Playbook

# Marketing to Students



SheerID

College students are the next generation of consumers and one of the most lucrative audiences a brand can engage. **They have incredible spending power, and acquiring them while they're forming brand relationships can help you win them for life.**

Ninety percent of students check to see if a brand offers a student discount before making a purchase, and even more will share that offer with other students. **And 67% of students say they are more loyal to brands that give them an exclusive offer.**

**700M**

Global Size of Student Market[1]

**85%**

of students are more likely to buy from a brand that offers an exclusive student discount.[2]

**$593B**

Spending power of US students[3]

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Sources: 1-3. Refuel Agency

STUDENT PLAYBOOK

# Table of Contents


13 Demographic Insights

16 Offer Preferences

19 Channel Preferences

21 Offer Verification

23 Creative Guidelines

26 Social Marketing

29 Paid Ads

31 Word of Mouth

33 Student Events and Holidays


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# Demographic Insights

Students are a diverse group but they all love brands that recognize their unique stage in life with a special offer.

**When a brand gives them an exclusive offer, nearly half feel excited and 67% feel valued.**

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## DEMOGRAPHIC INSIGHTS

### Gender Identity[1]

**43%** Male

**55%** Female

**2%** Non-binary

### Age[2]

**75%** 18-24 Years Old

**14%** 25-34 Years Old

**11%** 35+ Years Old

### Employment[3]

**40%** Full-Time

**36%** Part-Time

### Post-Secondary Enrollment[4]

**16M** Undergraduate Programs

**3.3M** Graduate/Post Graduate Programs NCES

### Income

**$5000** Average Income of Full-Time, 18-24 Year-Old Students Working Part-Time

### PRO TIP

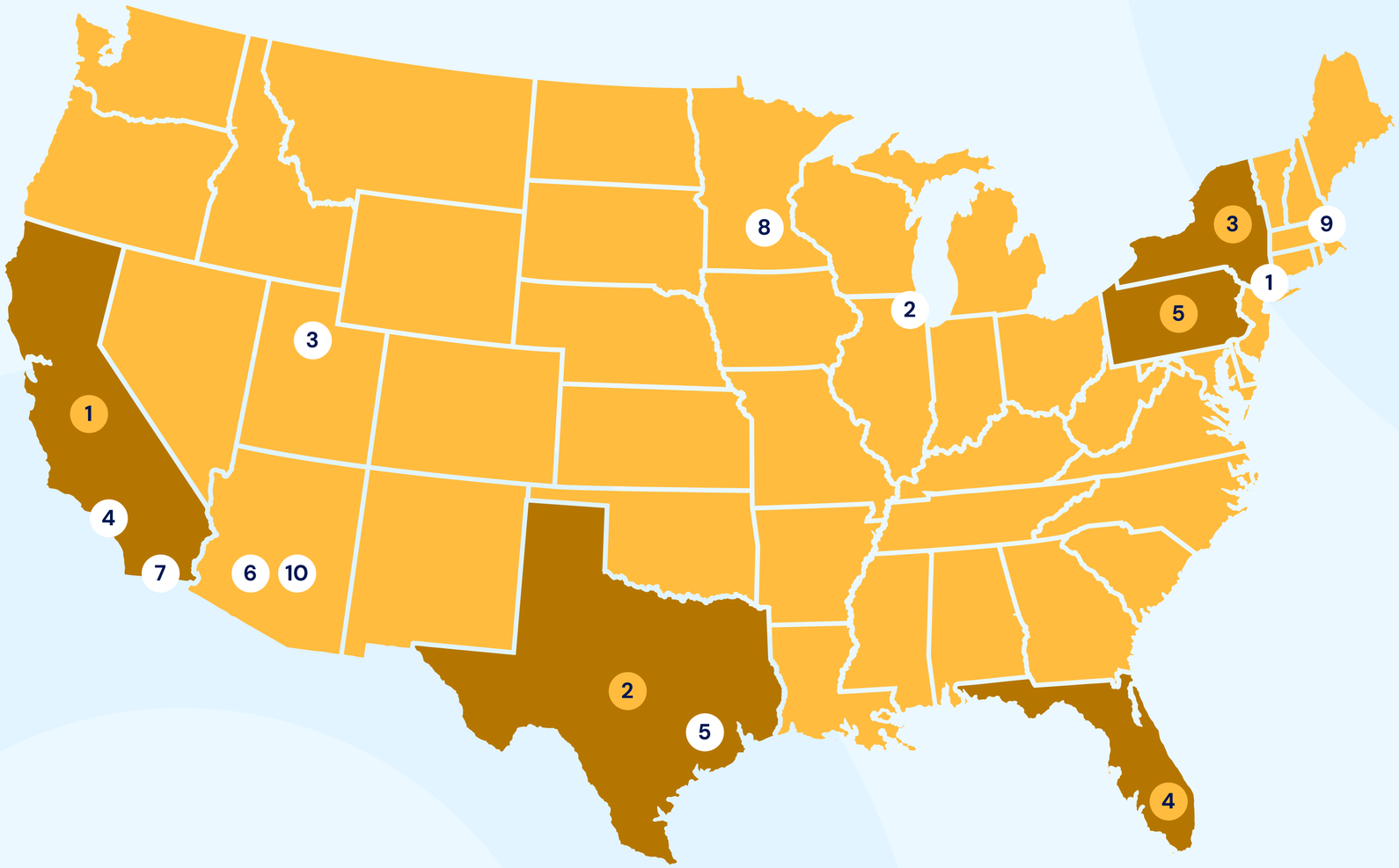
Not all young adults are students, and **nearly 70% of Gen Z would be more likely to purchase from a brand that gave them an exclusive offer.**
You can engage more prospects by extending your college student offer to young adults ages 18 - 29 (820,000), and high school students (148 million).



