

 LIVE



UNIBUDDY



Chat with Jamie

# Unibuddy Overview

THE-ICE 14th IPoE  
Forum 2021

The background is white with a pattern of light gray geometric shapes, including squares, circles, and stylized 'e' characters. A central white rectangular box with rounded corners and a subtle drop shadow contains the text. Various colored shapes (teal, orange, pink, blue) are scattered around the box.

# Welcome!

**Sean O'Dea**

University Partnerships Manager APAC

# Today's session

01

Why peer-to-peer matters

02

What is Unibuddy

03

Virtual Event & Community





Why peer-to-peer  
matters?









# What is peer-to-peer?

Unibuddy's definition today:

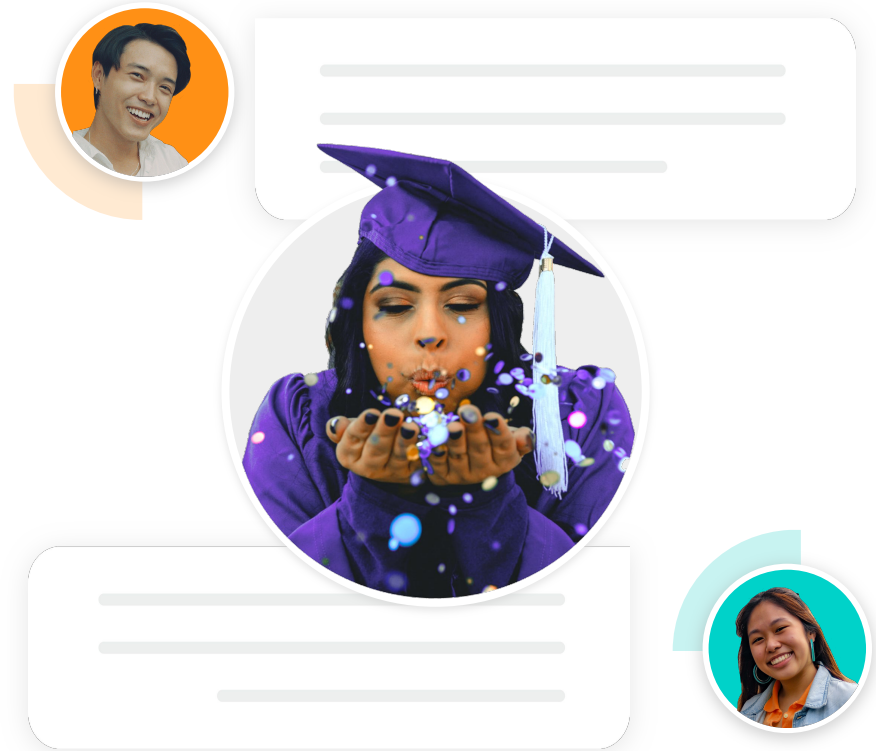
**“Connecting one person with another, who has already been through the journey”**

  
**Chloe** Forensic Science

**ABOUT ME**  
I am a second year student studying Forensic Science. As much as I lov...  
[Read more about Chloe](#)  
[Chat with Chloe](#)

  
**Tia** LLB (Hons) Law

**ABOUT ME**  
Hi I'm Tia! I am currently in my 3rd year at the University of Suffol...  
[Read more about Tia](#)  
[Chat with Tia](#)



# What if you could put your students at the heart of your marketing and recruiting?

Showcase your amazing **students**  
and their stories

Shout about your **diversity**

Create a sense of **belonging**

**Real-time conversation** insights  
across multiple touchpoints



# Benefits of a digital ambassador program

01

## Awareness

Promote your university brand and student life through the ones that know it best!

02

## Authenticity

Share real insights from real experiences, through students who have been through it.

03

## Accessibility

Spread the word digitally and recruit students from around the world by giving them the opportunity to connect from everywhere.





# Introducing Unibuddy

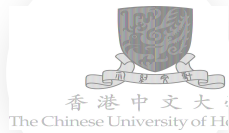






Unibuddy is an integrated **peer-to-peer marketing and recruitment platform** that enables **authentic student experiences** and provides **actionable insights** along the entire student decision-making journey.

