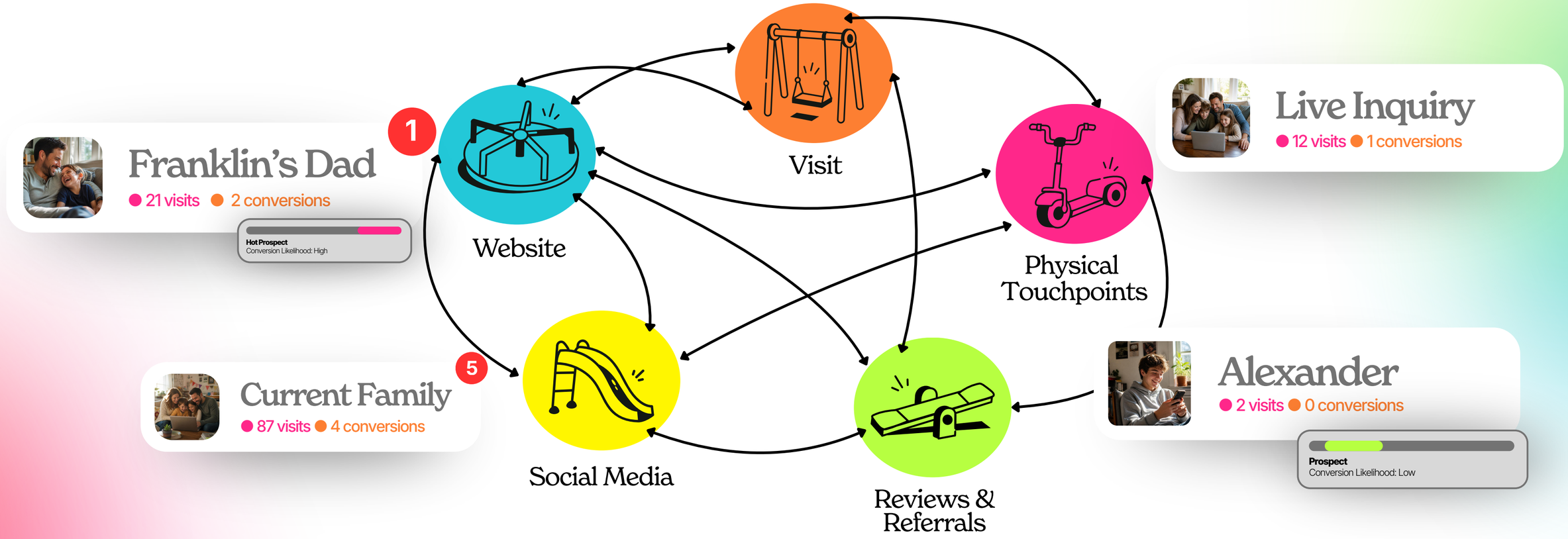
Ubiq



The Research Playground.

www.ubiqeducation.com

For years, we've built marketing around one journey.



Clean.

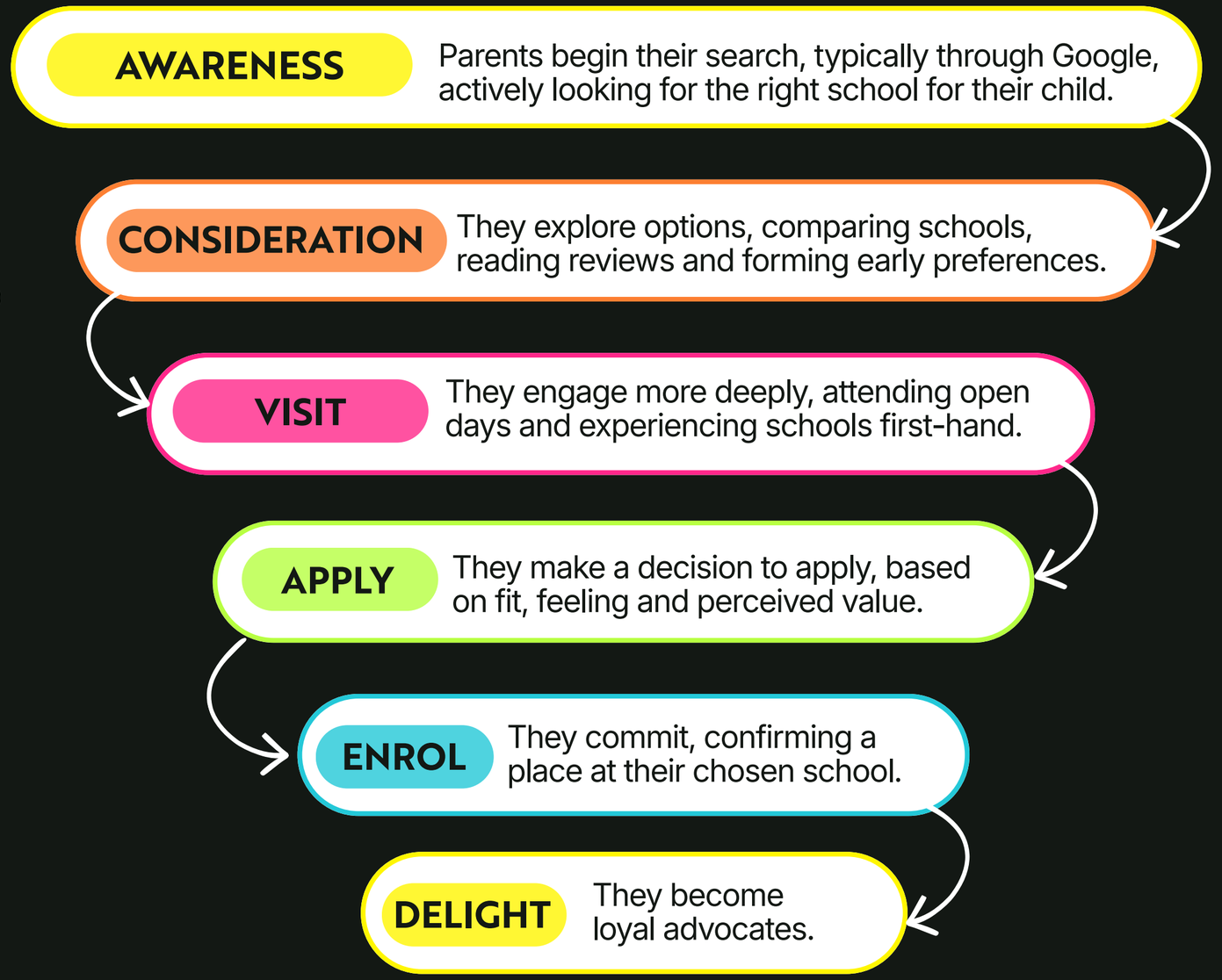
Predictable.

Controlled.

Outdated Assumptions

The traditional funnel begins when the marketing team becomes aware of a prospect.

In reality, parents have started long before that.



And for a long time,
it worked.



But that world



no longer exists.

The reality?

You’re no longer just competing with other independent schools...



You have to contend with every brand experience.