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Sources: 1. GWI USA 2. NCES 3. Lumina Foundation U.S. Census Bureau 4. Education Data Initiative

# DEMOGRAPHIC INSIGHTS




## Greatest Concentration by State

Southern/Midwestern states have high online enrollment.

1. California
2. Texas
3. New York
4. Florida
5. Pennsylvania

## Greatest Concentration by City

1. New York City
2. Chicago
3. Salt Lake City
4. Los Angeles
5. Houston
6. Tempe
7. San Diego
8. Minneapolis
9. Boston
10. Phoenix

## Region

**20%**
Rural

**80%**
Urban

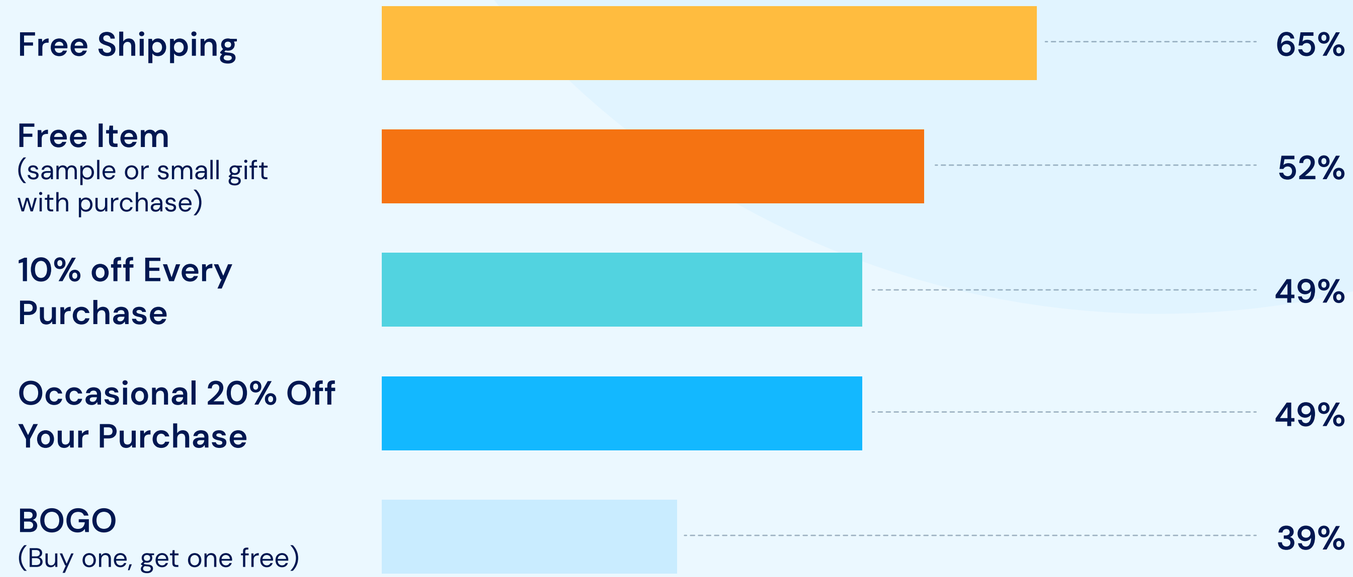
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# Offer Preferences

A compelling offer will draw students to your brand. **Nearly half of students say an exclusive offer is the best way for a brand to stand out from its competition.** And your offer can be special treatment that would endear students to your brand, like early access to sales or invitations to members-only events.

When designing your student offer, consider their preferences to the right. You can see the success our clients are having with their offers **here.**

