

PULSAR

Advanced audience intelligence and insights for education sector.

Pulsar can help you navigate the complex interplay of needs ranging from recruitment to reputation management, which present a challenge for universities when considering digital strategy.

Managing the public face of a university is rapidly becoming one of the hardest balancing acts in digital. From senior management to diverse student communities, you're speaking to and for tens of thousands of people. You need to listen and be heard - and speak with impact.

Pulsar is the audience intelligence tool and consultancy that can help you do this.



How can we help feed into your wider strategy and steer it day-to-day

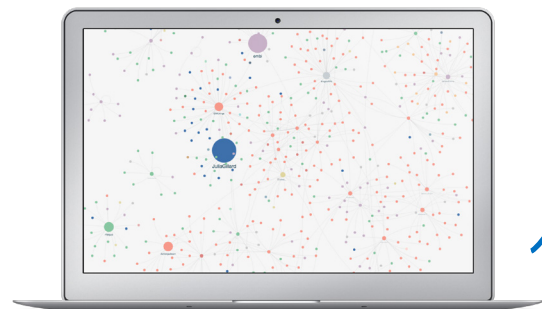
LINKS BETWEEN PHRASES WITHIN THE UNIVERSITY
CHOICE CONSIDERATION DISCUSSION



Drive recruitment through understanding student needs

Understand the impact of your recruitment efforts, including Open Days and Clearing campaigns. Find out exactly what students locally and globally look for when choosing a university and how you can speak to them in a way that will truly resonate.

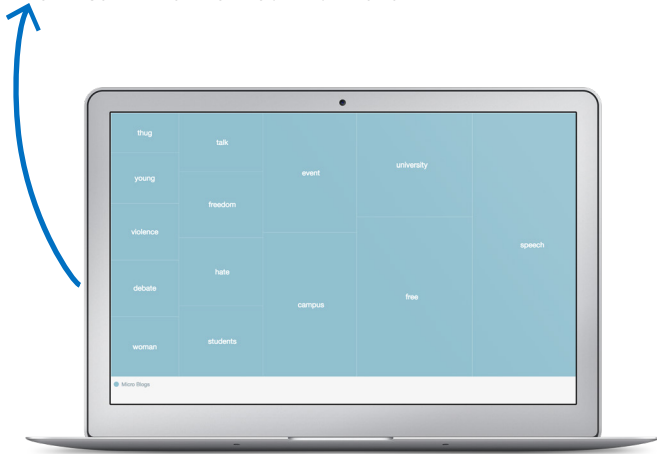
RELATIONSHIPS BETWEEN THE UNIVERSITY DISCUSSION
INFLUENCERS AND WIDER NETWORK



Develop an in-depth understanding of your audience and influencer network

University audiences are extremely diverse. Discover what sets your social followers apart on each channel. Find out which members of your staff, journalists and other advocates are the most influential among your followers and how they can help you land your key messages and establish thought leadership effectively.

KEYWORDS MOST COMMONLY ASSOCIATED WITH UK CAMPUS "FREE SPEECH" CONTROVERSIES



AUDIENCE GROWTH CORRESPONDING TO SUCCESSFUL CONTENT



Be ready to respond to reputation issues quickly and effectively

Reputation issues can emerge unexpectedly and pose a challenge to navigate through at a short notice. Whether it is discovering key topics within the sector-wide strike action discussion or understanding the impact of controversial on-campus events, Pulsar can help you get a holistic picture of ongoing reputation issues and inform future strategy through detailed insights about past controversies.

Get ahead through leveraging competitor intelligence

Ensure you keep up with the sector and get ahead through competitor benchmarking. Find out how your success measures up to that of other universities through the broadest range of metrics, including what content performs best to sentiment, reach & reputation. Get inspired by cutting-edge social efforts of overseas institutions.

Why Pulsar

Pulsar is an audience intelligence company that helps you find the story in the data.

Combining conversational and behavioural data from the web with proprietary AI and the smartest minds, Pulsar helps public and private organisations understand audiences and stay relevant.

Born out of 10 years of experience with social media data, Pulsar works with some of the world's leading brands and agencies to help them humanise data and expose cultural insights. Customers in the education sector include: Kings College London, University College London, University of Surrey, Department for Education, University of Leeds.

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