WhatsApp

Walmart

The Walt Disney Company

Spotify

amazon

Uber

reddit

STARBUCKS

mumsnet
By parents for parents

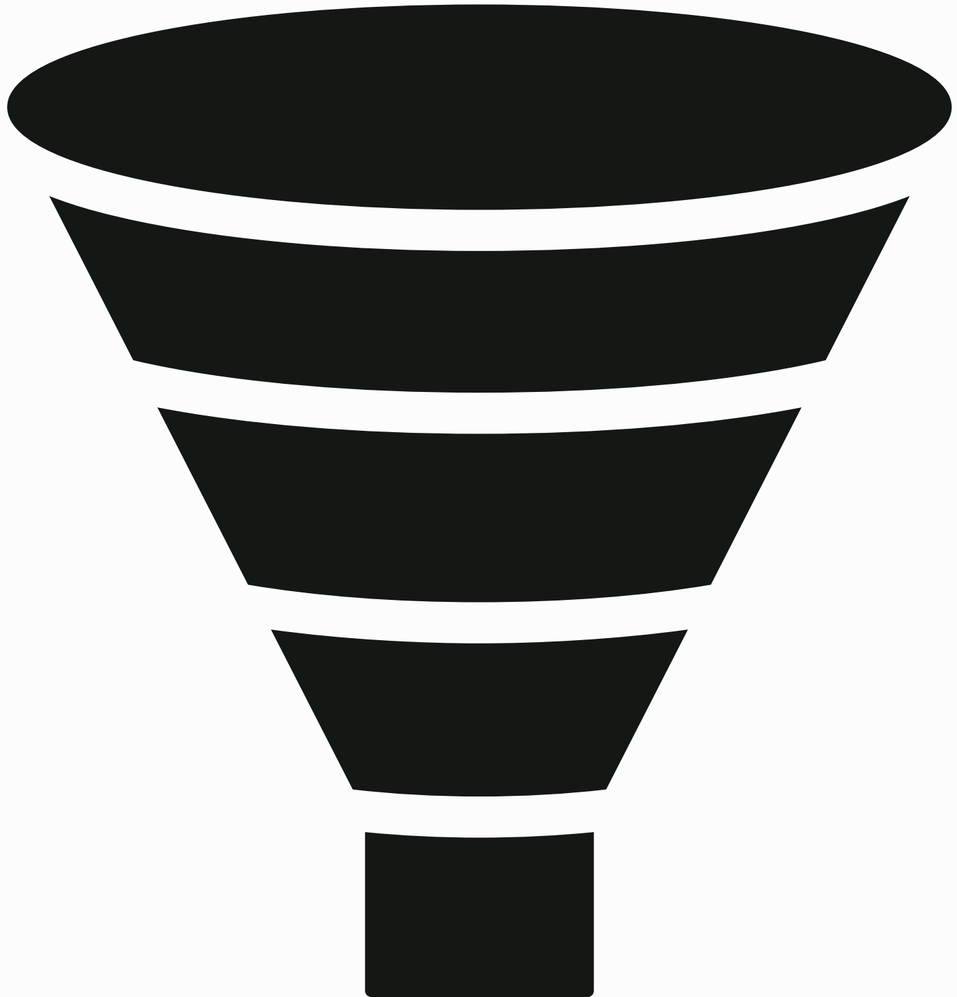
airbnb

Google

NETFLIX

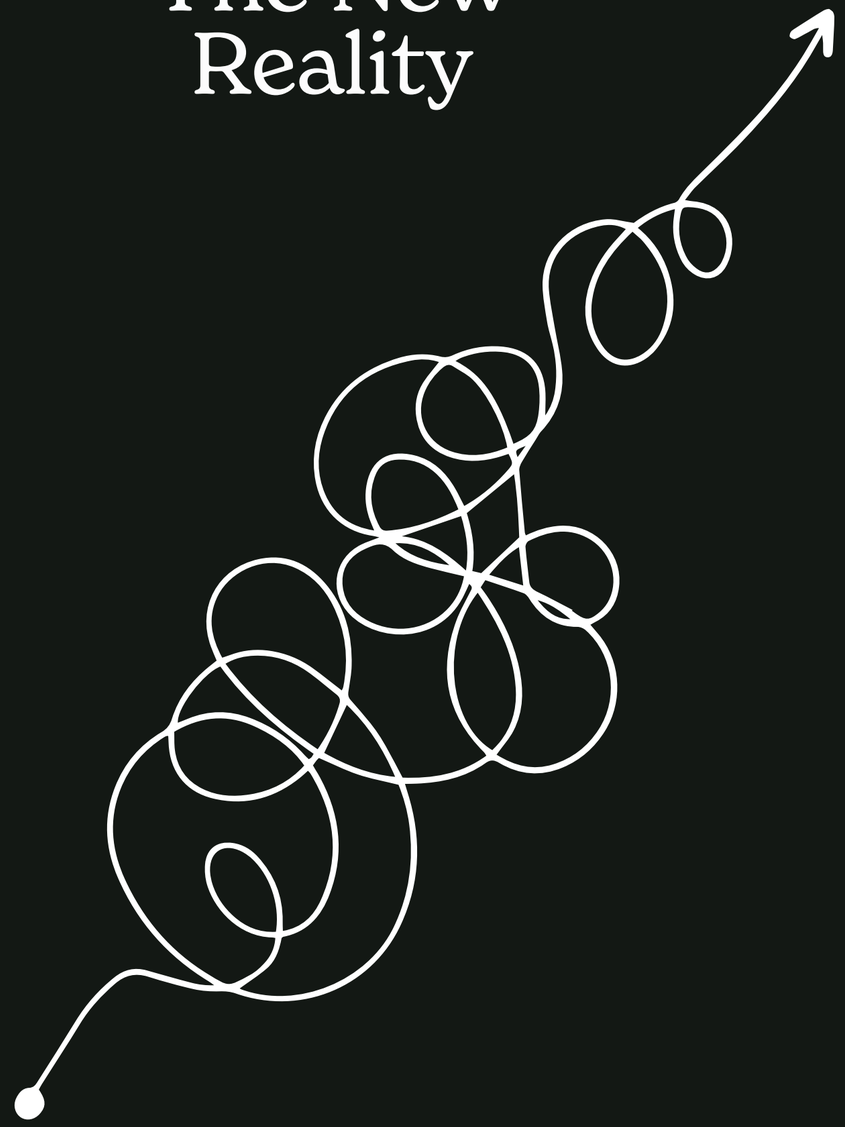


The Traditional Funnel



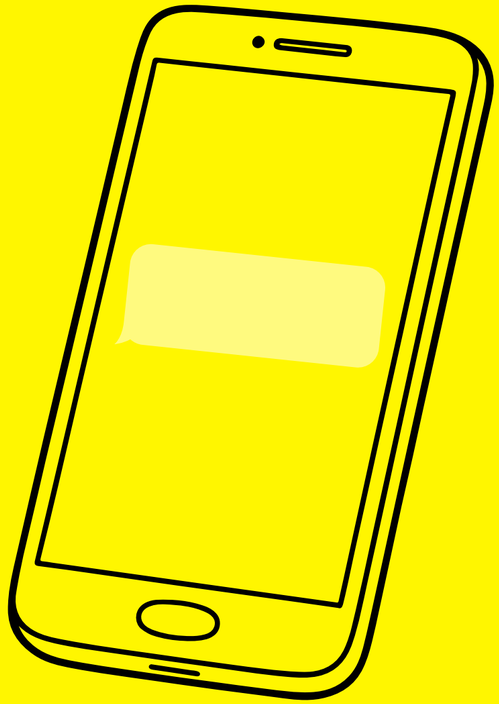
VS

The New Reality



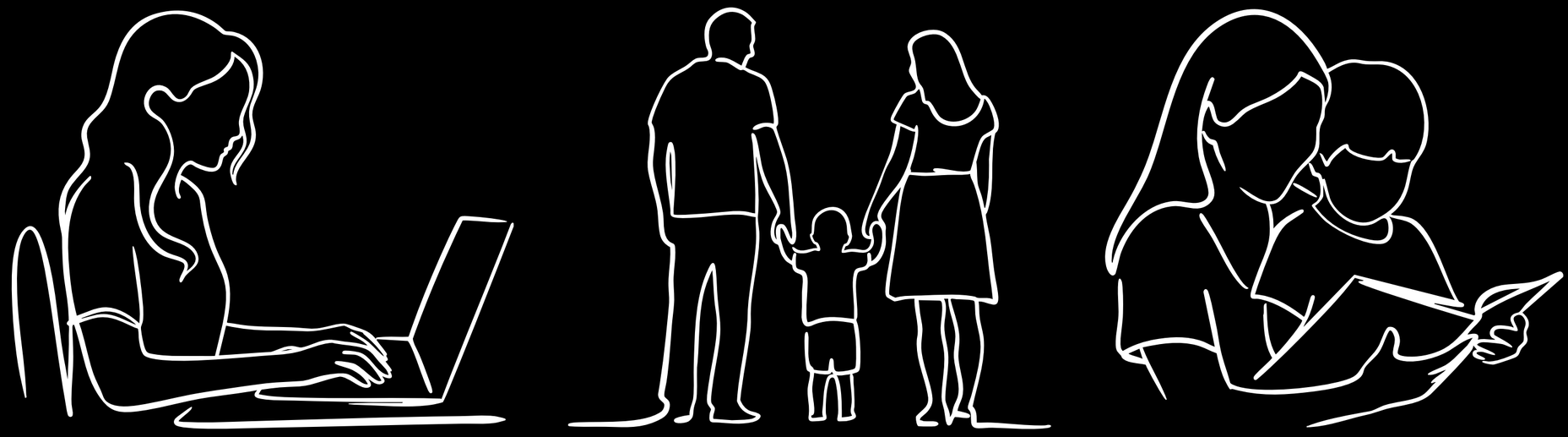
Each journey is entirely unique.

How does [School] compare to Crestwood Academy?



An intangibly messy web of touchpoints.

That means families are already exploring,
comparing and forming opinions.



Long before you ever see them.

Now they jump, pause,
revisit, and compare.

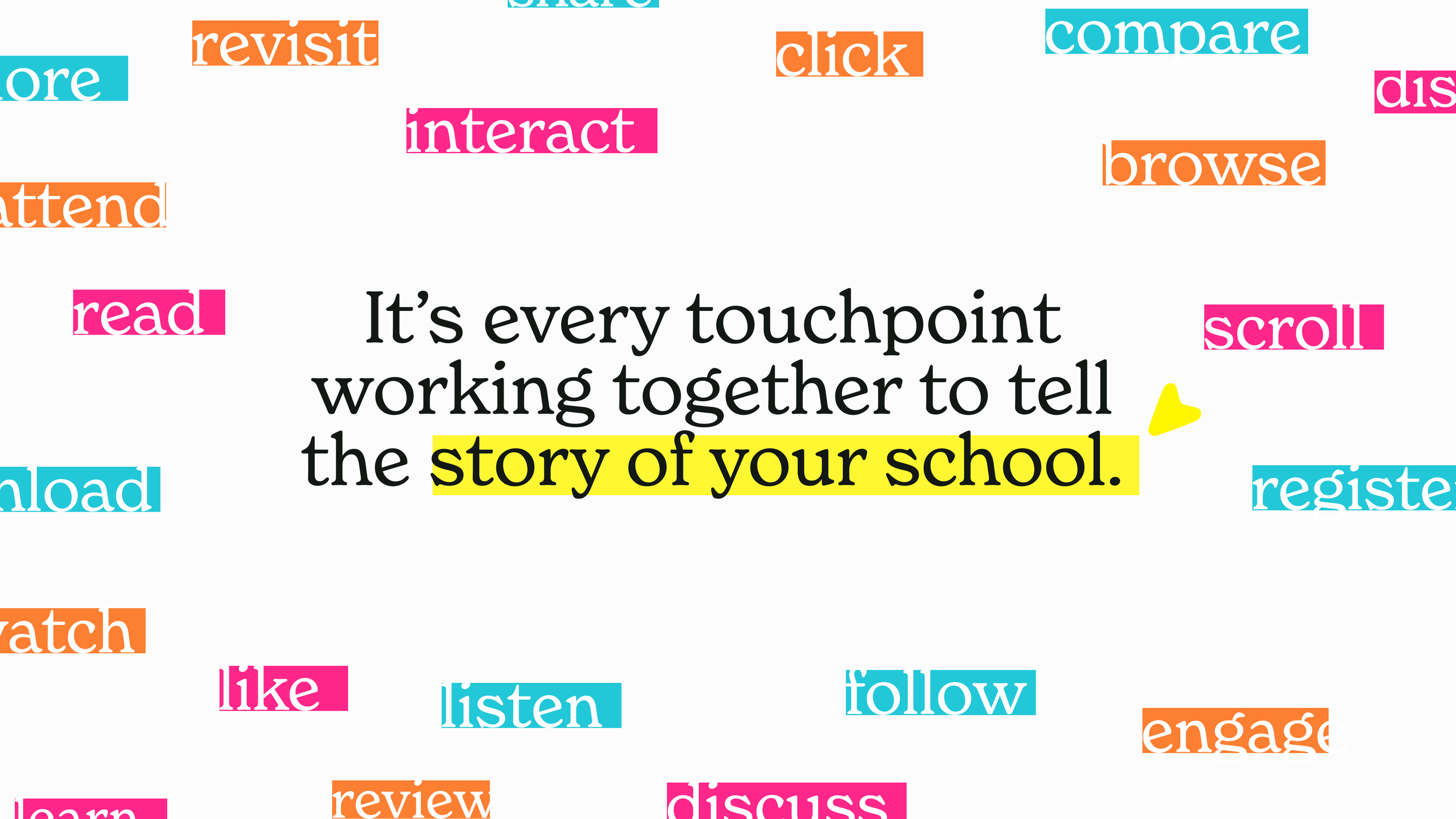
Often all in the same day.

When traditional methods fall short in showcasing your school's value, history, and identity...

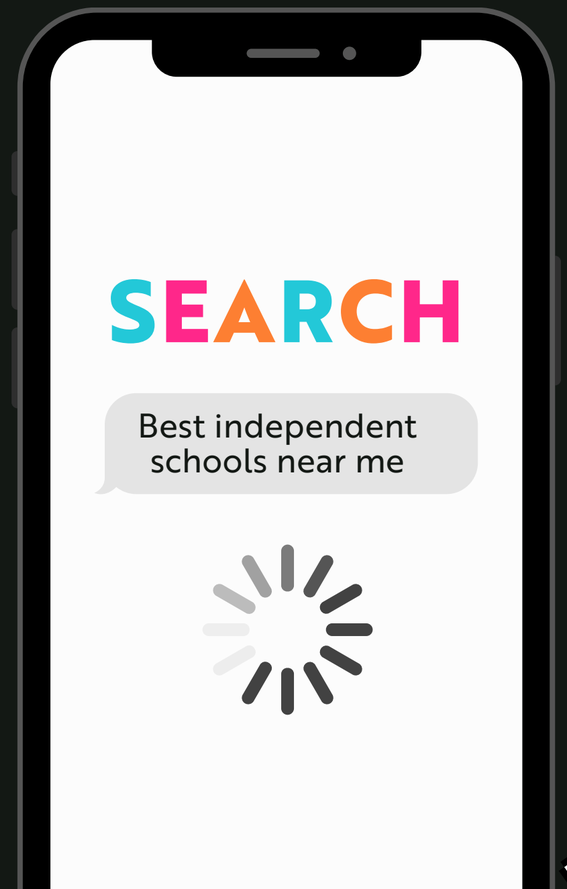
You build a research playground.

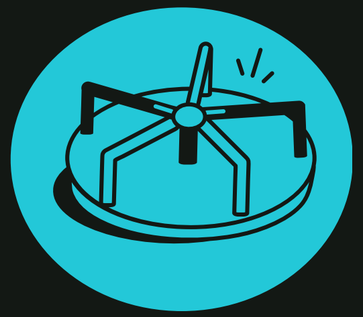
revisit share compare click explore discover interact browse attend dive read scroll download register watch like follow engage listen learn review discuss wander

What is a research playground?


revisit
click
compare
interact
browse
read
scroll
It’s every touchpoint working together to tell the story of your school.
like
listen
follow
review
discuss

Research Playground in practice.