## OFFERS STUDENTS FIND APPEALING

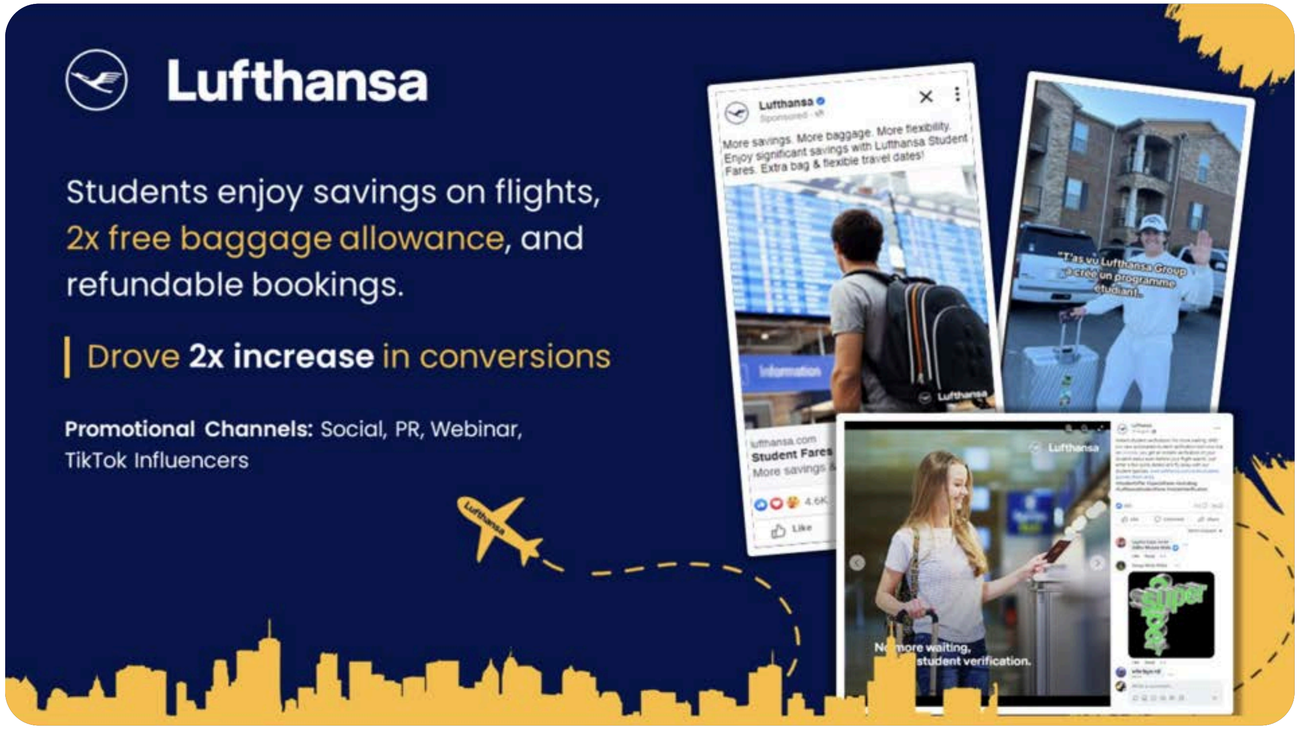



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OFFER PREFERENCES

# Customer Examples

**Lufthansa**




Lufthansa **combines free perks and extra savings** to win students.

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OFFER PREFERENCES

# Customer Examples

**JCrew**




**CorePower Yoga**




Extend your reach by **creating an "Academic Offer" that also includes educators**. And make your promotions more personal by expressing how much you value both audiences.

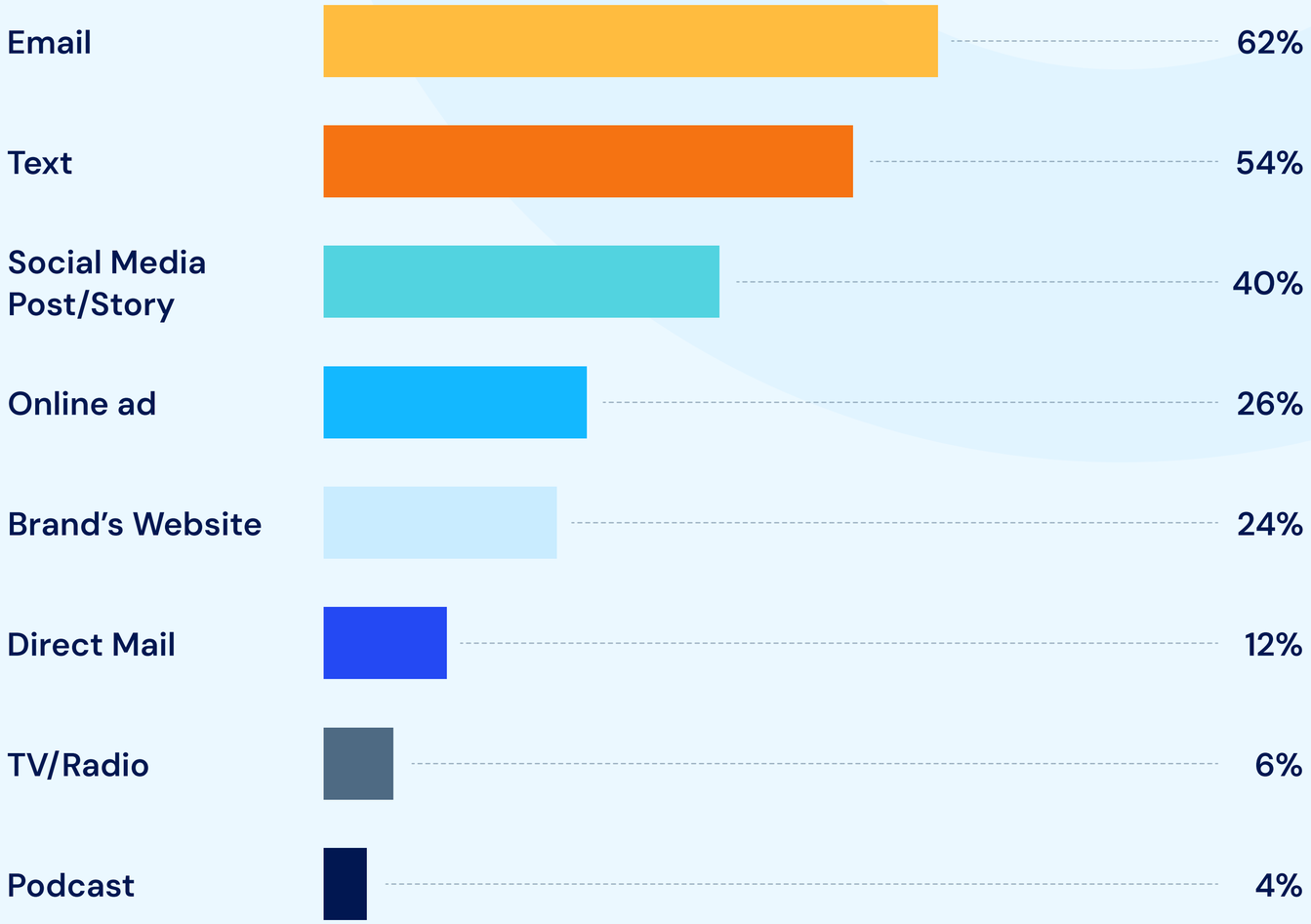
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# Channel Preferences

Sixty percent of college students said they like to learn about new products and services **directly from the brand.**

Here are the best ways to reach them.

