

**WE ARE
CPUT**

CREATING FUTURES

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Using online and digital platforms to recruit students

Marick Hornsveld

Former Web Editor, Marketing and Communication Department

MACE National Workshop, May 2017

Use **innovative ways** to market all our **undergraduate courses** across **South Africa** and to other **African countries** with a **small team** of recruiters (3) and a **limited travelling budget**

PROJECT REQUIREMENTS

FACEBOOK AD CAMPAIGN

66 course
ads

5 general
ads

South
Africa

10 African
countries

17-22 year
olds

1 May – 30
September

R400 000



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city look like?

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RESULTS



836 207 clicks
to the website
– average of
5 360 per ad



total reach of
16 040 066 –
average of
102 821 per ad



104% increase
in hits on Apply
page



33 823
applications to
fill 9 000 spots