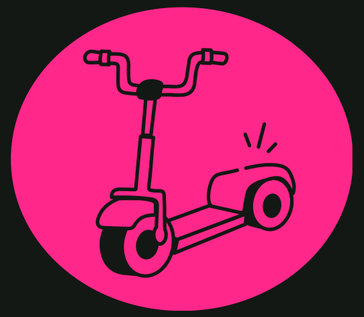




Website



Visit



Physical Touchpoints

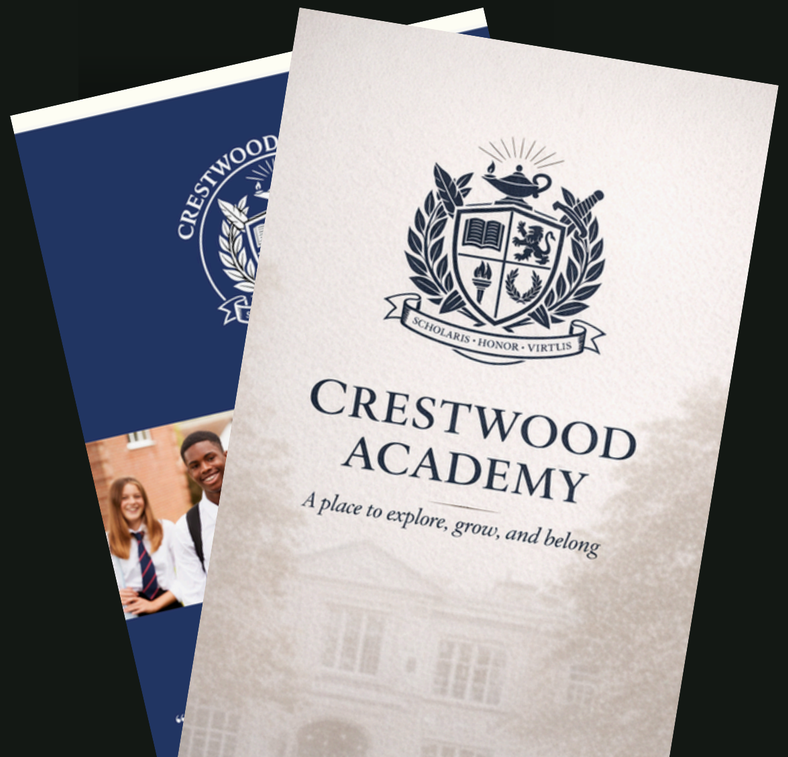


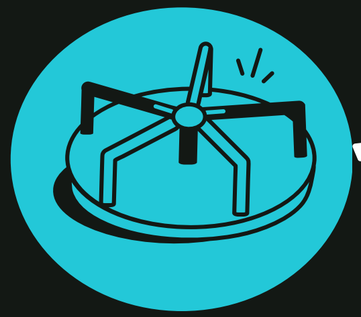
Social Media



Reviews & Referrals

Research Playground in practice.

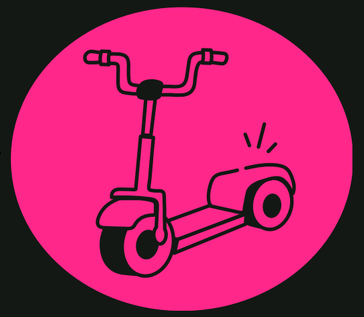




Website



Visit



Physical Touchpoints



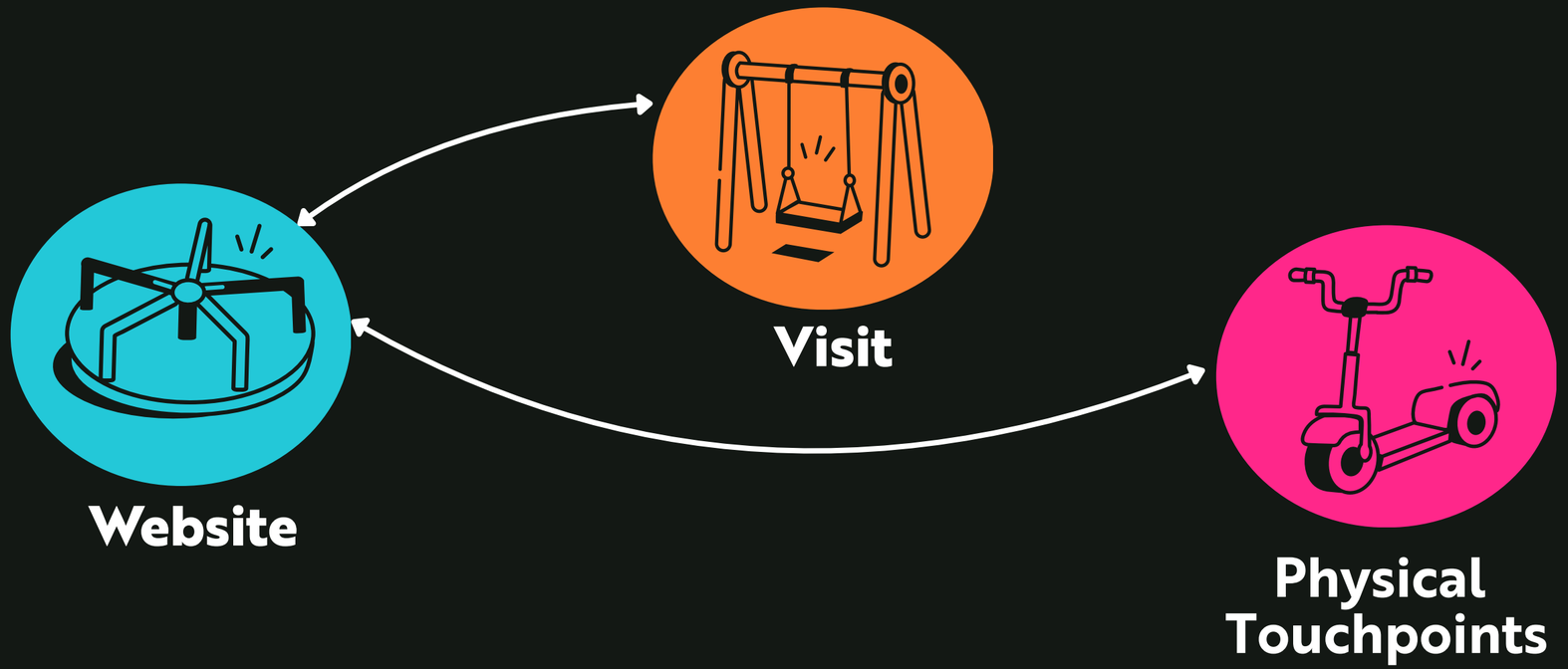
Social Media



Reviews & Referrals

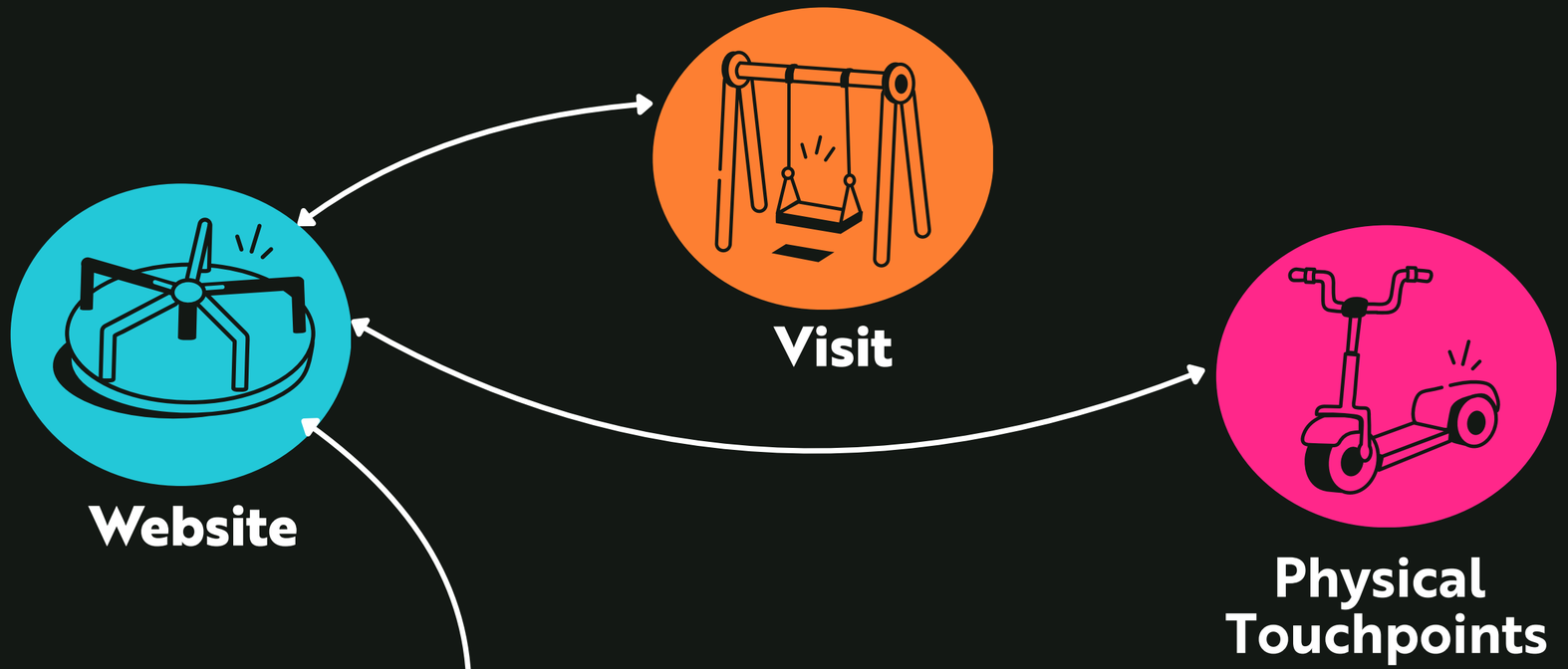
Research Playground in practice.





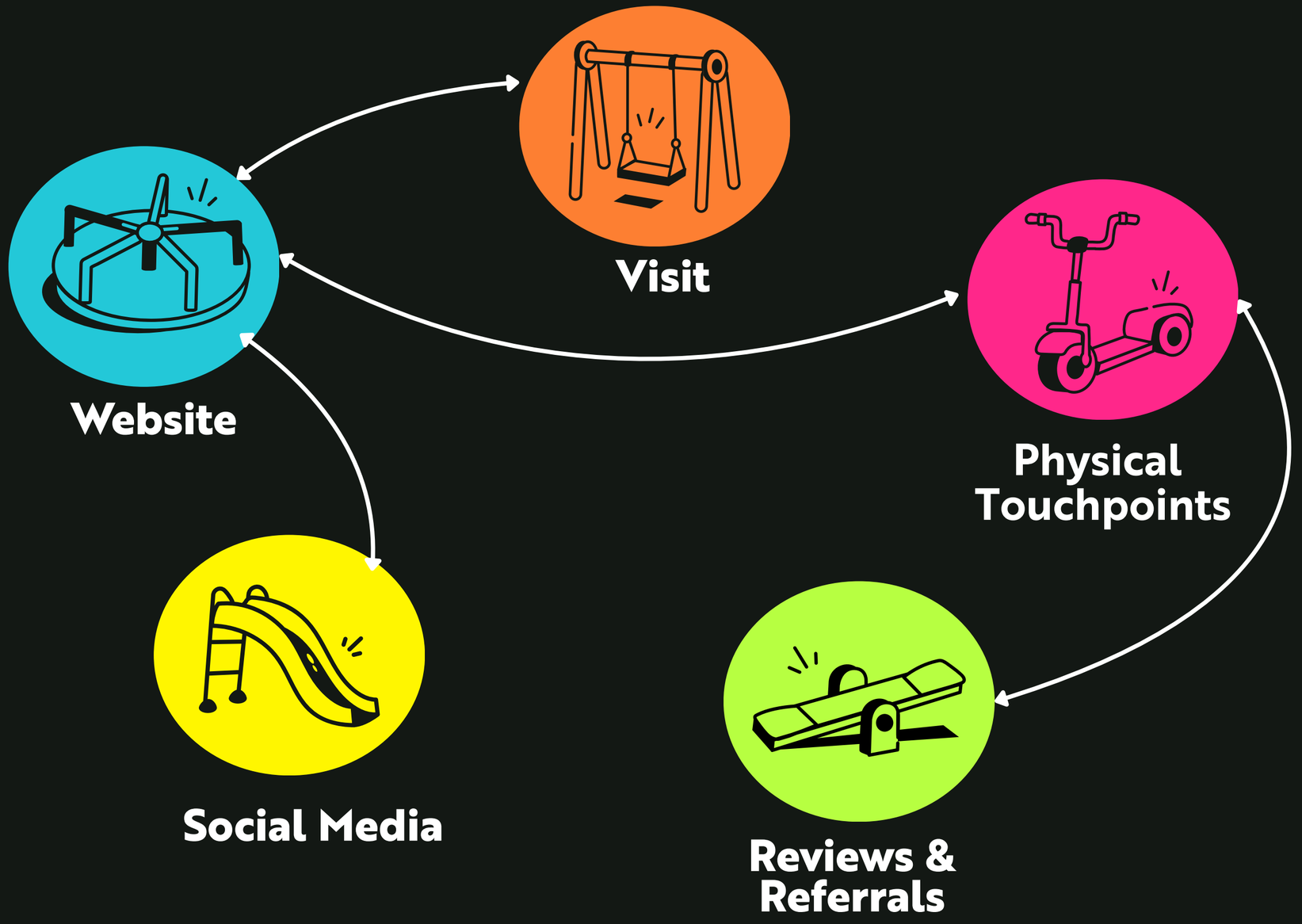
Research Playground in practice.