## HOW STUDENTS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS

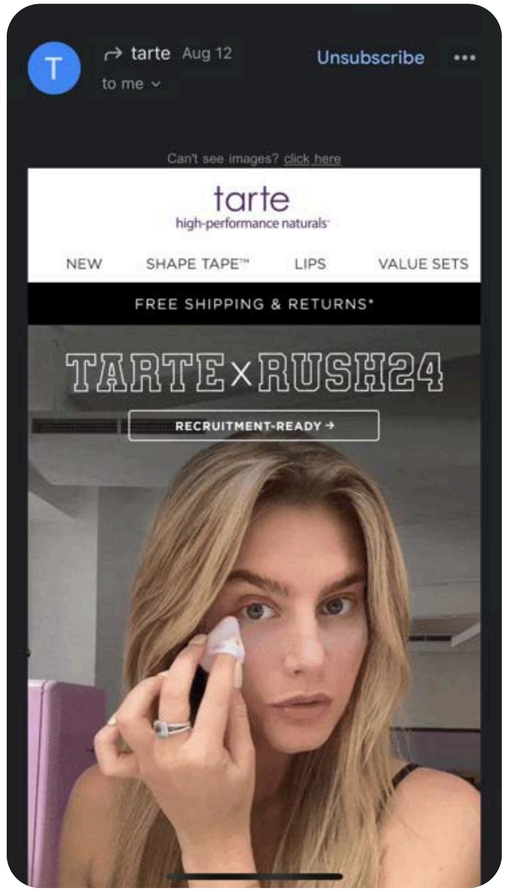


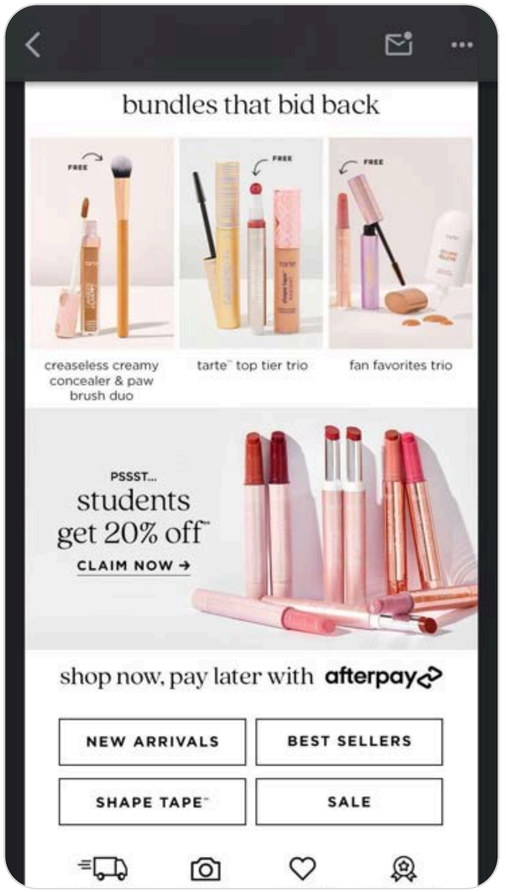

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CHANNEL PREFERENCES

# Customer Examples

## Tarte




Tarte **leverages students' love of mobile** with friendly, eye-catching email ads.

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# Offer Verification

Verifying eligibility for your student offer is critical to its success. **It prevents discount abuse, which protects your margins and increases your campaign ROI.** And it keeps your offer truly exclusive, which makes it more appealing.

The ideal verification process is instant, reliable, and privacy-friendly. It should occur as a natural extension of your brand experience, and give you full control over the data you collect.

**SheerID's Audience Network uses 200K+ authoritative data sources to instantly verify students as a seamless step in your purchase process.** Students enter privacy-friendly information, like their email address and school they attend, and you own all the data you collect. Our Audience Network appends it to 400+ martech platforms so you can use it to re-engage students to nurture their loyalty.

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OFFER VERIFICATION

# The Impact of Verification Experiences on College Students

**PRO TIP**

If you're launching a July/August back-to-school campaign for students, **make sure your verification method is integrated into your tech stack by June.**

## 66%

of students said **being instantly verified and knowing their data won't be shared** with other brands has a positive impact.

## 57%

of students said a verification process that **takes longer than five minutes** would have a negative impact.

## 22%

of students said **having to create an account on a student deals website** to get verified would have a negative impact.

