



PhD Recruitment Campaign with FindA PhD

CASE STUDY:

Client: Lancaster University

Objective: Increase awareness and applications for PhD opportunities through targeted marketing on FindA PhD and social media.



MARS: Mathematics for AI in Real-world Systems at Lancaster University, partnered with FindA PhD to promote its PhD programmes using a combination of marketing tools, including a **Specialist Page and a **Homepage Button** on FindA PhD.com, **Paid Social** campaigns on Instagram and Facebook, and **Spotlight Emails** targeting prospective PhD students.**



Campaign Performance:

Specialist Page (15/10/2025 – 31/01/2026)



537 Page Views



126 External Referrals



1 Email sent

Homepage Button (01/12/2025 – 31/01/2026)



20,826 Impressions



215 Clicks



1.03% Click-Through Rate (CTR)

Find  PhD

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Spotlight Email Newsletter – targeting FindA PhD sign-ups interested in Physical Sciences, Engineering, Maths and Computer Science across the UK

Date Sent: 29/10/2025



12,250 Emails sent



139 Unique Clicks



1.1% Unique CTR

Find  PhD

A KEYSTONE COMPANY



Meta Brand Campaign – lookalikes of our FindA^{PhD} audience interested in Physical Sciences, Engineering, Maths and Computer Science across the UK as well as targeting competitor audiences.



3,107 Link Clicks



93,272 Reach



325,933 Impressions



3.3% CTR

Find  PhD

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Results

- 25 applications received for 7 PhD positions
- 3 applicants cited FindAPhD as how they discovered the opportunities

Impact:

“We used a range of FindAPhD marketing tools to recruit two cohorts of PhD students including a social media campaign on Instagram and Facebook, a spotlight email and specialist page. As we are a new centre for research and teaching, we found that the campaign was not only effective in attracting applications from high-quality students but also in raising awareness of our brand.” – MARS: Mathematics for AI in Real-world Systems

This campaign demonstrates how a targeted, multi-channel approach with FindAPhD can both drive applications and strengthen institutional visibility.

If you are interested in
advertising with us please
get in touch

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