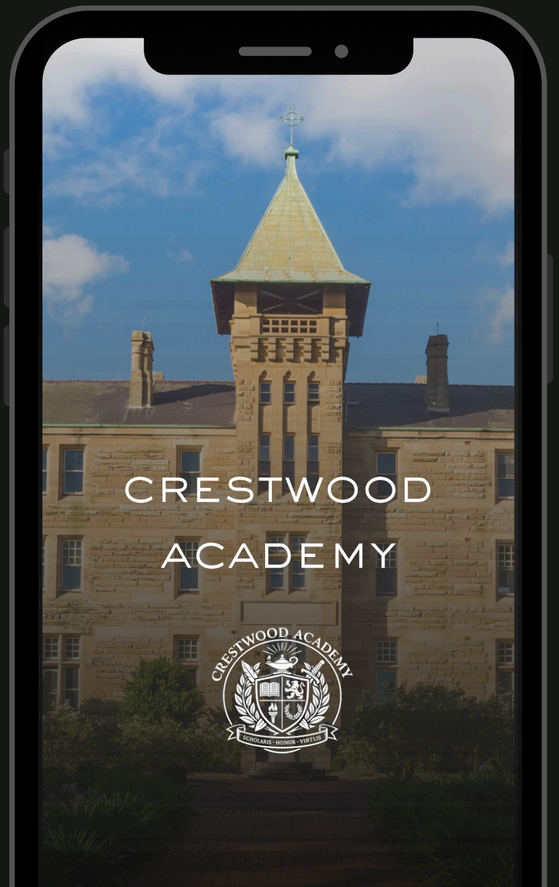


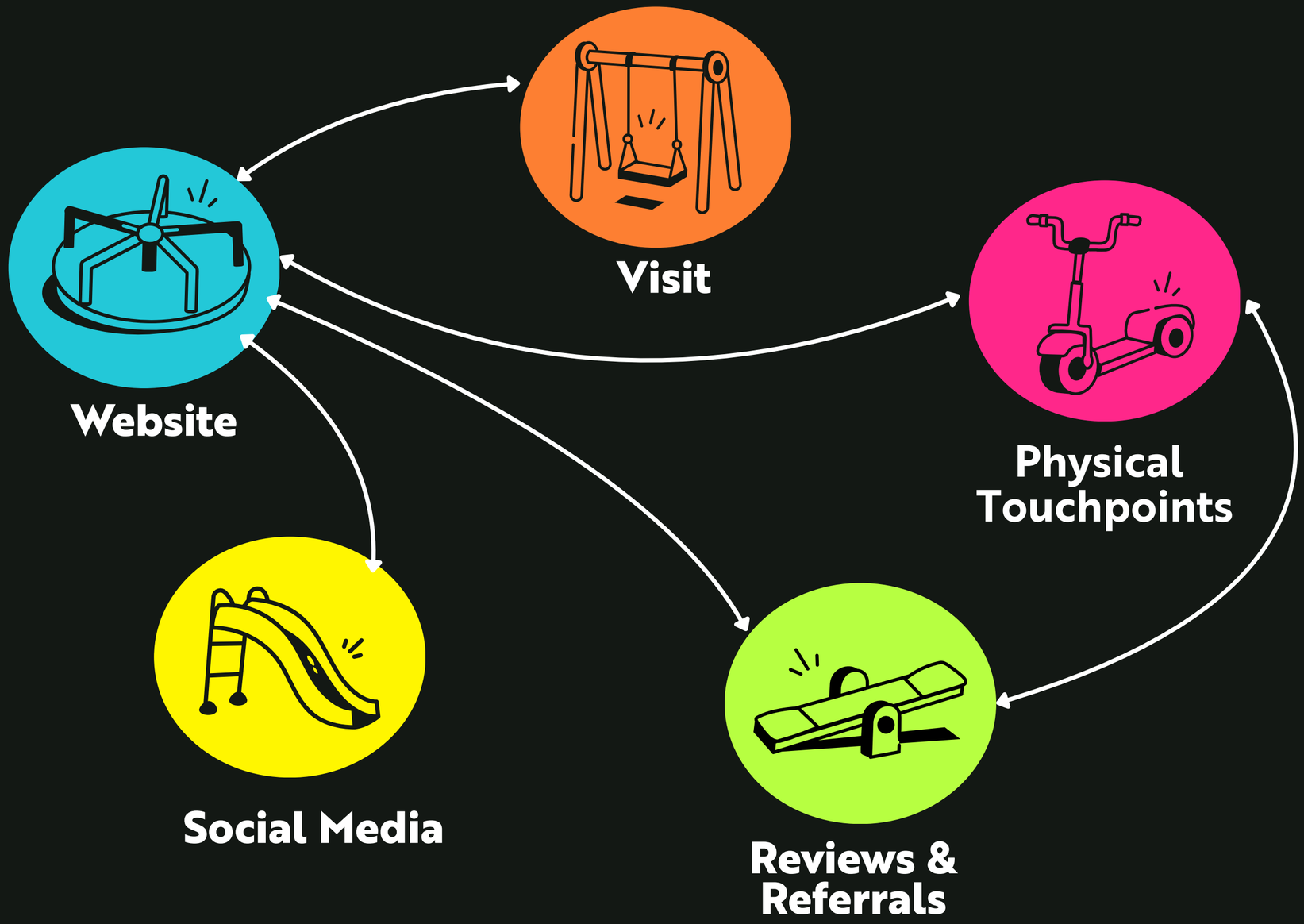
Research Playground in practice.



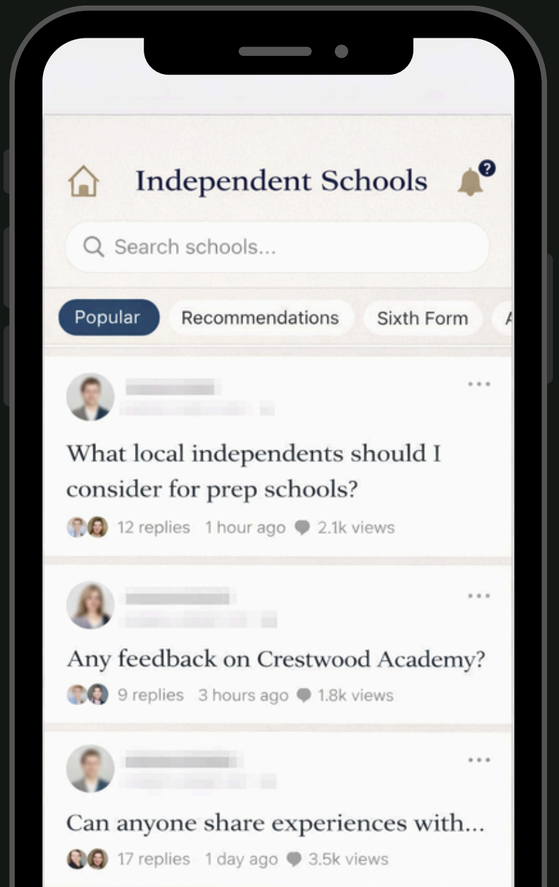


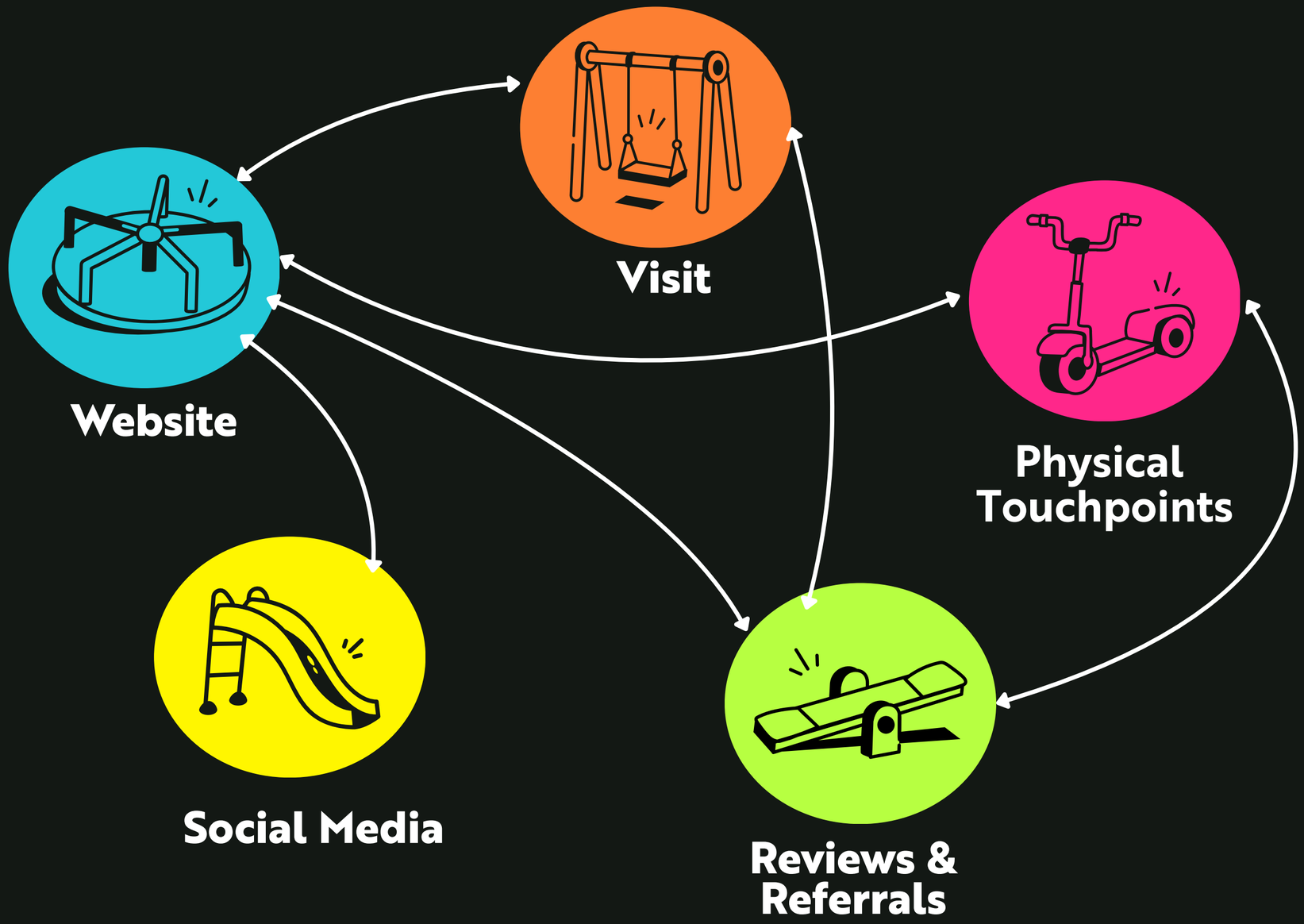
Research Playground in practice.