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# Creative Guidelines

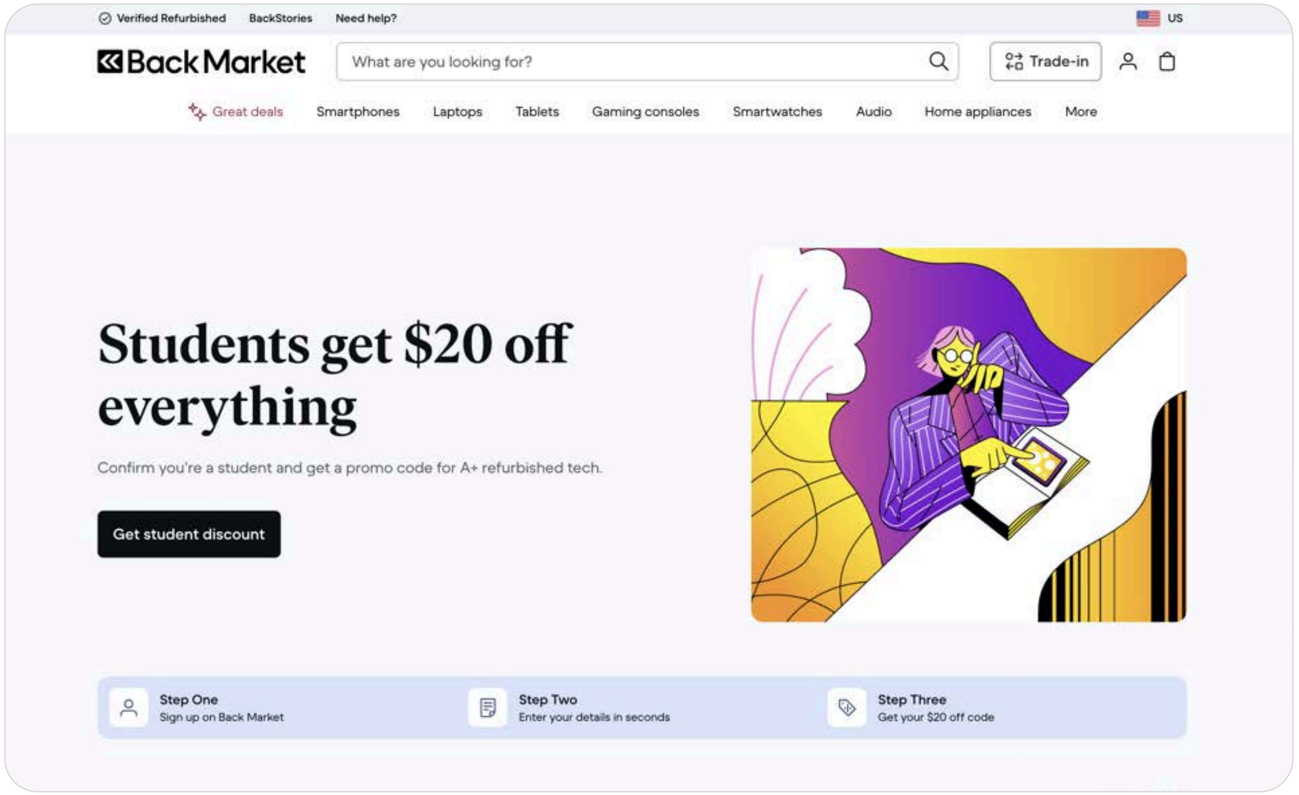
- Students want brands to engage them with marketing that is **personalized, authentic, and user-friendly.**
- **Use messages that are genuine, straightforward, and relevant.** A more casual, less formal voice is appropriate, but avoid trendy slang.
- **Create campaigns that reflect experiences shared by students of all ages**, like vacationing during holiday breaks or furnishing their dorms and apartments.
- **Choose images and videos that accurately depict the diversity of students and their lives.** Avoid obvious stock images and anything that feels like marketing “fluff.”

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CREATIVE GUIDELINES

# Customer Examples

BackMarket




BackMarket's **clear but clever copy** makes its student promotions engaging.

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CREATIVE GUIDELINES

# Customer Examples

## The North Face




Good creative uses **photography that feels natural.**




**Student-generated content** is the most authentic and persuasive.

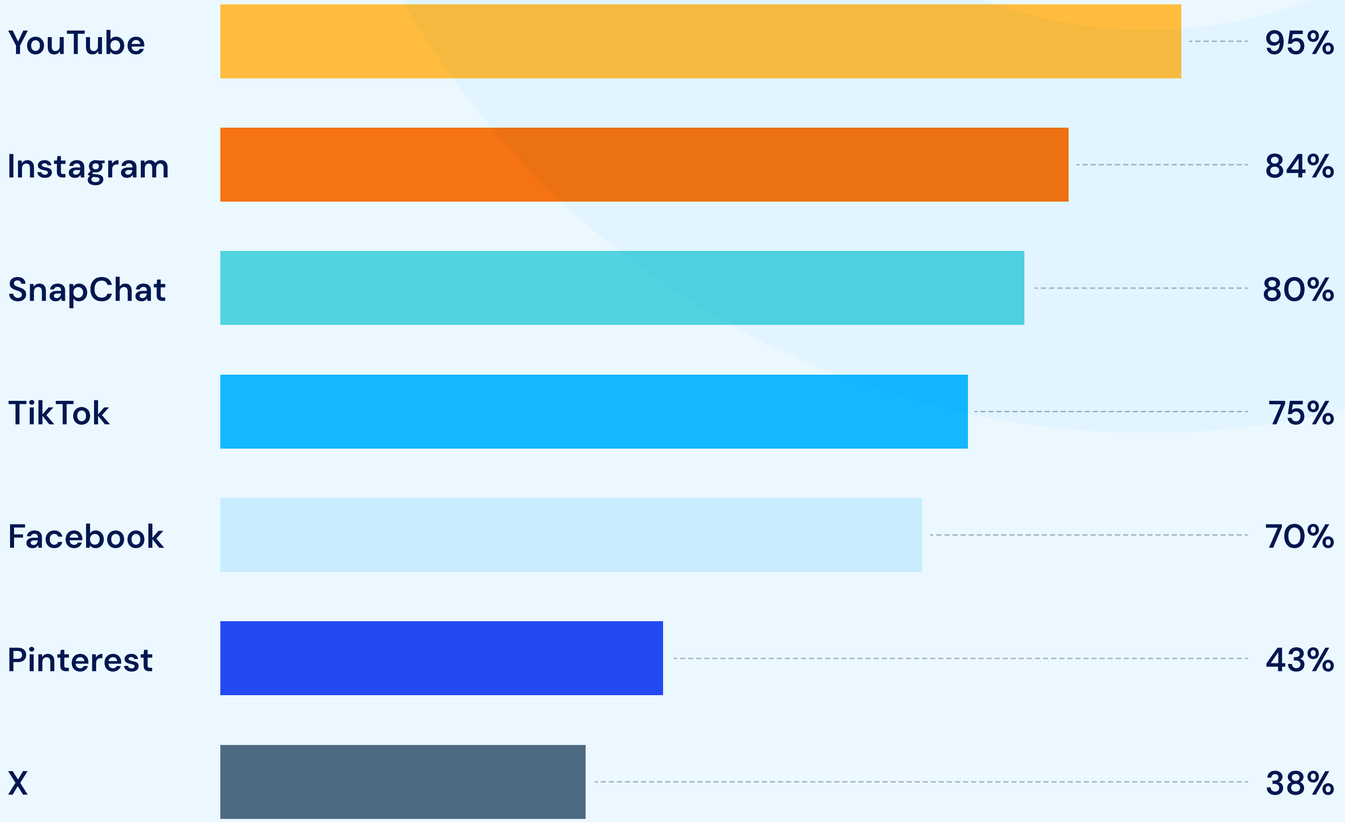
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# Social Media

