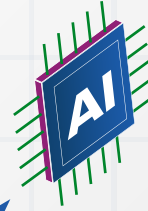CONSTRUCT
DIGITAL
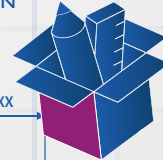
MEDIA

SEO

AI & AUTOMATION

BRANDING

The IHL Marketing Blueprint

CAMPAIGNS

SOCIAL

WEBSITES

Proven Strategies Designed to Attract More Leads and Boost Enrolments

Published by Construct Digital

Pre-approved NUS vendor for Creative & Media Services
(T2023-000606) and Web Development (T2022-000375)
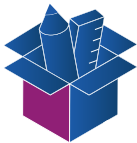
Why This Blueprint? Why Now?

Learners move fast
Journeys start on mobile and decisions are made in days, not months.

Budgets are tighter
CPL has risen 38% in SEA higher-education campaigns, making waste costly.

SkillsFuture raises the stakes
Recruitment now includes mid-career learners and executive education.

Prestige alone isn't enough
A strong brand must be matched with measurable, modern funnels.

The IHL Marketing Blueprint distils how the university can engage learners through a six-pillar IMPACT framework already proven across NUS departments. Together, these pillars demonstrate how insight, personalisation, creativity, agility, testing and tracking can turn marketing investments into measurable outcomes.

Who is the IHL Marketing Blueprint for?

Admissions Teams   Faculty Marketers   Executive Education Units

If these challenges sound familiar, let's explore how the IMPACT framework can work for your department.

Book a Consultation

The IMPACT Framework

Insight-Driven Audiences
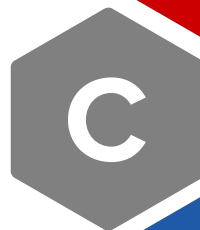
Develop rich student personas that go beyond demographics, capturing motivations, decision triggers and intake behaviours across NUS programmes.

Message Personalisation

Craft admissions copy that mirrors student ambitions and barriers, addressing fees, time and outcomes with credible NUS proof points.

Platform-Fit Creatives

Design creative that feels native to each environment, tailored for undergraduates, postgraduates and mid-career learners at different decision stages.

Agile, Integrated Media

Run brand and admissions campaigns in a single funnel, reallocating budget weekly to the highest-converting audiences and formats.

Continuous Testing

Apply 4-day sprint cycles to refresh creative and landing pages, sustaining performance while reducing cost per lead.

Track Success

Provide leadership-ready dashboards that connect marketing spend to applications, enrolments and ROI for each intake cycle.

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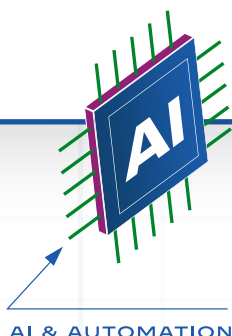
Insight-Driven Audiences

Mapping the Modern Student Persona

Stronger personas help you target the right learners, lowering CPL and boosting enrolments.

Universities recruit diverse audiences — undergraduates, postgraduates, and mid-career learners. Demographics alone miss the mark. By turning data signals into clear personas, admissions teams can focus their spending on the right students at the right time.

How It Works

- Capture aspirations and barriers: Career goals, fees, time
- Analyse signals: Web activity, form fills, email engagement
- Identify moments: Intake cycles, scholarship deadlines, funding windows

Case Study: NUS MBA Recruitment

|	
Challenge	Broad targeting limited applications
Solution	Identified seven unique student personas across 15 markets
Result	Leads ↑26X, CPL ↓3X

Message Personalisation

Admissions Copy That Speaks Their Language

Tailored messaging helps you address learner concerns, building trust and driving stronger application rates.

Every IHL audience has unique ambitions and barriers. Copy that mirrors these concerns — and reframes them with proof of outcomes, flexibility, or support — converts interest into applications.

How It Works

- Start with ambition: The outcome learners want most
- Address barriers: Time, fees, fit
- Add proof: Scholarships, outcomes, credibility
- End with action: Apply, enquire, download
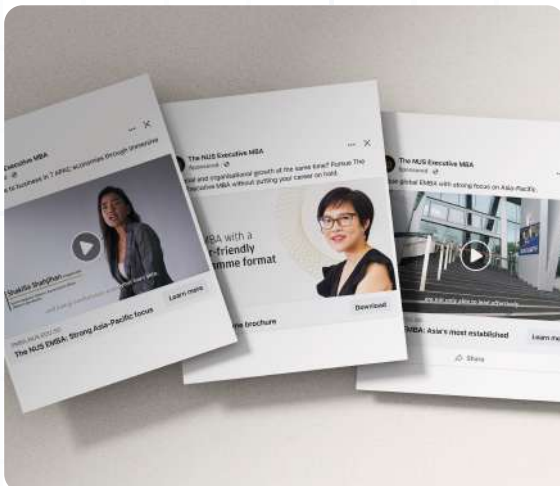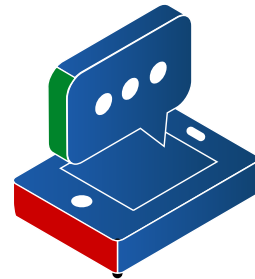
Case Study: NUS EMBA Recruitment

Challenge — Generic messaging failed to stand out in a competitive market

Solution — Persona-driven messaging that reflected diverse aspirations and pain points in multiple markets

Result — Leads ↑5X, CPL ↓14X

Platform-Fit Creatives

Where the Message Meets the Medium

Ads that feel native to each platform engage learners more effectively and drive qualified applications.

