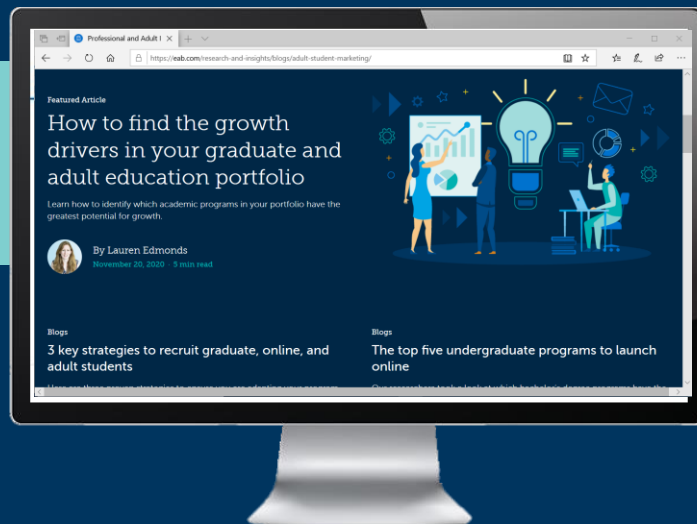# Our Webinar Will Begin Shortly

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EAB

5 Don'ts of Digital Lead Generation for Adult and Graduate Programs

Lessons from Appily Testing Data

Adult Learner Recruitment

Asking a Question

Type your question here

Brief Exit Survey

We'd appreciate your **feedback** on today's presentation.

Meet Your Presenters

Sian Blake

Senior Director

Appily Advance

Dan Olson

Managing Director

Audience Development

EAB

Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

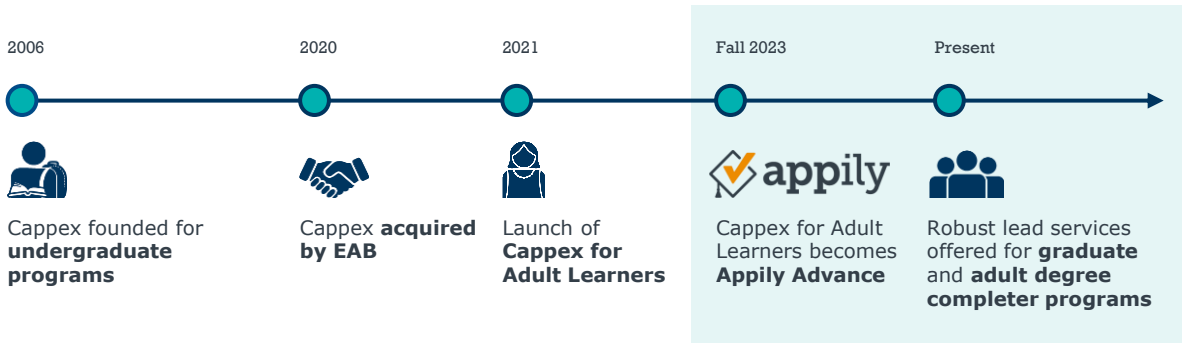Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with 2,500+ institutions to
accelerate progress and enable lasting change.

95%+ of our partners return to us year after year
because of results we achieve, together.

K12 • Community Colleges • Four-Year Colleges and Universities • Graduate, Professional, and Adult Programs • Employers

eab.com

Extending Our Lead Gen Experience into Graduate Education

15+ Years of Experience in Generating Quality Leads for Colleges and Universities

Evolution of Appily Lead Generation (Formerly Cappex)

2006	2020	2021	Fall 2023	Present
Cappex founded for **undergraduate programs**	Cappex **acquired by EAB**	Launch of **Cappex for Adult Learners**	Cappex for Adult Learners becomes **Appily Advance**	Robust lead services offered for **graduate** and **adult degree completer programs**

Appily's Large and Expanding Reach

17M+ — **All-time users** registered with Appily (formerly Cappex), a platform that connects schools with high-intent prospects

700+ — Current **partners** working with Appily for lead generation across undergraduate, graduate, and degree completion programs

Digital Lead Gen Is Especially Tricky

For Adult and Professional Programs

Common Challenges

Identifying High-Quality Leads

Leads often convert at very low rates, don't represent viable prospects, or take years to take the next step toward enrollment.