Social media is a powerful marketing channel. **Ninety percent of students use social media daily and they spend an average 4.5 hours on it.** And more than half will purchase through social media, or shop on social media before buying in store.

Market your offer on the platforms they use and you're sure to reach them.

## SOCIAL MEDIA PLATFORMS USED BY COLLEGE STUDENTS




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SOCIAL MARKETING

# Brand Influencers & Ambassadors

Hiring brand influencers can be an effective way to connect with students online and leverage platforms like YouTube, SnapChat, TikTok, and Instagram—especially if your brand doesn't already have a big presence there.

**Look for influencers with high engagement, not just followers. And instead of hiring celebrities, consider recruiting peers and micro-influencers. Contact SheerID's team for recommendations.**

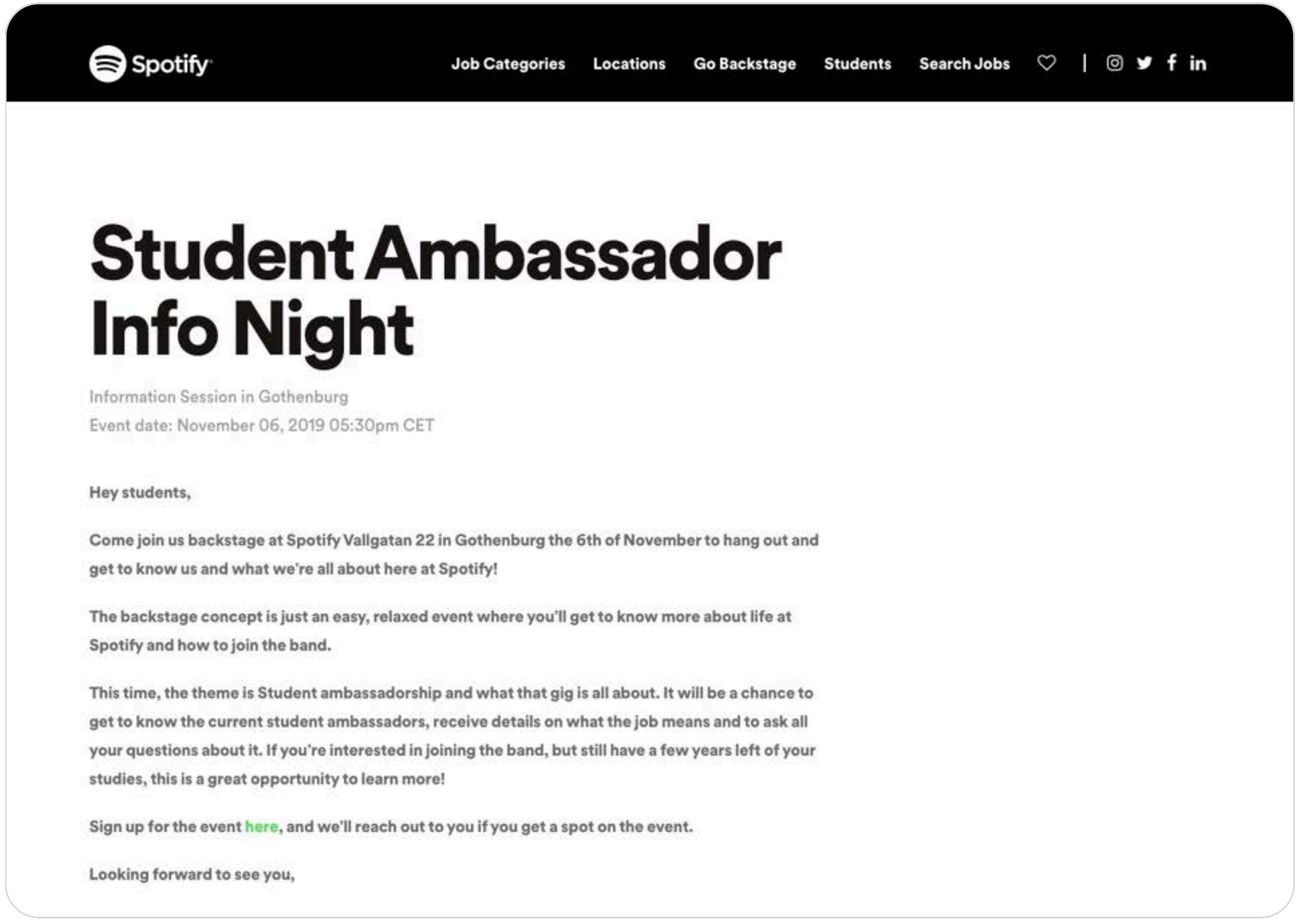
To reach students on campus, you can build a brand ambassador program and offer experiences like sponsored events, contests, and giveaways.