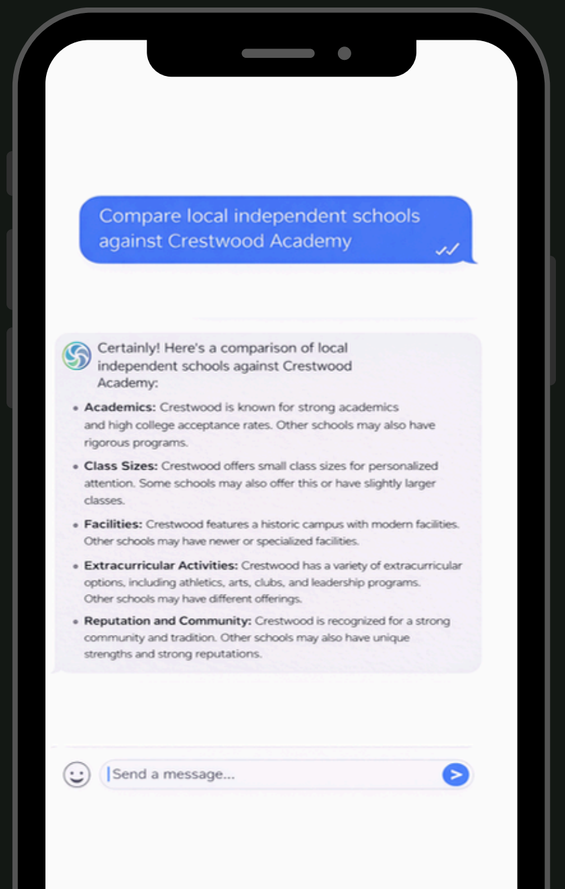


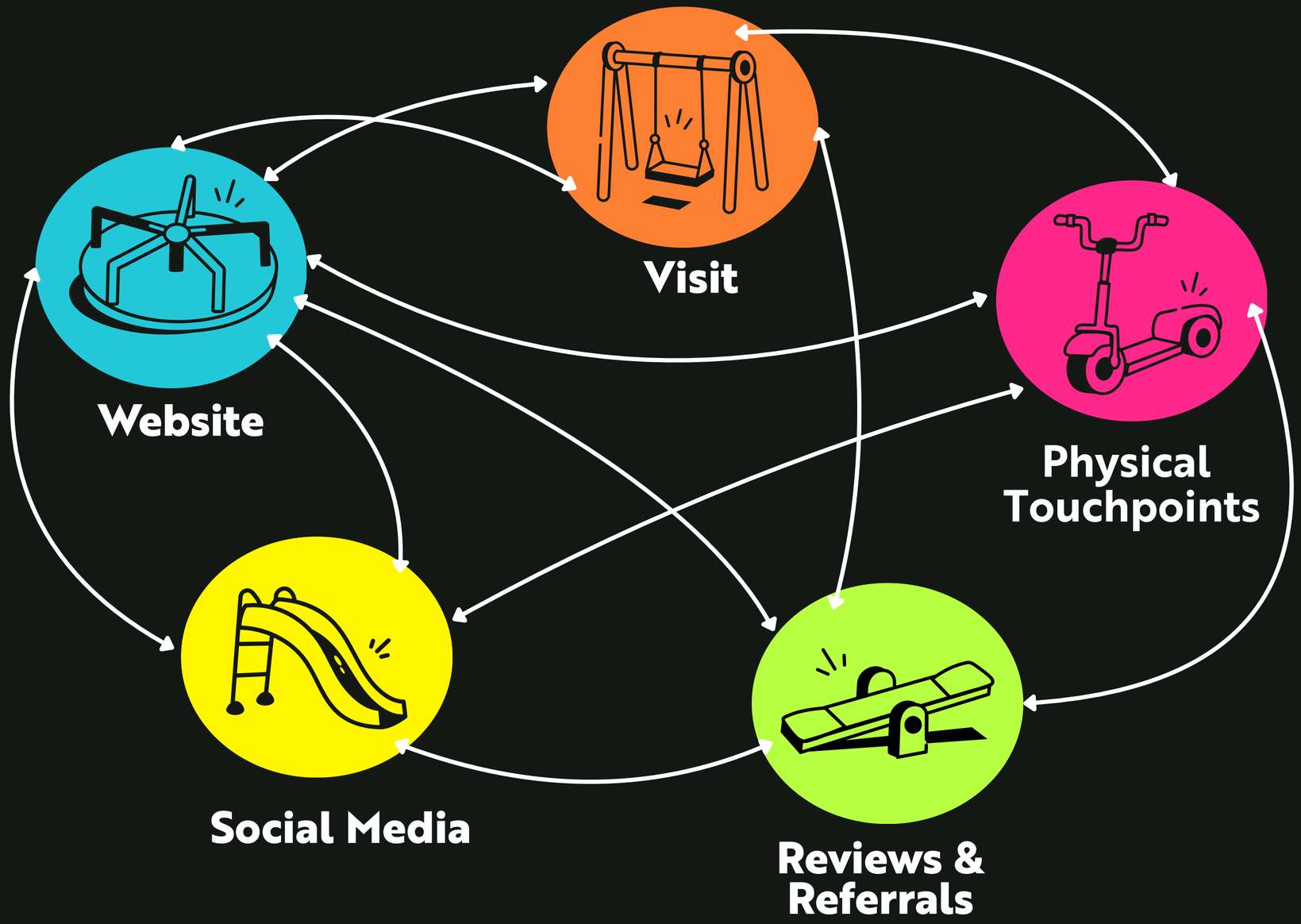
Research Playground in practice.





Research Playground in practice.





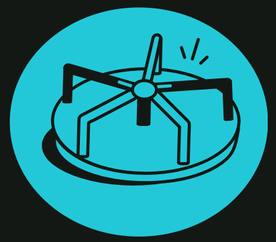
The Research Playground.

Visit



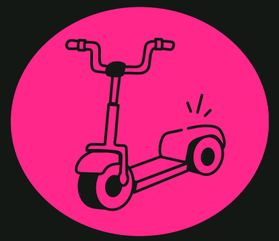
- Taster Day
- Q&A
- 1:1 Meetings
- Transport
- Flyers
- Gallery
- Open Day
- Co-curricular
- Private Tour
- Stay & Play
- Signage
- Admissions
- School Fees
- About Us

Website



- Testimonials
- Virtual Tour

Physical Touchpoints



- Prospectus
- Local Ads
- Banners
- School-run

Social Media



- Alumni
- TikTok
- YouTube
- Facebook
- Instagram
- LinkedIn
- Local Groups

Reviews & Referrals



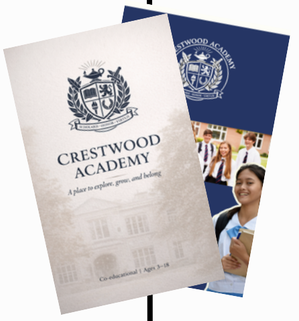
- Family
- Colleagues
- Parent Forums
- Word of Mouth
- Feeder School
- Friends
- Alumni

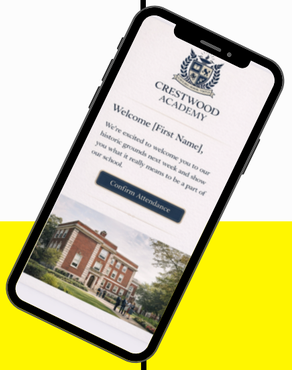
The Old Playbook

Built for when schools controlled the journey.
Not for the complexity of everyday family life.

- **Follows a linear path:**
  Guides families step by step, from awareness to enquiry
- **Same for everyone:**
  One message, one experience, regardless of who they are
- **Disconnected data:**
  Website, admissions, and marketing working in isolation
- **Reactive:**
  Waiting for an enquiry before understanding intent
- **Conversion-focused:**
  Success measured by outcomes, not the journey to get there







ENROL

The Way Forward

Built for how families actually explore and compare schools. Messy, curious, and a little unpredictable.

- **Create the experience:**
  Design journeys that invite exploration and build confidence
- **Give them reasons to stay:**
  Show the depth behind your school through every touchpoint
- **Understand exploration:**
  Use platforms to see how families engage before they enquire
- **Be proactive:**
  Turn behaviour into insight to meet families where they're at
- **Build meaningful connections:**
  Create personalised experiences shaped by each family's priorities

NETFLIX wouldn't recommend something you've already watched.

Because you watched The Research Playground







It adapts based on your viewing behaviour.

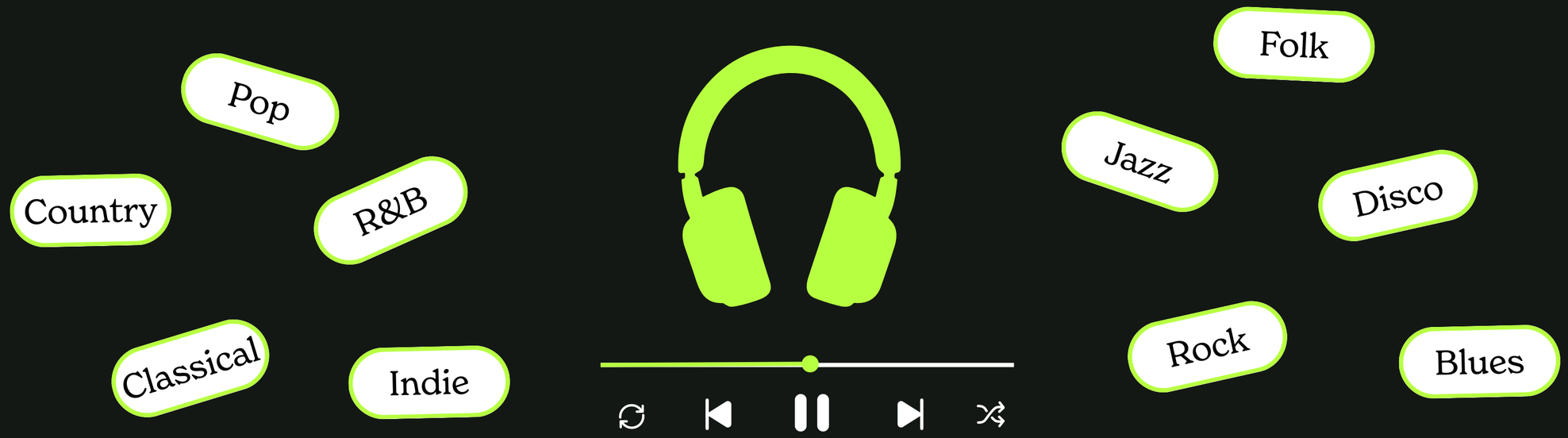
And serves up what you'll binge next.

amazon doesn't wait for you
to buy again.



It anticipates what you might need next.

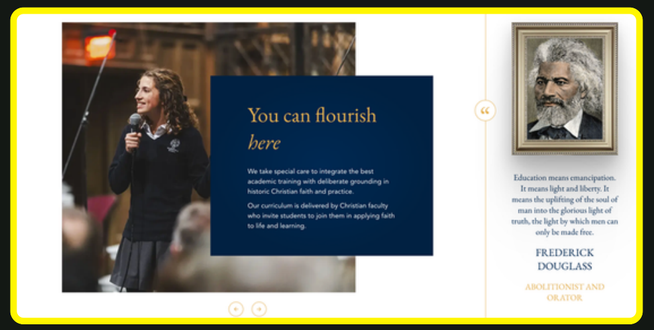
Spotify® doesn't just play music.

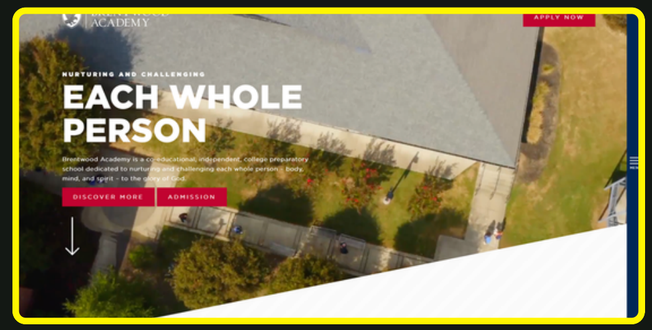


It learns your taste. And builds around it.

A *Ubiq* website doesn't treat every family the same.