# Our Partners

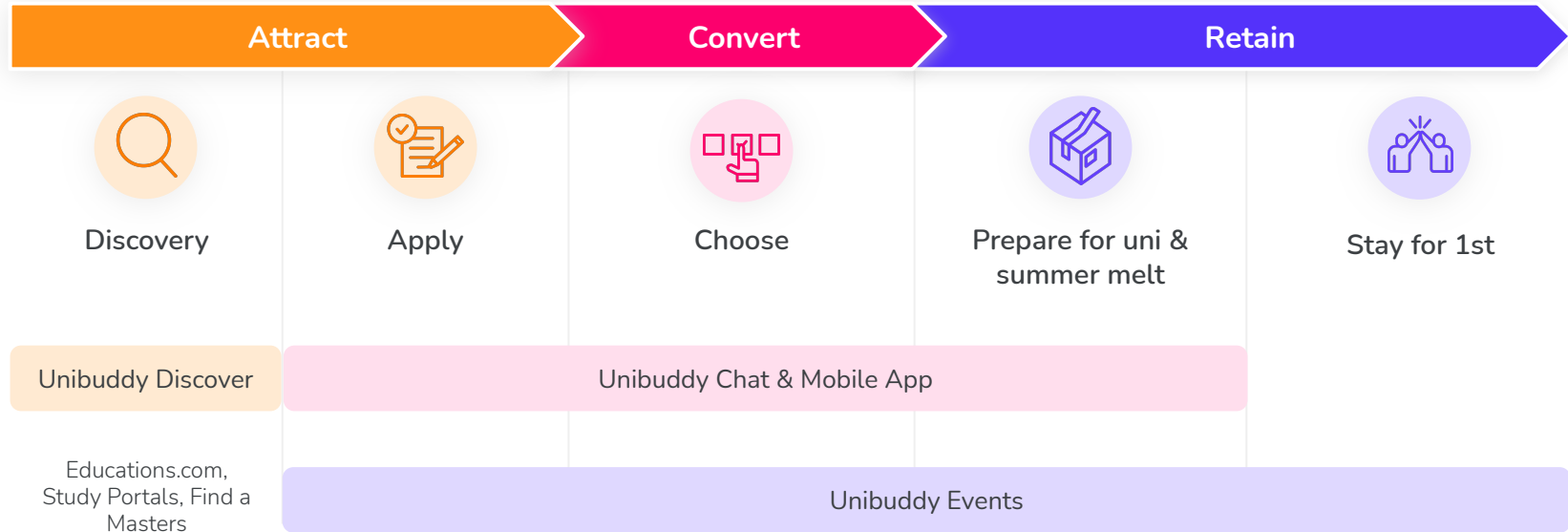


Trusted by 450+ Higher Ed Institutions



Support and  
reassure across the  
student journey

# An integrated peer-to-peer marketing and recruitment platform





# Attract

## Advertising

1 in 5 students don't feel represented by marketing (Student Hut, 2020), so make them feel seen in your marketing.

## Discovery

Get your student voice on discovery sites, like the Unibuddy x Educations.com discover site.

## Enquiries

Give prospects the chance to engage with your staff and students easily, and feel like they make a connection before even applying.

58%

Are influenced to make a decision by the ability to connect with existing students

QS Student Survey 2021

36%

Claim high importance on speaking to universities outside of normal working hours

QS Student Survey 2021

49%

Would feel less worried studying abroad if they could ask questions to other international students

QS Student Survey 2020



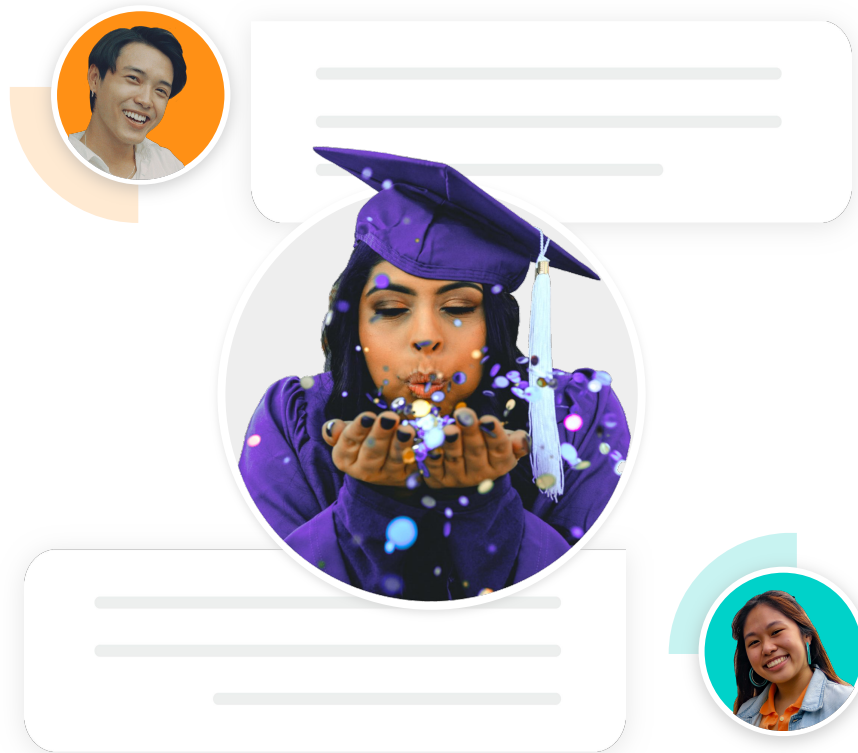
# Convert

## Foster a sense of community

By putting your university's community online, prospects can feel a part of this without even stepping foot on campus. The closer they feel connected to you, the more likely they are to convert.

