment process or specific interests.
5. **Compliance and Privacy:** Ensure that your data usage complies with relevant data protection regulations, such as GDPR.



MARTECH STACK

Understanding and leveraging your Martech stack is crucial for the successful implementation of a PVM campaign. This section will guide you through the essential tools and platforms needed.

Key Components of a Martech Stack:

1. **Email Marketing Platforms:** Tools for sending personalised video emails.
 - Examples: Mailchimp, HubSpot, Campaign Monitor.
2. **CRM Systems:** Platforms for managing and segmenting your audience data.
 - Examples: Salesforce, Microsoft Dynamics, Zoho CRM.
3. **Analytics Tools:** Software for tracking and analysing the performance of your videos.
 - Examples: Google Analytics



UNDERSTANDING YOUR CONTENT

Understanding the current state of your video content is a crucial step in implementing a successful Personalised Video Marketing (PVM) campaign. By assessing what videos you already have, identifying opportunities for repurposing, and pinpointing gaps, you can create a more effective and efficient content strategy.

Content Audit

A thorough content audit helps you evaluate your existing video assets and determine their relevance, quality, and potential for repurposing. Refer to the Video Content Audit Guide you have created for detailed steps and templates on how to conduct this audit.

Key Questions for Your Content Audit

- What videos are performing well and why?
- Which videos need improvement in terms of quality or messaging?
- Are there videos that no longer align with your brand or goals?
- What types of videos (e.g., testimonials, how-to guides, campus tours) are missing from your current library?
- How can existing videos be repurposed to fill content gaps or enhance personalisation efforts?



UNDERSTANDING YOUR CONTENT

Ensure videos are engaging, informative, and aligned with your institutional messaging.



TIMING YOUR STUDENT PVM CAMPAIGNS

Identifying the right times of the year to launch your Personalised Video Marketing (PVM) campaigns is essential for maximising their impact and effectiveness in student recruitment. By aligning your video content with key academic dates and decision-making periods, you can better engage prospective students and guide them through their journey from awareness to enrolment.

See the timing schedule on the next page for when to start in accordance to the activity you want to support with PVM. Here are some ideas:

Results Day and Clearing:

- Mid-August: A-level results day is a critical time for student decisions and Clearing. Personalised videos can present your institution as a desirable choice.

Enrolment and Induction:

- September: The start of the academic year. Videos welcoming new students, explaining the enrolment process, and providing orientation information can help ease the transition to university life.

Graduation and Alumni Engagement:

- July: Graduation ceremonies and related events. Videos celebrating student achievements and introducing alumni networks can maintain engagement and build long-term relationships.



CAMPAIGN TIMELINE FOR PVM

Month	PVM Activity
One	Pre-planning Audit Budgets Data CRM Personnel
Two	Marketing campaign planning - copy writing and creative Video production
Three	Despatch and analytics



IDEAS FOR PVM CAMPAIGNS

Month	PVM Campaign Focus
September	Promote Open Days, Welcome Back to School messages
October	UCAS Application Tips, Oxbridge and Medical Course Deadlines
November	Invitation to Open Days, Virtual Campus Tours
December	Application Deadline Reminders, Scholarship Information
January	Final Application Push, Tips for Completing Applications
February	Offer Holder Webinars, Accommodation and Scholarship Details

Month	PVM Campaign Focus
March	Personalised Acceptance Videos, Course Specific Information
April	Student Testimonials, Preparing for University Life
May	Exam Preparation Tips, Mental Health and Stress Management
June	Revision Strategies, Countdown to Results Day
July	Graduation Celebrations, Alumni Network Introductions
August	Clearing Guidance, Last-Minute Offers, Reassurance Messages
September	Welcome to Campus, Enrolment Process, Orientation Information



CHECKLIST

Brilliant! Now you know what video content you have and a clear picture of what is needed.

Checklist item	Comment	Complete Yes/no
Content	Have I got video we can re-purpose or do we need fresh, new content?	
Data	Do I have compliant data I can use to personalise with? First name, subject of interest, study level?	
Goals	Have I set SMART objectives for this activity? What's my objective?	
Timing	Do I know when I want to do this activity and when I need to start?	
Messaging	Do I know what I want to convey with this campaign?	
Martech	Do I have a functional CRM and/or email system?	
Resource	Do I have the budget and human resource to deliver this activity?	
Metrics	Do I know what my current marketing communications get - ROI, opens, conversions?	



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CASE STUDY

Challenge Marketing worked with the University of East Anglia to convert interested applicants into committed students using personalised video marketing.

By leveraging the university's applicant data, Challenge Marketing produced thousands of customised video messages. These videos repurposed existing assets to deliver highly relevant content to each recipient.

The campaign was so successful that the university eliminated direct mail in the following year's outreach efforts.

800+% ROI

24% CTR

68% Conversion Rate

[Read the Case Study](#)





NEXT STEPS

Checklist complete or nearly so?

It is time to contact Challenge Marketing and get cracking!

[Contact Challenge](#)



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ENGAGEMENT IS EVERYTHING

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