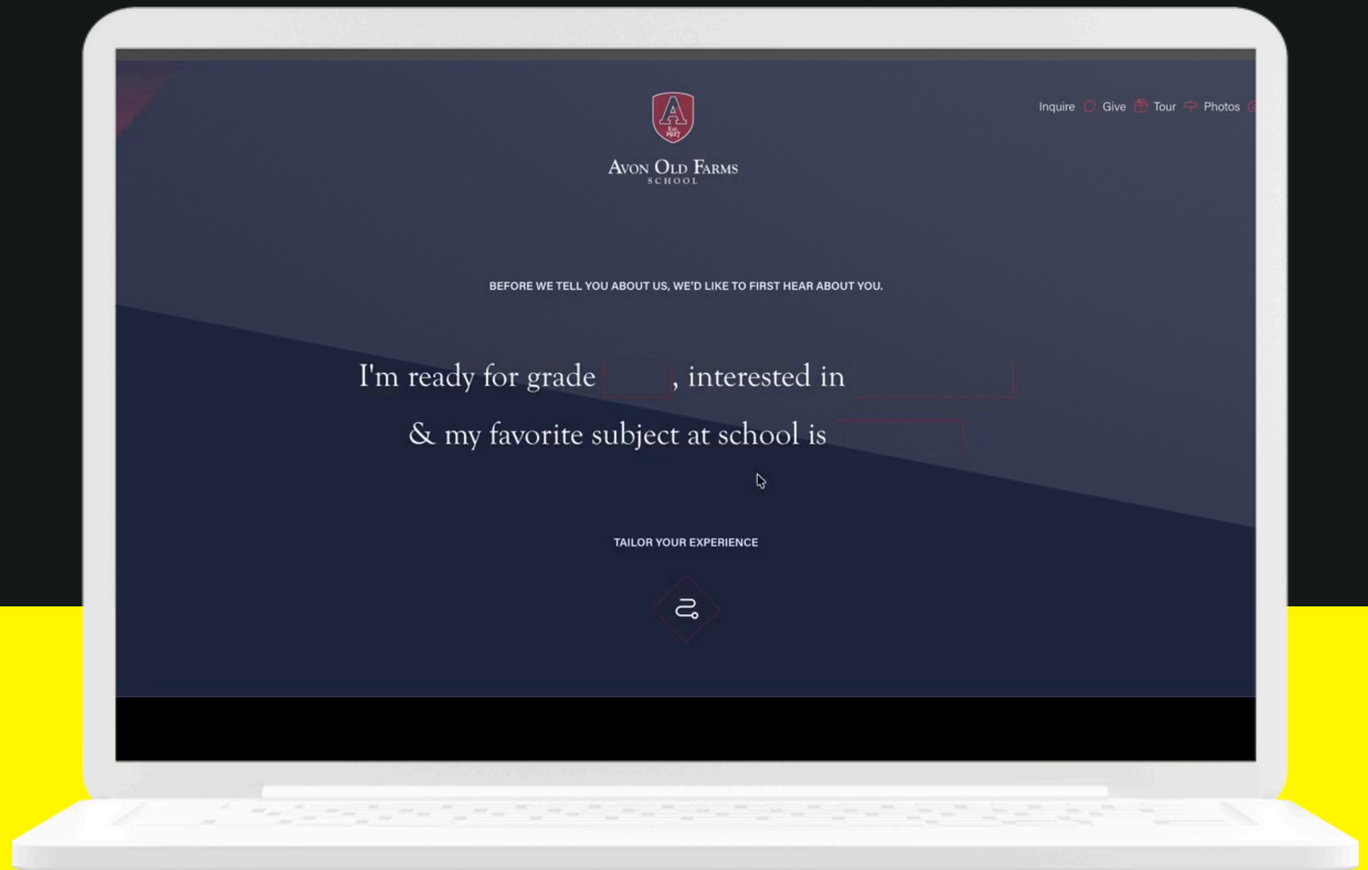


It understands behaviour and responds in real time.

(So every journey feels built just for them)

Why assume your prospective families expect anything less?

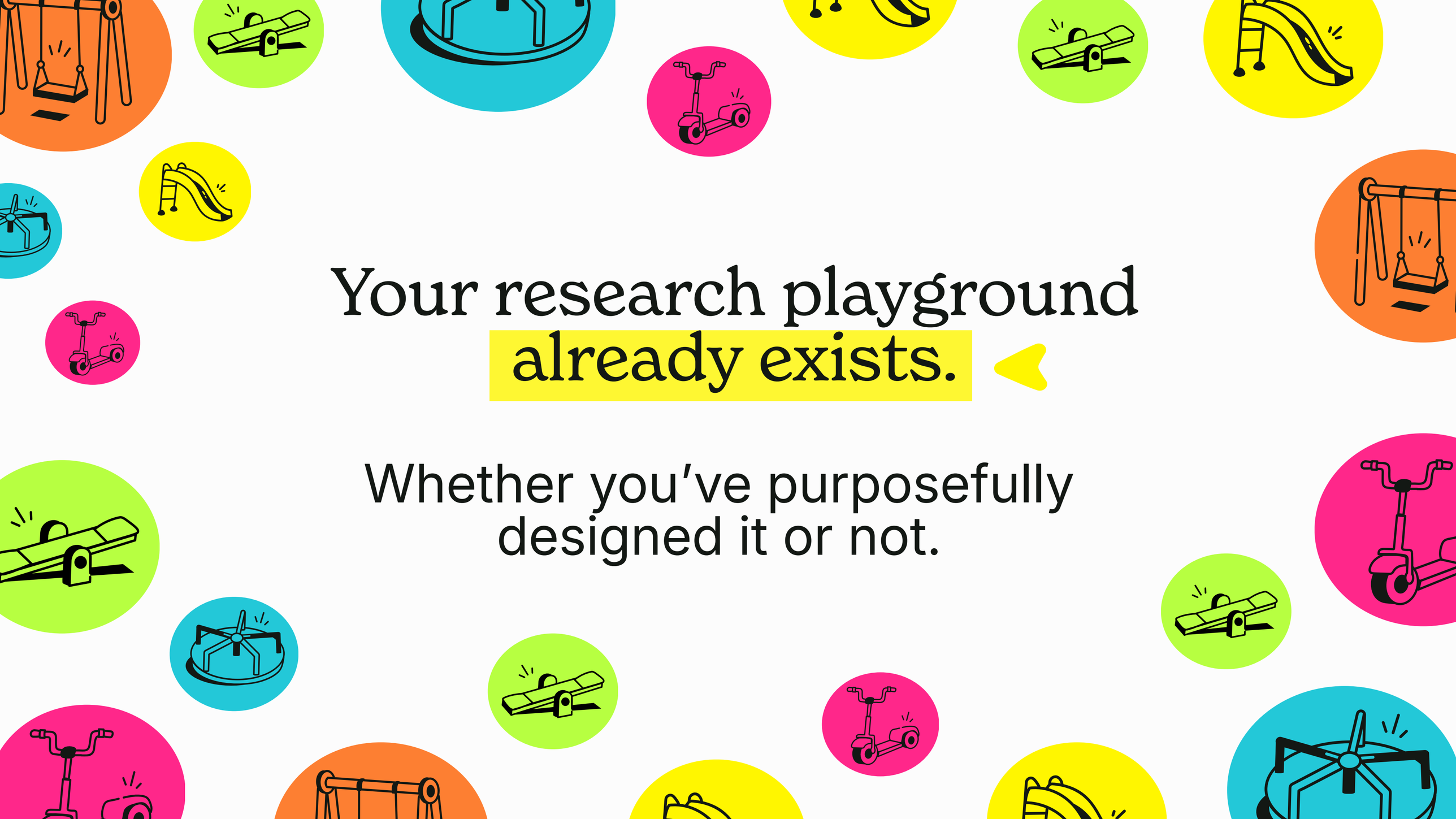
Families choose the schools that invite personalised and intentional exploration at every avenue.



Responding to the reality...

- Capture insight, not just enquiries
- Ensure consistent messaging
- Remove friction between touchpoints
- Support exploration at every stage
- Personalise with intention





Your research playground already exists.

Whether you've purposefully designed it or not.

The question to ask is:

Is it actively encouraging parents to discover your school's story?

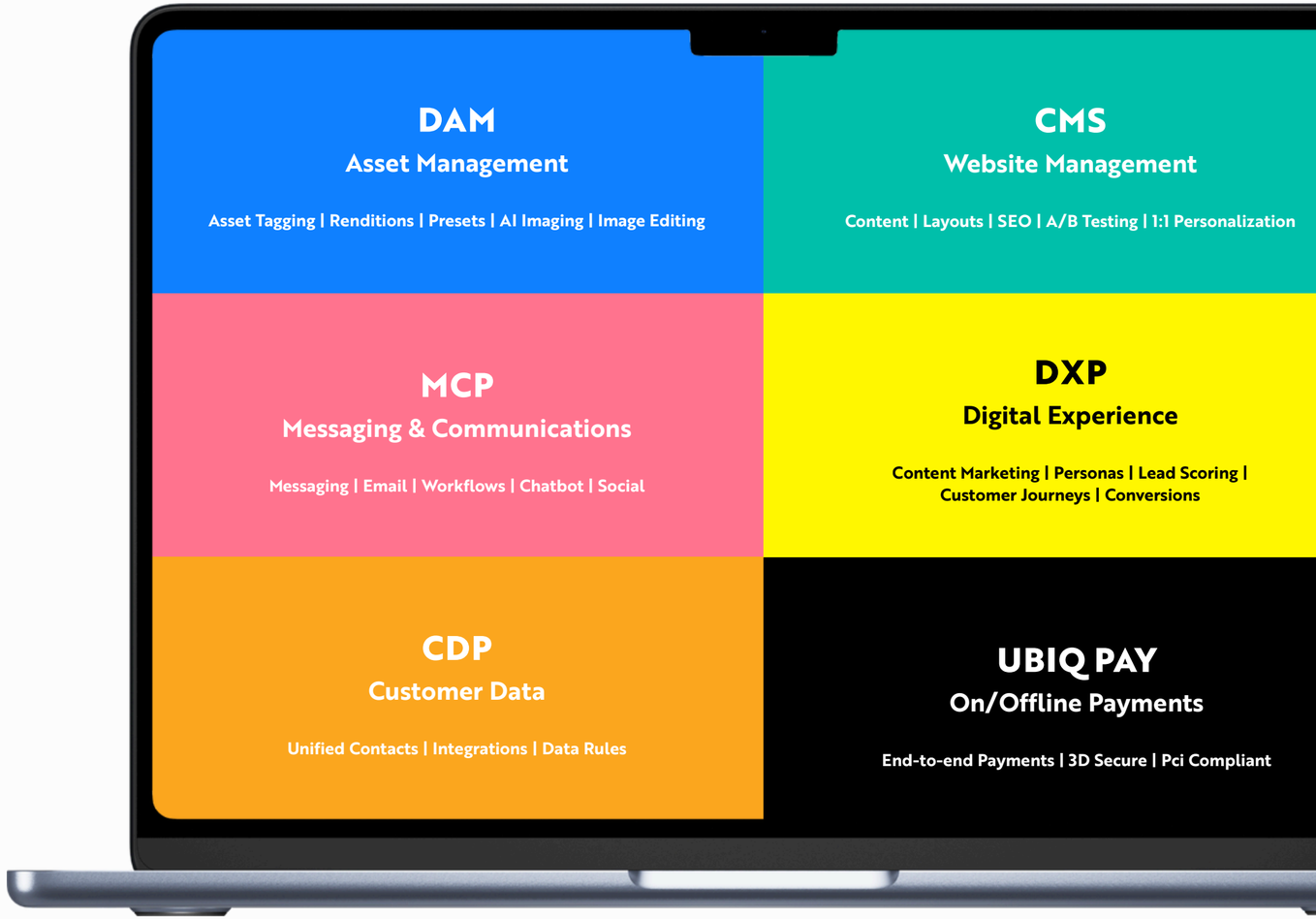
Ubiq

Introducing

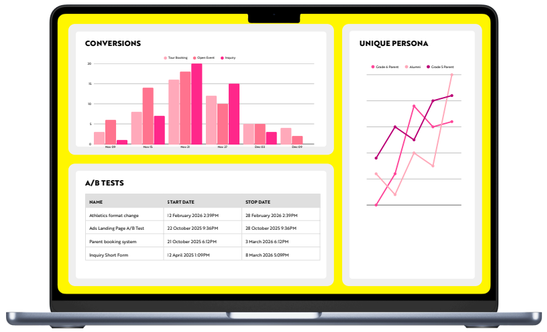
AMAIS™

Or Advanced Marketing Artificial Intelligence System (catchy, we know).

