



**CITY UNIVERSITY
LONDON**

Content Marketing

Owning media, not renting it - communicating without selling

Blogging

Create quality content to inform others and increase the strength of a website's backlink profile

Interviews

Quality, fresh, and newsworthy content built around new research on a specific facet of the course or a certain award received by a professor or student

Intriguing webinars

Informative sessions for potential students or as a way to demonstrate new findings in the university research

Shareable images

Using pictures of the university campus or research developments online and on social media

Case studies

Using profiles of students who graduated from a specific programme and have found rewarding careers to help market specific courses

Video marketing

Creating new content to embed on the university website and share across social media platforms to inform and engage prospective students

Infographics

Using reputation, research, and resources to produce highly sharable and very interesting infographics

Optimised news releases

Using news releases to announce new online programs as well as developments to other programs in the university

Social content

Social media channels to inform and update interested prospects on research, new courses and other developments

Informative white papers

Give potential students rich information about the degree programs they are interested in