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SOCIAL MARKETING

# Customer Example

Spotify




Spotify values student peer marketing so much it **created a national collegiate ambassador and influencer program.**

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# Paid Ads

Paid ads can be a highly effective way to engage students. **You can leverage the permissioned data you collect when you verify eligibility for your student offer to build highly targeted campaigns through look-alike audiences for your paid ad campaigns.** You can use criteria like location, age, likes, statuses, or preferences, or target students who currently attend any university.

And you can target by interests, behaviors, or pages followed. For example, people who follow pages like CollegeHumor, College Memes, or Student Problems may be more likely to be a student.

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PAID ADS

# Ad Content Students Find Most Appealing

- VIDEOS
- INFLUENCERS
- DISCOUNTS
- MEME-BASED
- POLLS AND QUIZZES
- REAL COLLEGE STUDENT PHOTOS

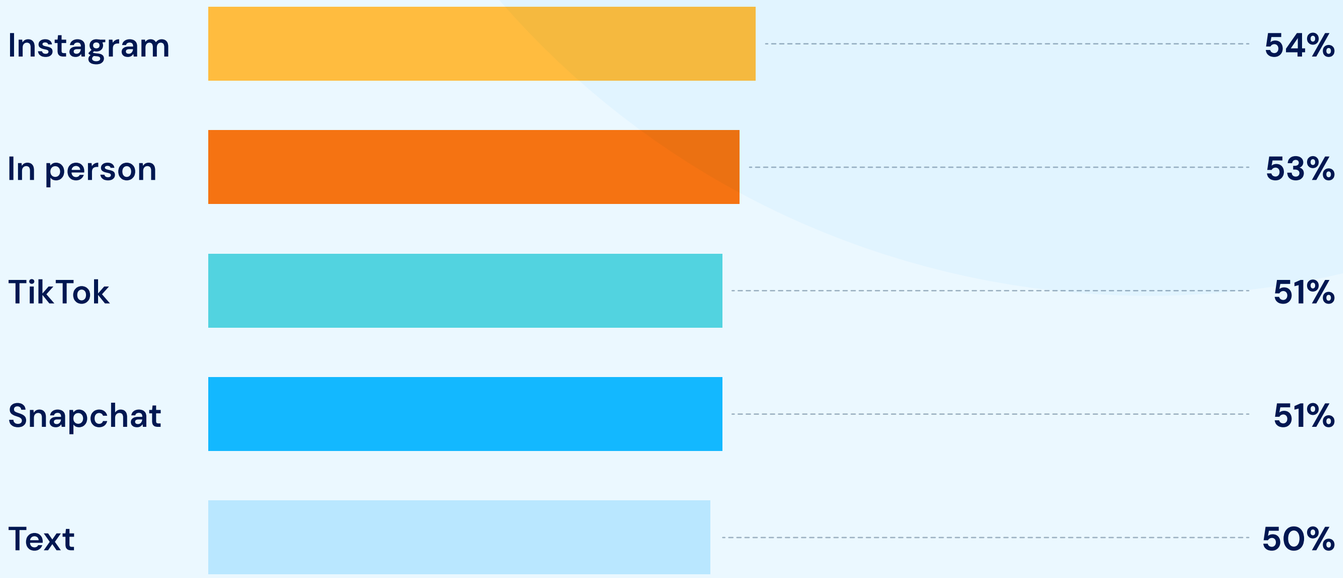
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# Word of Mouth

**Eighty-seven percent of students are likely to try a product or brand that a friend shares with them**[1] and virtually all (98%) of students will share a student offer with others who are eligible for it.

You can harness the power of student networks by leveraging the channels they most frequently use to spread the word.