IHL audiences consume content differently across channels. Undergraduates respond to authenticity, while postgraduates and CET learners look for credibility and outcomes. Creative that feels natural to the platform earns attention, builds trust and drives applications.

How It Works

- **Audience mindset:** Adapt the creative to how learners consume and evaluate information

- **Funnel stage:** Match tone, proof and detail to awareness, consideration or application

- **Clear outcomes:** Highlight results and next steps in every format

LEVEL UP TO 100

Case Study: NUS SCALE (Lifelong Learning)

Challenge — CET marketing struggled to stand out in a crowded market

Solution — The "Level Up to 100" campaign tailored creative to each channel and learner stage for maximum relevance

Result — ⬆86% applications, ⬆12.5% modules per applicant

Agile, Integrated Media

One Budget, One Funnel

Avoid running brand and admissions in silos to ensure awareness flows directly into applications.

Running brand and admissions campaigns separately inflates CPL and confuses students. We unify both into a single funnel, with weekly reallocations to what performs best. This ensures every dollar flows to the audiences and formats that deliver applications.

How It Works

- Unified funnel: Combine brand and admissions with shared KPIs
- Weekly sprints: Shift budget to the best-performing audiences and creatives
- Test then scale: Pilot small, expand only what beats the control

Case Study: NUS Executive Education (OEP Programmes)

Challenge — Diverse programmes, fragmented tracking and tight budgets limited conversion optimisation

Solution — Unified tracking, targeting and budgets with a focused Search-Display mix

Result — ↑39X conversion rate, ↑2.5X ROAS

Continuous Testing

Iterate to Win

Rapid testing cycles keep your campaigns fresh, cost-efficient, and responsive to student intent.

Student intent shifts quickly and creative fatigue sets in fast. 4-day sprints test new ideas weekly, cut underperformers early, and scale only what works – lowering CPL while improving applications.

How It Works

- Brief: Define a test hypothesis and KPI
- Build: Create 2-3 new creative or copy variants
- Launch: Run with split budget allocation
- Decide: Promote winners, retire losers

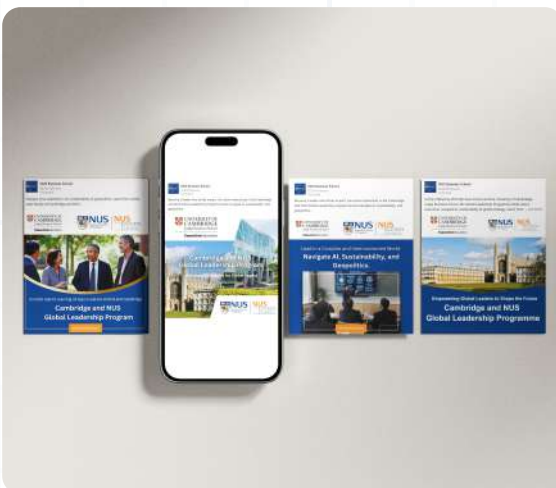## Case Study: NUS Executive Education (Cambridge Programme)

Challenge — New launch risked overlap with Stanford-NUS course

Solution — Iterative testing refined messaging to highlight Cambridge's distinct strengths

Result — ⬆2.3X target conversions, ⬆20% applications, ⬆15% conversion rate

Track Success

From Clicks to Classrooms

Linking campaign data to applications gives your leadership clarity and confidence in marketing ROI.

IHL leaders need proof that marketing spend drives enrolments. By connecting ads, forms, GA4 and Salesforce into one data spine, results are visible in near real-time, enabling smarter budget reallocation.

How It Works

- Data spine: Stitch ad platforms, analytics and CRM data

- Single view: Show spend, applications and enrolments in one dashboard

- Leadership-ready: Provide enrolment and ROI metrics by programme

SEE THE POSSIBILITY

SEE THE POSSIBILITY CAMPAIGN

Case Study: NUS Giving Website

Challenge — Donor journeys lacked visibility and underperformed online

Solution — UX overhaul paired with clear performance tracking

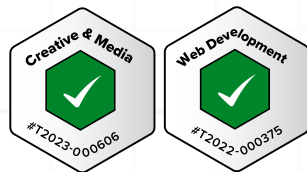**Result** — ↑45% donations, bounce rate ↓18%, average session duration ↑100%

Why Construct Digital?

Pre-Approved Partner
Trusted by NUS under Creative & Media (T2023-000606) and Web Development (T2022-000375) contracts.

Proven Track Record
6+ years, 100+ successful projects, 17 departments supported.

Deep Institutional Knowledge
Fluent in NUS culture, approval processes and stakeholder needs for faster, lower-risk execution.

End-to-End Capability
Creative, media and web development integrated under one partner — no coordination headaches.

construct.sg

Your Next Step With Construct Digital

Every department faces unique enrolment challenges — but none need to start from scratch. Book a 45-minute consultation with our IMPACT specialists and get practical, tailored ideas for your next intake or web refresh.

What You'll Get in 45 Minutes

- Quick persona read for one priority programme
- Channel plan sketch aligned to your audience
- Three test ideas to trial immediately
- Data posture check for tracking and reporting

Book a Consultation

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