Competition Can Quickly Drive Up Cost

With an 85% increase in the number of institutions offering an online MBA from 2017 to 2021, CPL can often run $300+.

Finding Enough Leads

For degree completion programs especially, it's difficult to efficiently reach students who might be interested.

Many Sources to Manage and Optimize

Sources are often expensive and uncoordinated, and each requires specific expertise on strategy and execution.

Today's Discussion: 5 lessons for optimizing your digital lead gen strategy, based on testing data from Appily partners

5 Don'ts of Digital Lead for Adult and Graduate Programs

1.

Don't assume you know which messaging will work.

Sample Messaging We Tested

Adult Degree Completers

Healthcare Prospects

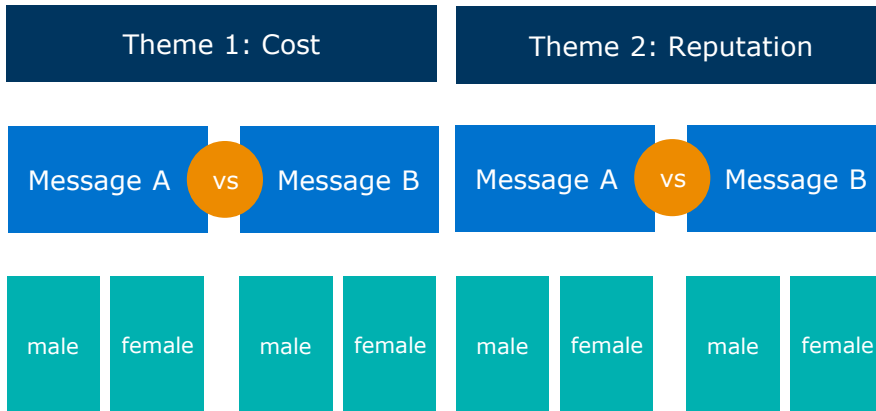**MBA Prospects**

Testing Can Uncover Clear Preferences

49% difference in cost per lead between our top-performing ad and the next best ad.

Sample Ad Testing Framework

Theme 1: Cost	Theme 2: Reputation

Message A	vs	Message B	Message A	vs	Message B

male	female	male	female	male	female	male	female

Let Research Guide You

Use audience findings and institutional goals to inform what messages and images to test.

2.

Don't be too restrictive with targeting.

National Consumer Database
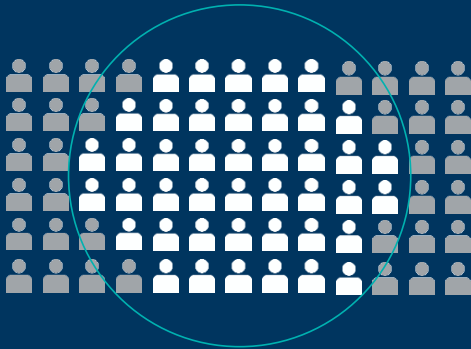
A Rich Data Set

Includes **nearly all U.S. consumers** over age 18, with up to 115 variables per consumer:

- Demographic
- Psychographic
- Behavioral and Lifestyle

Compiled from Public Sources and Consumer Data

- Census, state, and municipal records
- Consumer surveys
- Purchasing and transaction history from large retailers and financial institutions

Parameters used to identify consumers for inclusion in marketing:

Email address
Email presence enables multi-channel marketing

Age
Consumers aged 25-40

Occupations
Selected jobs that indicate potential for career switching

Geography
Selected from your state and neighboring states

Educational level
Some college or completed college

Adult Degree Completer Leads Outside of Expected Age Range Were Responsive
Appily Advance Degree Completer Leads by Age Range, Inquiry Created on 5/1/21–6/30/21

Age Ranges	Contacted	Response Rate	Responded	Apply Link Rate	Apply Link
20-24	159	12.6%	20	2.5%	4
25-29	616	8.0%	49	3.4%	21
30-34	443	3.8%	17	1.1%	5
35-39	413	7.0%	29	2.2%	9
40-45	525	6.1%	32	1.3%	7
Over 45	67	6.0%	4	0.0%	0
Total	**2,223**	**7.3%**	**151**	**1.8%**	**46**

Audiences outside original target age range engaged at high rates

Audiences within original target age range of 25-45

Do: Experiment with Targeting Parameters

Always Question Targeting Dynamics

Expect to experiment to find the optimal audience for your campaigns. Your results may surprise you.