## HOW STUDENTS WILL SHARE AN EXCLUSIVE OFFER



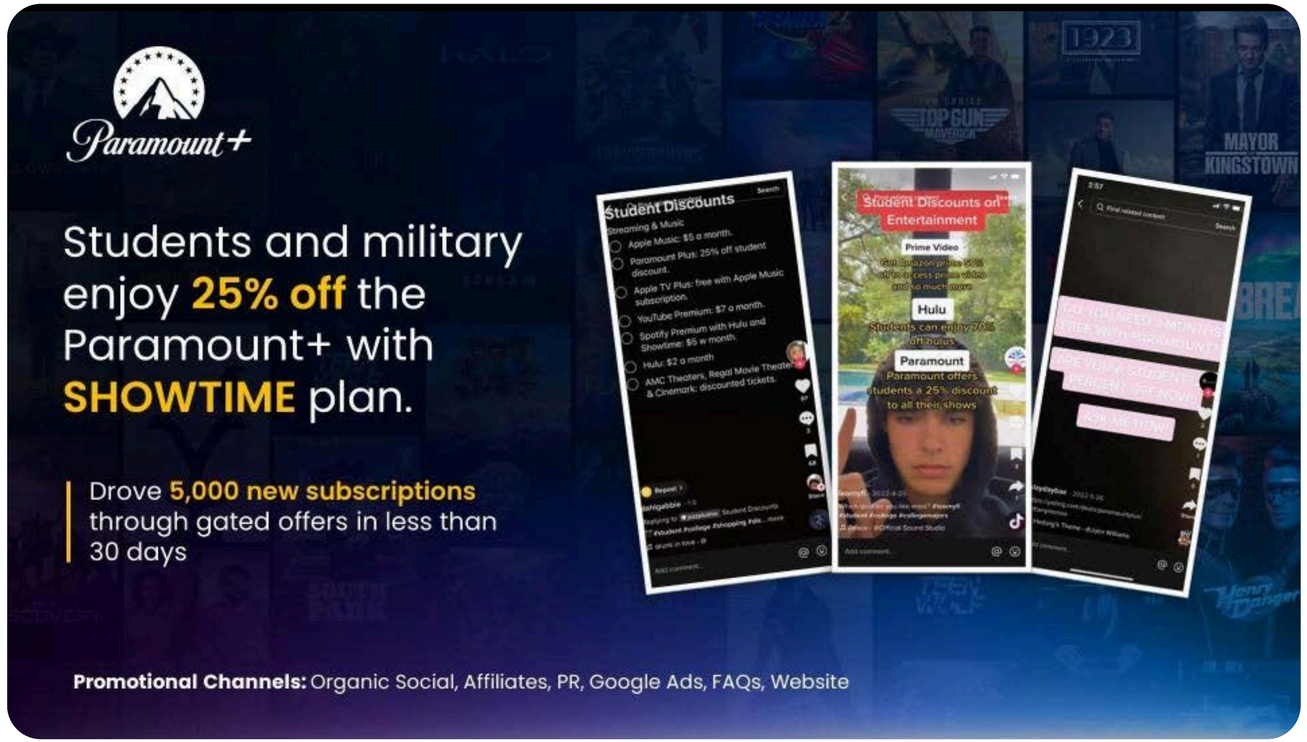

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Sources: 1. GWI

WORD OF MOUTH

# Customer Example

**Paramount**




The popularity of Paramount+'s offer **inspired user-generated content and word of mouth, which drove its success.**

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# Student Events and Holidays

Students are always looking for a good deal. You can remain top of mind and create reliable revenue spikes if you target students with **special campaigns during these key times of year.**

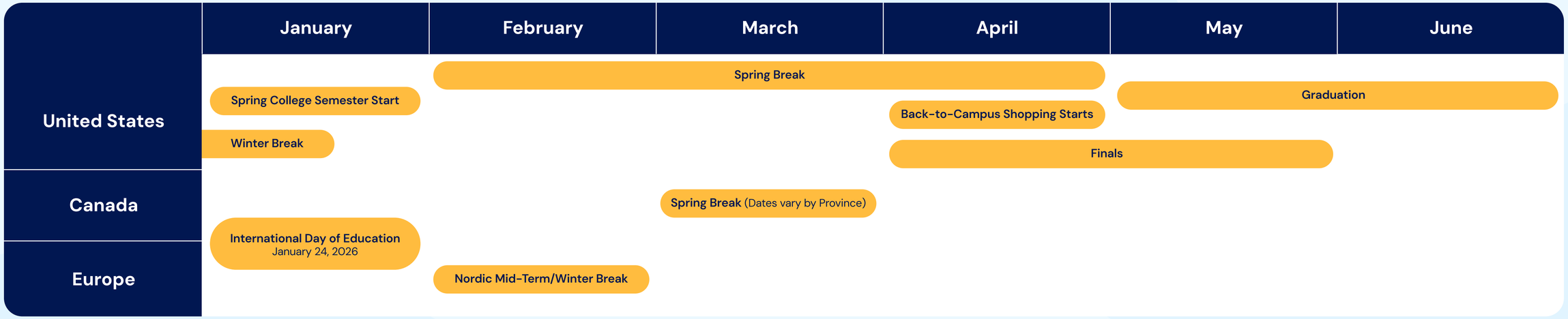
## PRO TIP

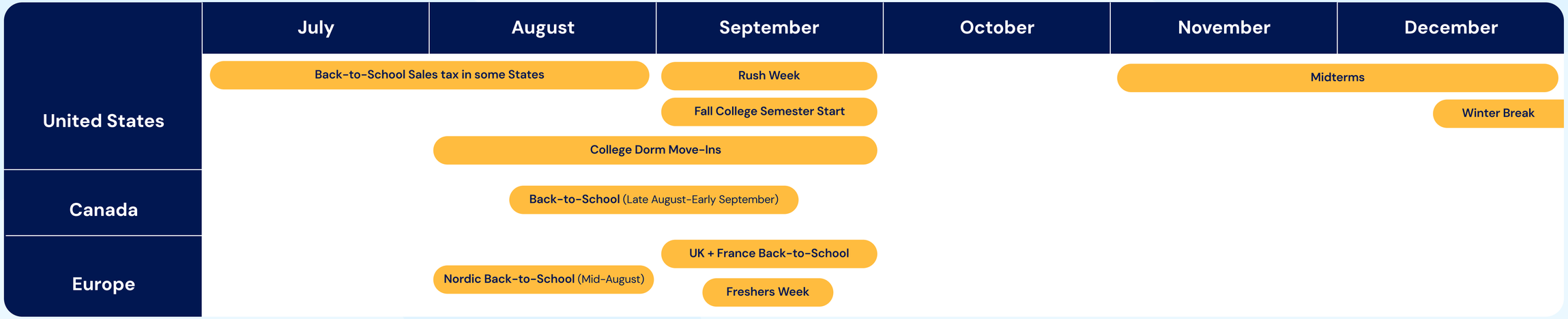
Use the verified, permissioned data you collect **to celebrate a student's graduation with a special offer** that helps them transition into post-college life.

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STUDENT EVENTS & HOLIDAYS

# 2025 Calendar




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# Ready to Launch Your Own Student Program?

Contact us and we'll help you strategize for maximum success.

**Let's Talk**







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