Ubiq's platform powers the world's leading schools to simplify processes, unlock the value of their data, and confidently build for the future.

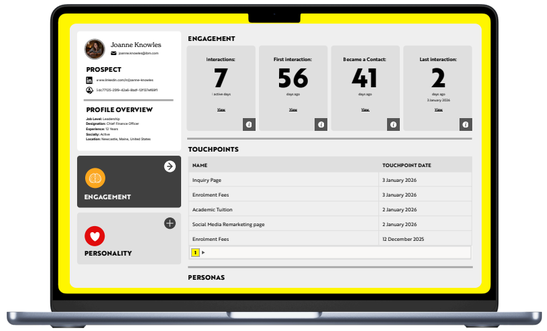


We want you to know your customers beyond first-name terms.



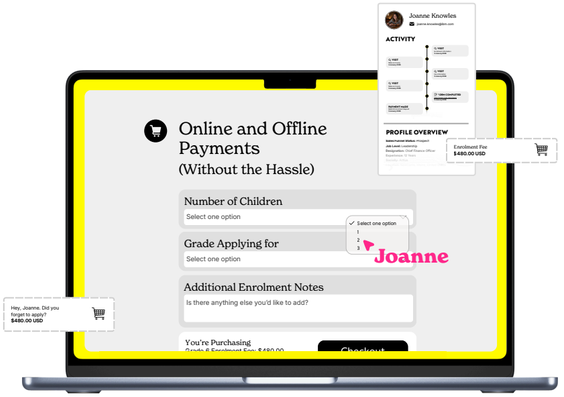
Target marketing and admissions efforts with precision.

Cut out the guesswork. Data presented in one easy-to-understand platform, with AI support to built campaigns that are bigger and better than the last iteration.



Capture psychographic and demographic data.

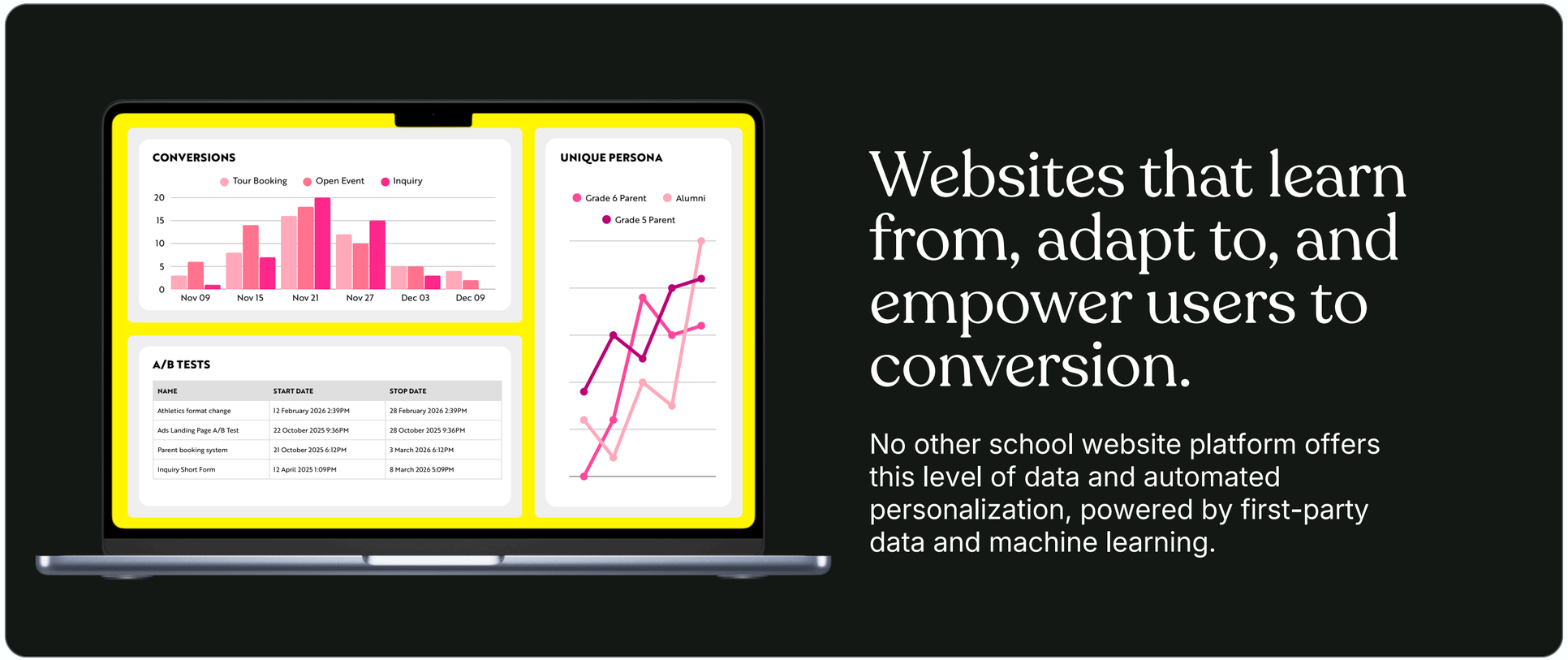
No other school website platform offers this level of data and automated personalisation, powered by first-party data and machine learning.



Map every touchpoint in the customer journey.

Understand and react to key customer behaviors and convert in one platform with Ubiq Pay, enhanced form abilities, and 1:1 customer data profiles.

DXP Digital Experience Platform

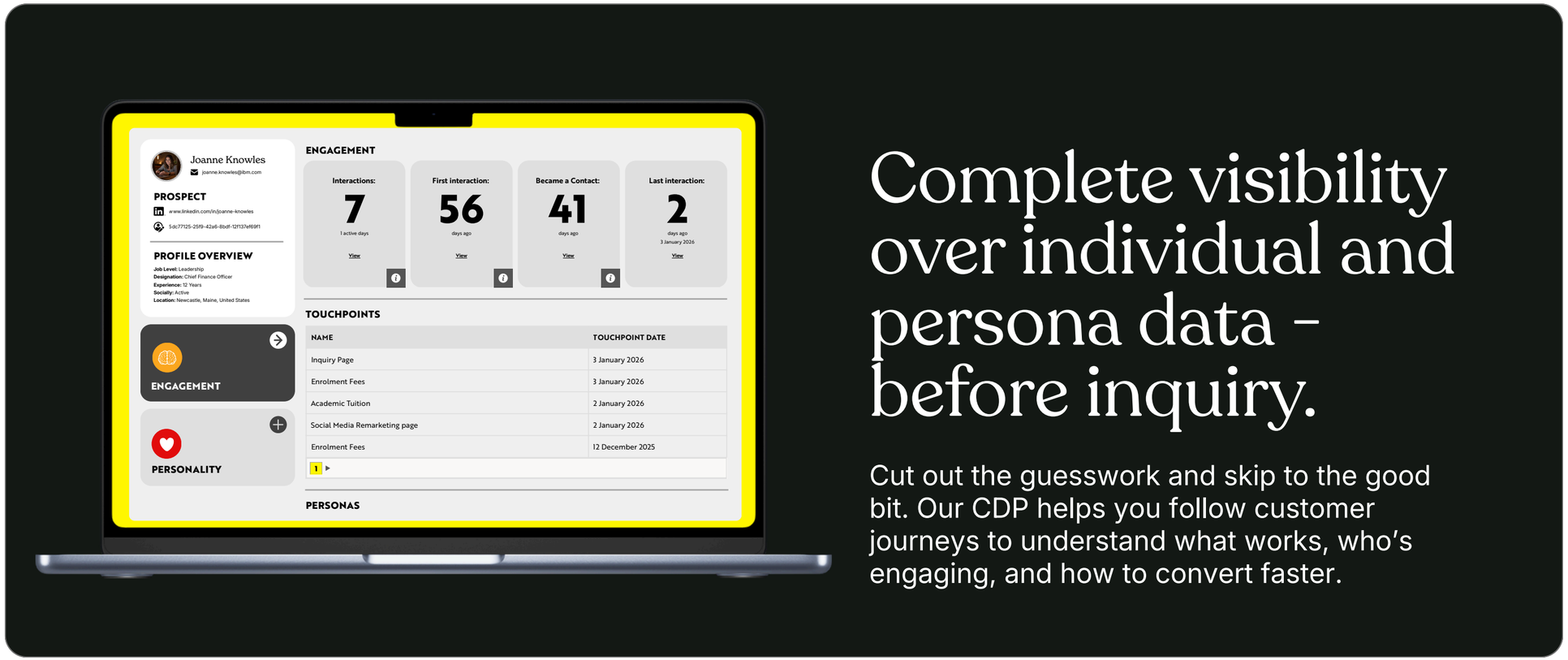


Websites that learn from, adapt to, and empower users to conversion.

No other school website platform offers this level of data and automated personalization, powered by first-party data and machine learning.

1. Unifies website, marketing, and admissions into one intelligent platform.
2. Learns from your audience to deliver the right content at the right moment.
3. Tracks engagement in real-time to help you act faster and smarter.

CDP Customer Data Platform

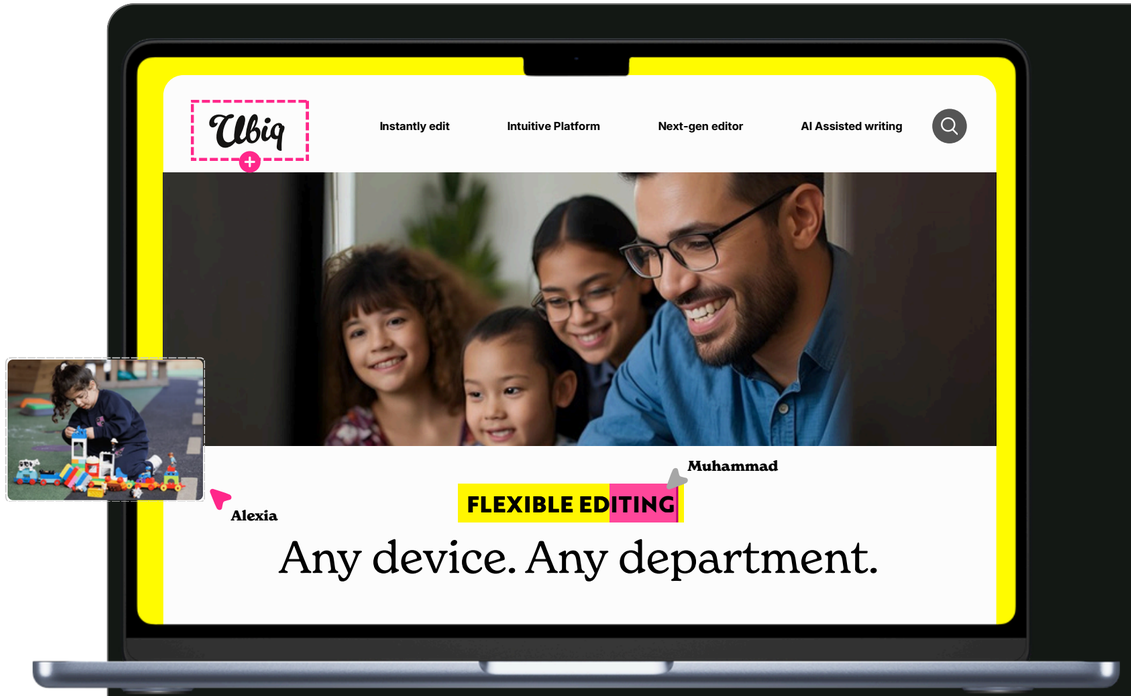


Complete visibility over individual and persona data - before inquiry.

Cut out the guesswork and skip to the good bit. Our CDP helps you follow customer journeys to understand what works, who's engaging, and how to convert faster.

1. Map every touchpoint in the family journey based on their unique behavior, and allocate lead scoring to activity taken.
2. Capture psychometric data (interests, priorities) and demographic data (locations, earnings, seniority).
3. Target your admissions and marketing efforts with precision, be reactive to customer queries, and understand individual motivations.

CMS Content Management System (2.0)



Anyone. Anywhere. Designed for speed, simplicity, and total control.