## Support and reassure

Making decisions about college choices can be tricky in an online environment. Use your best advocates to make students feel reassured - they are the only ones who have experienced learning in an online world!



## Retain

### **Boost yield and reduce melt**

We saw partners have a 70% increase in deposit rates when they put their current students online to offer support across student journey.

### **Increase confidence**

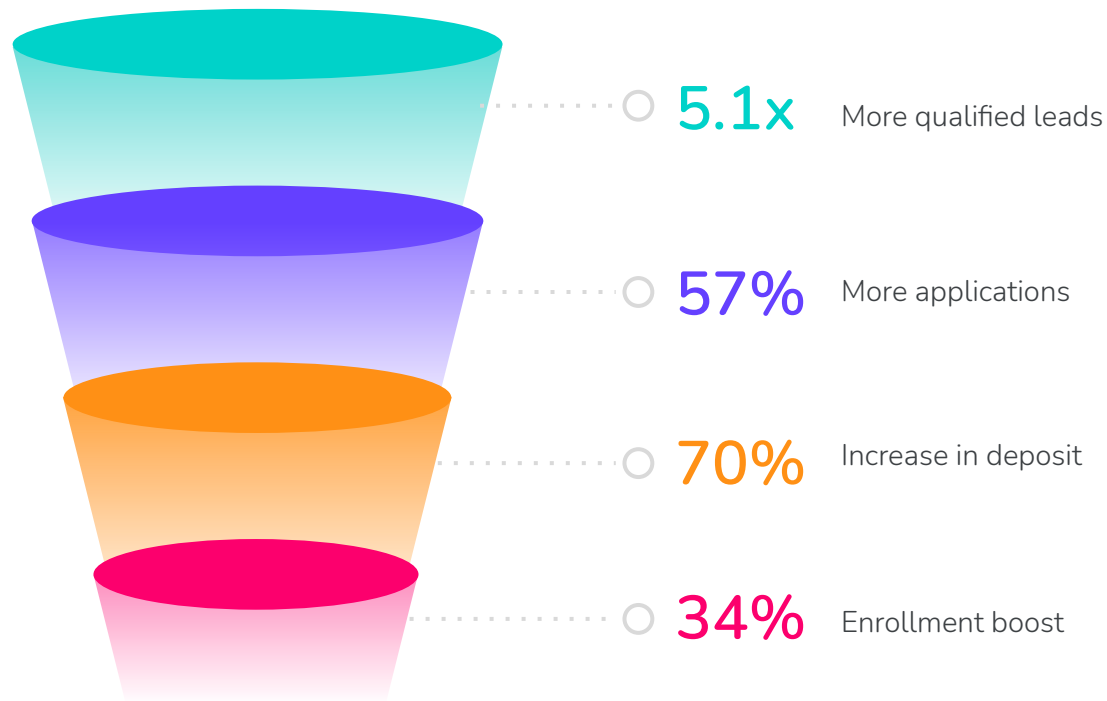
89% of users felt more confident about their university choices after using Unibuddy.

“Chatting with a uni student ambassador cemented my confidence in my decisions to enroll at university and gave me the guidance I needed to make an informed and nice transition into uni life.”

“The student ambassador I communicated with gave me lots of information and told of their personal experience making me feel much better and making the decision much easier.”



# Our impact



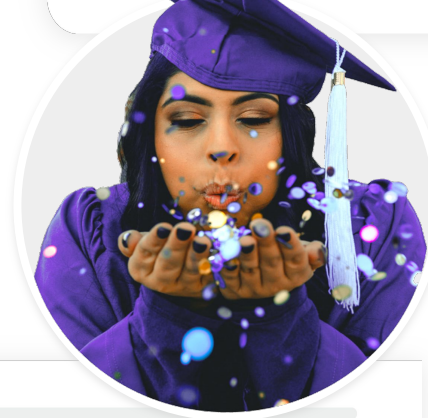
89%

Felt more confident about university fit



# Special offer for THE-ICE member

All THE-ICE members are entitled to a 20% discount if the institution subscribed to full Unibuddy package. No set-up fee if proceeding before December 31st. Please get in touch with Sean to know more (Email: [sean.odea@unibuddy.com](mailto:sean.odea@unibuddy.com))





# Over to you!

Thank you for your time



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