Start Wide, Then Narrow Down

Aim to include all potentially relevant audiences when designing campaigns, then eliminate low-performing segments.

3.

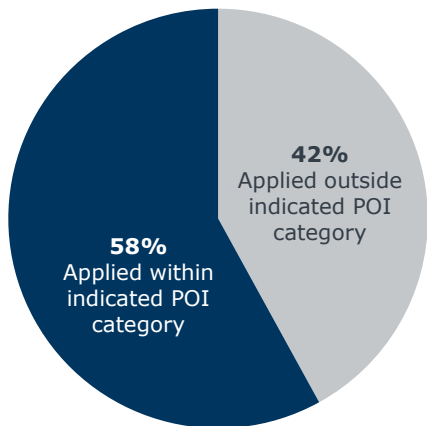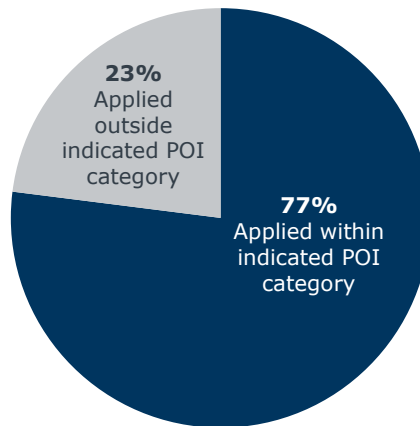# Don't market solely based on students' program of interest.

Proportion of Applicants Applying to Same/Other Program Types by Partner Type, All School Types

Select Adult Learner Recruitment Partners, Entry Years 2022-2023

Adult Degree Completer Partners

42%
Applied outside indicated POI category

58%
Applied within indicated POI category

Graduate Partners

23%
Applied outside indicated POI category

77%
Applied within indicated POI category

Nearly half of adult degree completer students and **nearly a quarter** of graduate students applied outside their indicated program of interest.

Build Effective Nurture Campaigns

Regardless of their intended program, engage students by personalizing their marketing through other areas, such as level of experience or location.

Promote Broader Value Adds

Year-round start times, multiple modality options, or a short time to completion can interest graduate and adult students.

Answer Students' Pragmatic Questions

Graduate students have many practical concerns about returning to the classroom that must be addressed regardless of their intended program.

4.

Don't overlook out-of-industry approaches.

The Power of Gamification

Engaging Customers Despite an Aversion to Marketing

What is Gamification?

- Using elements from games, like quiz questions, point-earning, or competition, to **encourage participation in a task.** In marketing, it can be used to engage potential customers.

- **68% of students** feel more motivated and engaged when participating in a course that uses gamified elements than one that doesn't.

Source: Journal of Education for Business.
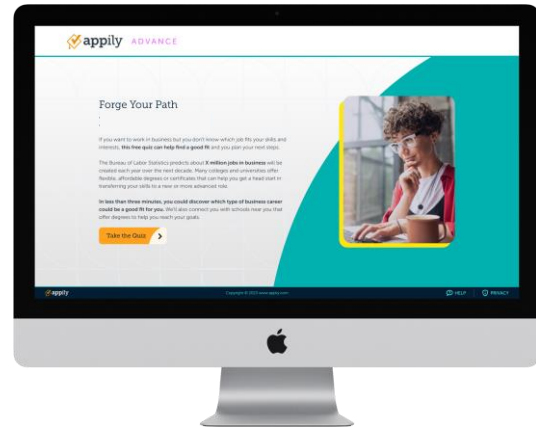
The Appily Advance quiz provides a persona to each user based on their individual answers to engaging, career-related questions.