The battle to make changes big and small on your website it over. AMAIS' CMS offers completely flexible editing, drag and drop functionality, and AI assistance.

1. Make updates in just one click, with full version control to track and roll back changes whenever needed.
2. Every team can manage their own content without risk of overlap or disruption. Admissions, marketing, fundraising.
3. Respond to audience needs in real-time, keeping your website as dynamic as your school community.

MCP Messaging & Communications Platform



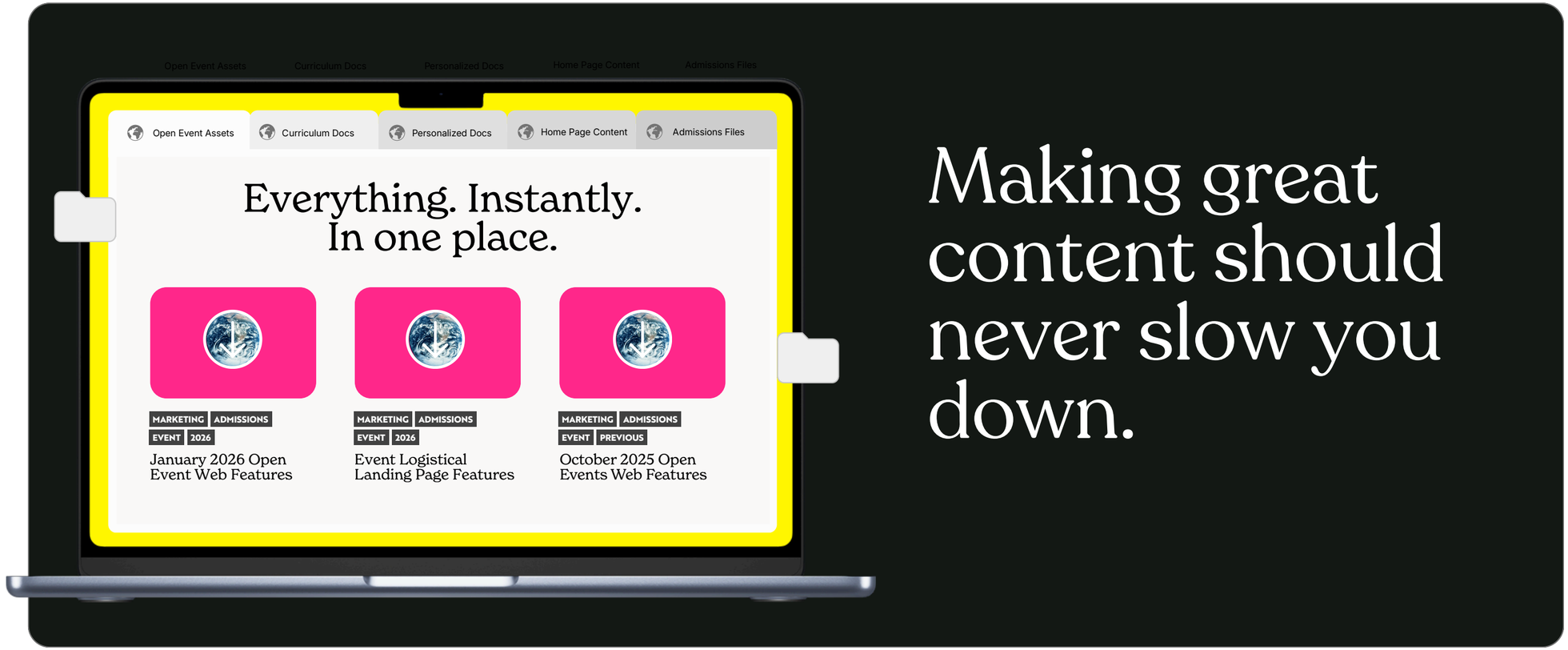
Deploy content directly from your website. Edit in seconds.

No need to duplicate.

1. Build dynamic newsletter lists and automated, tailored workflows directly from your customer data.
2. Instantly deploy existing website content into an email format, all without having to write a single word.
3. Track email opens, click through rates, and website engagement in real time.

DAM

Digital Asset Management Platform



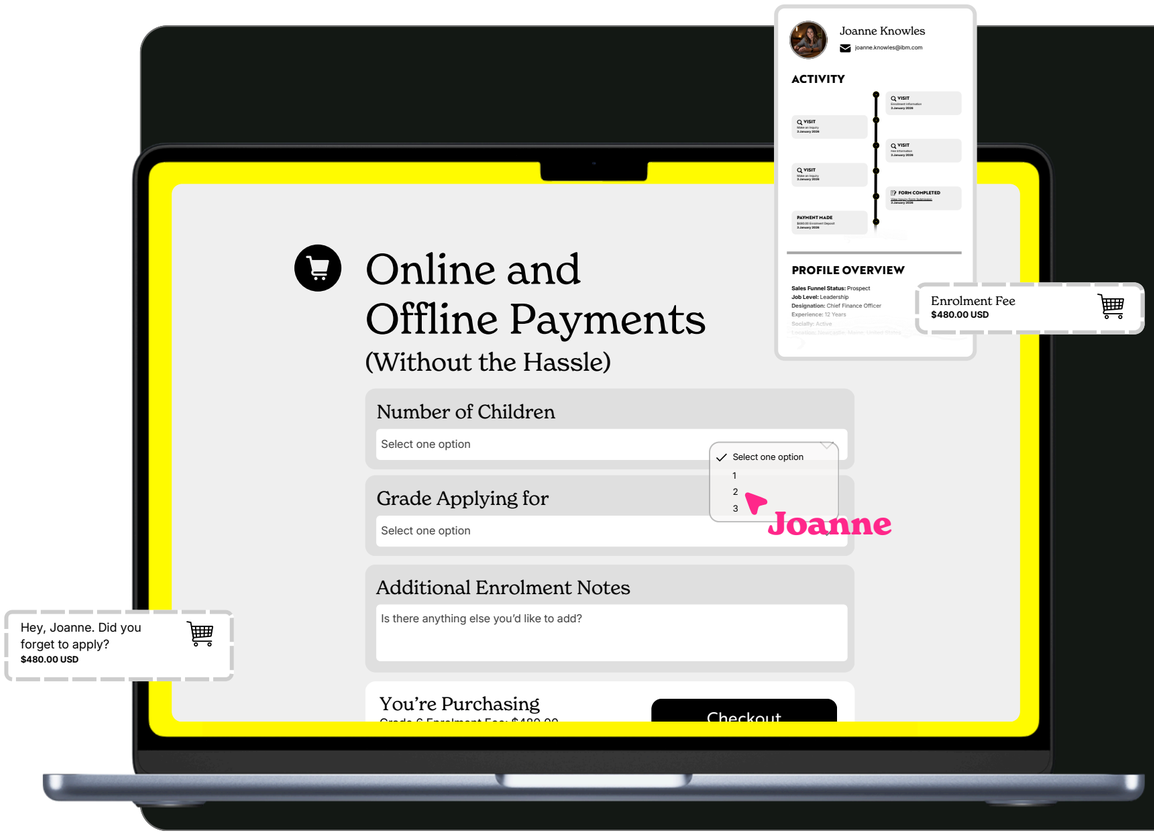
1. Your school's content is secure, easily accessible, organized, and deployable by all admin team members.

2. DAM uses AI-enhanced image editing and generation to automatically optimize images and streamline your workflows.

3. Central library, teams never waste time searching for assets and instead have one place for every image, video, and file—always ready to use.

PAY

Ubiq Pay



Take payments, issue tickets, book events and confirm applications.

We've centralised payments in the same intuitive platform so you can focus on nurturing customers without driving them away from your platform. It's smart, simple to use, and completely secure.

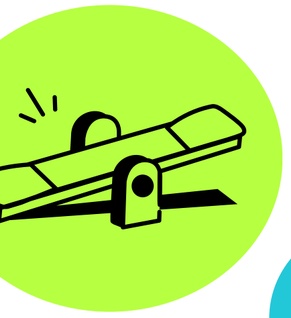
1. Convert without encouraging users to leave your website.
2. Track buying behaviour on a 1:1 or persona level.
3. Secure payments from anywhere in the world.

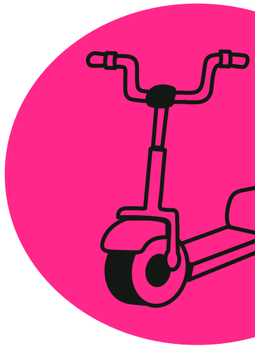
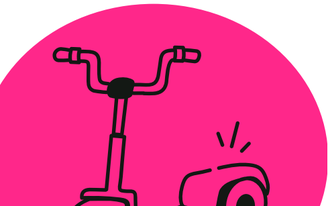
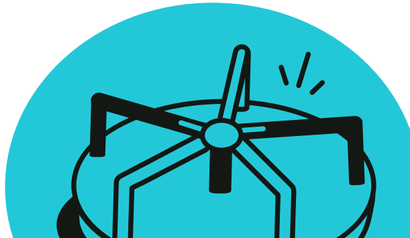






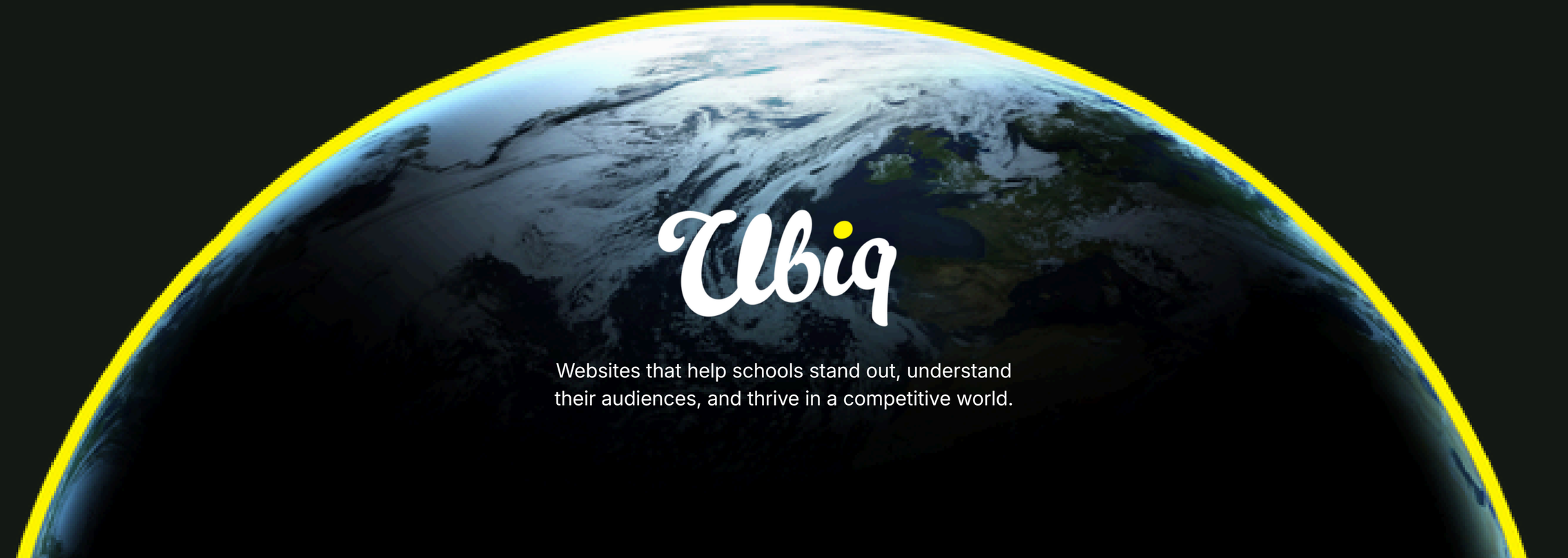
Learn more about building your research playground today.



Ubiq

Your story. Our tools.
The world is your website.



Ubiq

Websites that help schools stand out, understand
their audiences, and thrive in a competitive world.

Ubiq

Let's chat.

www.ubiqeducation.com



CONNECT WITH ME

Dan

Dan Cohen

Head of UK Sales

Ubiq Education

daniel.cohen@ubiqeducation.com