

University of Stirling: Student Engagement & Admissions Growth

In 2021, the University of Stirling Student Union partnered with us to strengthen student outreach during COP26 in Glasgow and drive admissions campaigns. This case study demonstrates how we helped this research-focused Scottish university modernize their approach to student engagement and recruitment.

UNIVERSITY *of*
STIRLING



Client Overview



About University of Stirling

The University of Stirling is a public university in Scotland known for:

- Strong research programs
- Community-led initiatives
- Student-centered approach
- Beautiful campus in the Scottish countryside

In 2021, its Student Union sought our partnership to enhance their outreach efforts.

The Challenge

COP26 Representation

The university needed structured ambassador programs to effectively represent students at the COP26 climate conference in Glasgow.

Post-COVID Modernization

University wanted to modernize student recruitment strategies following the COVID-19 pandemic.

Digital Transformation

Admissions teams required better digital funnels to improve their recruitment and conversion processes.

The university faced the dual challenge of representing students at a major international event while simultaneously updating their admissions processes for a post-pandemic world.



Unlock your
potential

Our Role



Student Ambassador Recruitment

Developed and implemented programs to recruit effective student representatives

COP26 Event Logistics

Managed representation logistics for the climate conference in Glasgow

Digital Campaigns

Created CRM-driven admissions campaigns to modernize recruitment

Solutions Provided



CRM Implementation

Comprehensive CRM system for admissions tracking and management



Automated Sequences

Email & WhatsApp automation for prospect nurturing



Student Union Training

Comprehensive training for Student Union representatives



Sales Strategies Implemented

Data Acquisition

- Apollo for feeder institution contacts
- LinkedIn Sales Navigator for student influencers
- Clay for data enrichment

Sequenced Funnels

Three-stage approach to prospect engagement:

1. Pre-engagement
2. Nurturing
3. Closure

Ambassador Program

Leveraged student ambassadors to build trust and authenticity in recruitment efforts

Our comprehensive sales strategy combined powerful data tools with structured engagement funnels and authentic student voices.

Key Results

500+

COP26 Participants

Students engaged in climate conference
activities

2000+

Leads Nurtured

Prospective students engaged through digital
campaigns

22%

YoY Increase

Growth in admissions conversions compared to
previous year

The university also established structured outreach processes for the Student Union, creating a sustainable framework for future engagement efforts.

A vertical blue banner on the left side of the image. It features the text 'COP26' in large white letters at the top, followed by 'CLIMATE CONFERENCE' in smaller white letters below it. The background of the banner has a subtle gradient and some abstract shapes.

COP26

CLIMATE
CLIMATE
CONFERENCE



COP26 Impact

The COP26 climate conference in Glasgow provided a significant opportunity for the University of Stirling to strengthen its global visibility. Our ambassador program ensured students were well-prepared to represent the university effectively.

The event participation not only raised the university's profile but also demonstrated its commitment to sustainability and climate action, aligning with institutional values and attracting environmentally-conscious prospective students.

Admissions Modernization

Before Implementation

- Manual tracking processes
- Limited digital engagement
- Inconsistent follow-up
- Reactive recruitment approach

After Implementation

- CRM-driven prospect management
- Automated nurturing sequences
- Data-informed decision making
- Proactive, targeted outreach

The modernization of admissions processes created a more efficient, effective recruitment funnel that could scale with the university's growth ambitions.

ROI & Conclusion

Global Visibility

Enhanced university profile through structured COP26 participation

Modern Admissions

Scalable CRM-led processes driving 22% YoY conversion increase

Trust Building

Ambassador-driven approach creating authentic connections with prospects

The University of Stirling successfully strengthened its global visibility while modernizing its admissions processes. The implementation of scalable, CRM-driven systems and ambassador programs created sustainable frameworks that continue to deliver results beyond the initial engagement.

This case study demonstrates how traditional institutions can effectively embrace digital transformation while maintaining authentic human connections.