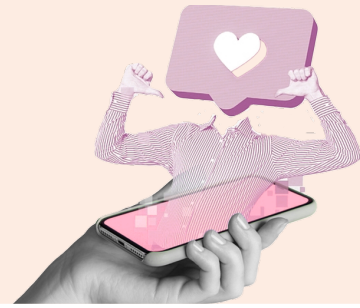




Lessons from the pandemic:

The power of good UX



Let's face it - seamless, frictionless, and enjoyable experiences create loyalty and drive conversions. If you invest in curating a formula for providing the ultimate user experience, you will gain a massive advantage over competitors.

While UX was not entirely new, the pandemic propelled the requirement for good UX with the natural increase in digitization.

What is the X factor when it comes to creating good UX?

The pandemic was responsible for disrupting nearly every system we had come to rely on. It immediately altered our behavior in every sense - whether we were aware of it or not.

Education companies involuntarily forced students to pause programs while education institutions reinforced learning portals for online learning. Companies were required to alter the running of the business to accommodate remote working. Individuals had to digitize many life aspects quickly and become accustomed to a highly digitized world. Our lives changed in an instant.

As education marketers, we had to rethink marketing strategies: how would we traverse this new terrain - how could we reach prospects in a time of global uncertainty?

Change is inevitable, and from this global shift, we saw many processes streamlined, fine-tuned, and accessible. With the isolation came an enhanced dependence on our electronic devices. The new normal gave users guilt-free admission to spend more time going digital.

But how do you stand out amongst your competitors in a saturated market? What improves your chances of retaining your prospect's attention throughout the marketing funnel?

The increase in digitization ignited the prolific rise of enhanced UX (user experience).



What is the user experience?

The user experience (UX) focuses primarily on connecting with the user on a specific platform based on your deep understanding of them. To create a good UX, you must know what users need, their abilities, what they value, and their limitations.

A good example that encapsulates the user experience, especially in copy and design, is that users must not even realize the prompts they are following. Website and application processes must be so smooth and streamlined that the user encounters no problems.

Having an easy-to-use process means that you have curated a good user experience.



It's 2023. Our focus has shifted from traditional marketing strategies to AI, UX, digitization, sustainability, and how to use everything we have available to gain an edge over our competition.

It can be overwhelming.

But no matter how many prospects you get to your landing page, social media platforms, or online learning portals (you can see we are journeying down the funnel here), it won't matter if the user experience halts your progress.

No one wants to deal with the frustration of technology that doesn't work. For every education institution with bad UX, you have five others nailing it.

Good UX design forms part of the big picture - a well-designed and functioning user interface (UI) will help education marketers attract, engage, and retain their target audience.

Good UX can also improve brand perception and increase conversion rates. Invest in a user-centered design approach, and wield a successful and ultimately sustainable marketing strategy. The power of good UX reveals itself in numerous education marketing facets.

The power of UX in education marketing

UX in education marketing isn't only beneficial - it is critical to leading a successful marketing campaign. The power of good UX reveals itself in numerous education marketing facets. Here is how good UX can win you a top spot in the realm of education marketing:



Increase in conversion rates

Invest in and design a seamless UX that makes it easy for potential learners to access information about courses or programs, learn about educational offerings, register online, and make payments - and you have a winning formula to turn prospects into students.



Enhanced brand perception

As marketers, we all want to set our brands apart from competitors. We can only do this by curating an experience that makes a prospect feel at home and builds trust. Landing pages must pique a prospect's interest, and information must be available at the click of a button. Once your students have gone far enough to select a course, the online registration process should be as quick as possible with zero snags.

Ensure you have a good UX, and you will establish a positive brand image. When prospective students have a positive experience with your content, they will link your brand to positive emotions and recommend you to other leads.



Building global connections

Good UX does more than enhance the user experience - it creates a connection with prospects the world over. User experience allows you to target an audience so well, that they feel that processes were tailor-made for them. Good UX vs. bad UX - it has the power to allow education marketers to dominate international markets with the ability to build international student bodies.

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Anticipating a user's needs releases dopamine

The pandemic made us question how ethical using the brain reward system is - because we catapulted a healing process triggered by global anxiety and isolation - we found chaos in our emotions in the stillness of our economy.

In education marketing, we can strike a magical balance between the reward centers in the brain and anticipating what the users want to build a habit of keeping prospects on a platform long enough for them to decide. Interactive and beneficial rewards, like quizzes, free resources, and gamification, can trigger dopamine and allow the user to attach this feeling to a brand.

With education marketing, we want to change lives. Uplifting users, while we have their attention, is a surefire way to build that connection so we have enough time to weave a story and let them know who we are and why they should choose us.



In the end, good UX will guarantee conversions

The Coronavirus pandemic triggered profound changes in how people work, socialize, and learn.

Are these changes permanent? We think so.

Online learning portals have cut costs drastically, allowing learners a better opportunity to fund life-changing educational journeys.

Remote working has allowed companies to tap worldwide talent and individuals to work for companies that ignite their passion. Digitization encourages people to follow their dreams and apply for positions unavailable in their immediate town or country!

Masses have resorted to online working, learning, socializing, and the UX community must respond. It's that simple. With AI solidifying its place in global industries, UX and UI are here to stay. It's an ever-evolving platform - as technology progresses and needs change, education marketing must reevaluate their strategy to ensure prospects have a seamless journey through the market funnel - and UX forms a big part of this.

That's why we are here - to obtain user data, use that data to optimize content and marketing materials, and connect worthy brands to a relevant target audience. Without good UX, we'll lose all of that work - at a click of a misplaced button or a dysfunctioning registration form.

Good UX is the last step in the journey - but essential to convert.