Early Results from Appily Advance

82% Form fill conversion rate from individuals who complete the initial quiz experience

70%+ Lower cost per lead compared to Facebook and Instagram direct acquisition

Stay Aware of Broad Consumer Marketing Trends

Keep track of what those outside of higher education are doing and consider how you could incorporate similar tactics successfully.

Incorporate Social Proof

Social proof uses current students or alumni to engage prospective students and inspire them to see themselves in your program.

5.
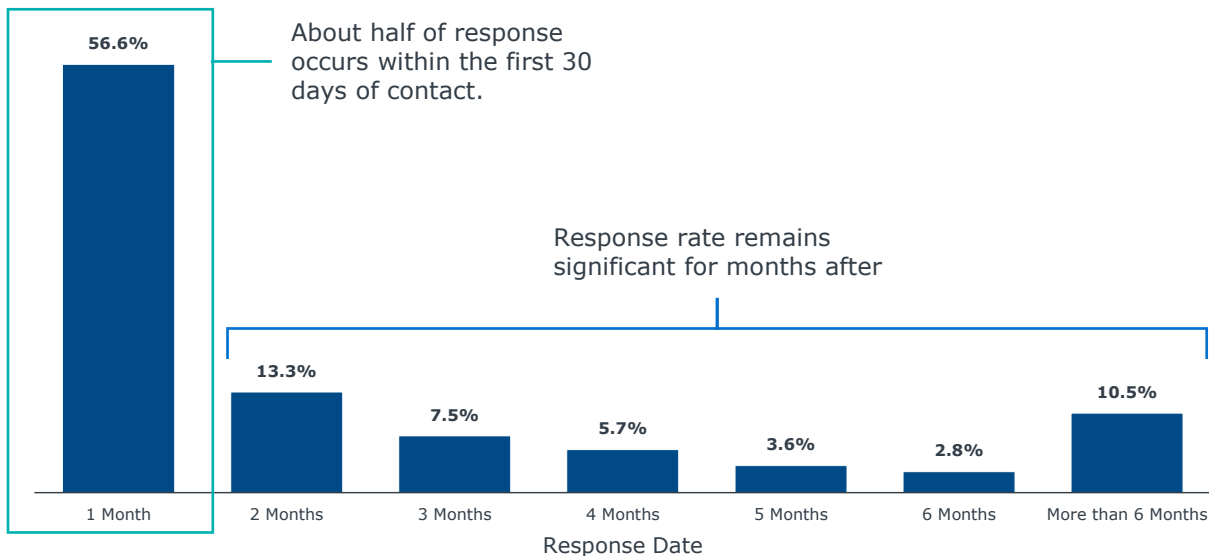
Don't give up on non-responders.

Percent of Response by Months from Initial Contact
Appily Advance Completers 1/1/2020 – 12-31-2021

About half of response occurs within the first 30 days of contact.

Response rate remains significant for months after

Response Date	%
1 Month	56.6%
2 Months	13.3%
3 Months	7.5%
4 Months	5.7%
5 Months	3.6%
6 Months	2.8%
More than 6 Months	10.5%

Plan for Long-Term Nurturing

Prospective adult and graduate students' journeys often last months, or even years. They often take their time considering which program is right for them, and life's obstacles may cause them to delay their enrollment plans.

Develop "Always-On" Campaigns

These campaigns help you nurture students throughout their journey and convert interest to action the moment your students are ready to take the next step.

Recap: 5 Dos
Tips to Guide Your Lead Gen Journey

Do…

…test your messaging obsessively.

…experiment with targeting parameters.

…engage program-switchers.

…consider out-of-industry engagement tactics.

…nurture leads sufficiently.

Interested in More?

I'd like to speak further with an EAB expert about...

1 Generating leads among prospective **adult degree completers, education graduate students, healthcare and nursing students,** or **graduate business students**

2 Developing **marketing campaigns** to recruit students at scale

Let Us Know in the Survey That Will Automatically Load in Your Browser

Request today's slide deck

Read our toolkit to learn more about how to nurture your leads effectively

Read our blog outlining our top 5 lessons on lead generation for 2024

Q&A

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Thank You for Joining Us!

Please take our brief webinar exit poll