



Postgrad Solutions

We've mastered postgraduate recruitment

POSTGRAD PERSPECTIVES

How to tailor your marketing to attract more
postgraduate students from China



A recent report by UCAS found that almost 75% of the Chinese students enrolled on a UK undergraduate degree are considering studying a postgraduate degree in the UK. The report also discovered that 92% of Chinese students said that their expectations of UK course quality have been exceeded or met. Are you tapping into this massive pool of postgraduates? And how are you marketing to the undergraduate students from China that are already studying in the UK – perhaps even studying at your university? Let's delve a bit deeper into the [report](#) and explore ways to realise this potential.

Top-line information about students from China

Postgrad Solutions has gone through this report with a fine toothcomb, in short, we've done all the hard work to glean the top-line takeaways and help you access this market for your postgraduate recruitment.

- Almost three in four Chinese students enrolled on a UK UG degree are also considering studying a PG degree in the UK.
- China is the biggest UG international market for UK higher education, and the third biggest market overall.
- By 2030, Chinese UG applicants could exceed 50,000 – this would be greater than the number of students in the UK from Scotland, and would make China the biggest national market after England.
- The subject choice among Chinese students is evolving – in the past decade, business has consistently been the most popular HE subject choice for Chinese students (43% of acceptances in 2013 and 26% of acceptances in 2023); however, during this decade, creative arts and design subjects have more than doubled in popularity (4% of acceptances in 2013 to 11% in 2023).
- 92% of Chinese students said that their expectations of UK course quality have been exceeded or met.
- Nine out of ten Chinese students would recommend the UK as a study destination.
- 2022 search data shows that the UK's popularity as a study destination for Chinese students has increased by 148% year-on-year and remains consistently popular among those from the Chinese provinces of Guangdong, Jiangsu and Shandong.
- Chinese students choose the UK for their UG and PG degrees due to the cultural experience, excellent universities and future employment prospects.

PGS recommendations to target Chinese postgraduate students

No doubt, you are already reaching out to potential Chinese postgraduate students via the usual routes – including sending bespoke Chinese emails to relevant students on your database, featuring case studies of students from China on your website, and attending Chinese recruitment fairs, like the [British Council: China Education Expo 2024](#) taking place later this year.

We have two more recruitment must-dos to add your established strategy, to ensure your marketing campaigns is reaching these students.

1. Target Chinese students already at your university

Reassess your current in-house marketing strategy and see if there's a way to adapt it to directly target the Chinese undergraduate students that are already at your institution. If your university or department already has a strong contingent of Chinese students studying at undergraduate level, market to them directly to ensure they consider staying on for their postgraduate studies. Liaise strongly with your UG team to ensure you can provide specific presentations about PG opportunities at your university to the UG students from China.

2. Use the right social media platforms

We all know that social media is the perfect way to reach international students – and high levels of engagement can be particularly seen in the video platforms including Instagram reels and TikTok. However, due to internet censorship in China, many of the traditionally popular social media sites such as Facebook, X and Instagram are blocked. Therefore, it is important to build your presence on Chinese social media platforms such as WeChat, Weibo and Zhihu. With over a billion monthly users, WeChat is an indispensable tool for communication with Chinese students, serving as a social network, messaging tool, payment platform and news service. While Weibo enables institutions to share their updates and multimedia content, making it a great way to alert potential Chinese students about postgraduate courses, funding opportunities and online open events. As a question-and-answer platform, Zhihu is a great way to engage with Chinese students directly by offering advice and answering their queries.

*** Find out how Boston University has achieved recruitment success using Chinese social media ***

Using the right social media platforms is essential when appealing to Chinese students, follow the example set by [Boston University](#), who tailored their social media presence towards Chinese students by launching their Chinese Social Media Program a decade ago. Boston University has had significant success with their Chinese marketing campaign and counts Chinese students as its largest group of international students – [see this article for more information](#).

For more bespoke advice on recruiting international students, please [contact us directly](#).

Further reading

[Global Insights: What are the experiences of Chinese students in the UK?](#)

[What's happening in China – and why the UK can't afford to take its eye off the ball](#)

[The best social media platforms for targeting Chinese students](#)

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