

Unlocking the Student Market with SheerID



Students are a high-value audience—and they're ready to engage.

With \$593B in spending power and strong brand loyalty, college students represent a tremendous opportunity for marketers. But reaching them takes more than a generic discount. You need the right message, the right channels, and a seamless experience. This FAQ breaks down key insights from the *Students Go-to-Market Playbook* to help you craft high-converting campaigns that drive acquisition and long-term loyalty.

1

Why should brands prioritize marketing to students?

College students are forming lifelong brand preferences—and they spend big. A well-timed student offer helps you earn their loyalty now and secure it for the future. In fact, 67% say they're more loyal to brands that recognize them with exclusive deals.

2

What kind of offers do students value most?

The most effective offers deliver tangible value. Top preferences include:

- ✓ Free shipping (65%)
- ✓ Free gifts with purchase (52%)
- ✓ 10–20% discounts (49%)
- ✓ BOGO deals (39%)

Even VIP treatment like early access to sales can set your brand apart.

3

What's the best way to promote student offers?

Students prefer to hear directly from the source. The most-wanted channels are:

- ✓ Email (62%)
- ✓ Text (54%)
- ✓ Social media (40%)

Use a mix of owned, earned, and paid channels—plus influencers and brand ambassadors—to create a full-funnel strategy.

4

How important is verification—and what makes a great experience?

Verification is essential. It keeps your offer exclusive, prevents abuse, and ensures ROI. But it must be seamless—**66% of students said instant, privacy-friendly verification improves their experience**. SheerID keeps students on your site and gives you full control of the data.

5

How do students actually share the offers they love?

Students are natural amplifiers.

- ✓ 98% will share a student offer
- ✓ Most common methods: Instagram (54%), in-person (53%), TikTok/Snapchat (51%), and text (50%)

Make your offer easy to share with compelling creative and native tools.

6

What role does your creative play in winning student attention?

Creative makes or breaks your campaign. **Students respond to authentic, diverse, and inclusive content**—especially when it reflects real student life. Think dorm living, finals week, holiday travel. Keep your tone approachable and avoid forced slang or clichés.

7

When should brands promote student offers?

All year round! Brands with an always-on foundation capture demand throughout the year while capitalizing on high buyer intent during moments like:

- ✓ Spring Semester (January)
- ✓ Spring Break (February/March)
- ✓ Graduation (May/June)
- ✓ Summer Travel
- ✓ Back-to-School (July/August)
- ✓ Holidays (November/December)

A smart, seasonal calendar keeps your offer top of mind and drives consistent revenue spikes.



Build Your Year-Round Student Strategy

See how to combine an always-on student program with strategic promotional moments to drive growth throughout the year.

[Explore the Student Growth Blueprint](#)