

CASE STUDY

How One Healthcare-Focused College More Than Doubled Graduate Enrollment in Two Years

Juniper College¹, Small, Private College in the East Focused on Health Sciences

- About:** Juniper College is a small, private healthcare-centric institution in the East with a total enrollment of approximately 2,000 students, including about 200 graduate students.
- Challenge:** Juniper is a tuition-revenue-dependent institution, so when their enrollment and revenue started to decline, they needed to adjust their strategy or risk having to lay off staff. Juniper aimed to grow enrollment in their nursing and healthcare administration graduate programs by diversifying their audience generation strategy and better nurturing students to enrollment.
- Solution:** To grow enrollment and revenue, EAB helped Juniper expand their best-fit prospect audience and increase application volume by launching strategic, multichannel campaigns that implemented intent marketing. EAB experts also held workshops to educate staff on communication and engagement best practices and recommended high-impact improvements to Juniper’s communication strategy.
- Impact:** After two years of partnership with EAB, Juniper’s enrollment increased by 130%.

Impact Highlights

2019 to 2021

+130%

Increase in enrollment

25%

Total enrollment influenced by EAB

3:1

Return on investment

EAB Helped Juniper Diversify and Enhance Their Recruitment Strategy

BEFORE

Juniper’s Previous Approach to Recruitment



- Lack of expertise in graduate audience generation strategy
- Limited knowledge of marketing and enrollment best practices
- Disorganized system for keeping track of pipeline metrics

AFTER

EAB’s Strategies to Increase and Nurture Juniper’s Prospect Pool



Expand Audience Generation Sources

EAB’s audience generation experts used data-driven strategies to identify prospects from a range of sources including Juniper’s current undergraduates, GRE registrants, and audiences sourced from EAB’s proprietary consumer database.

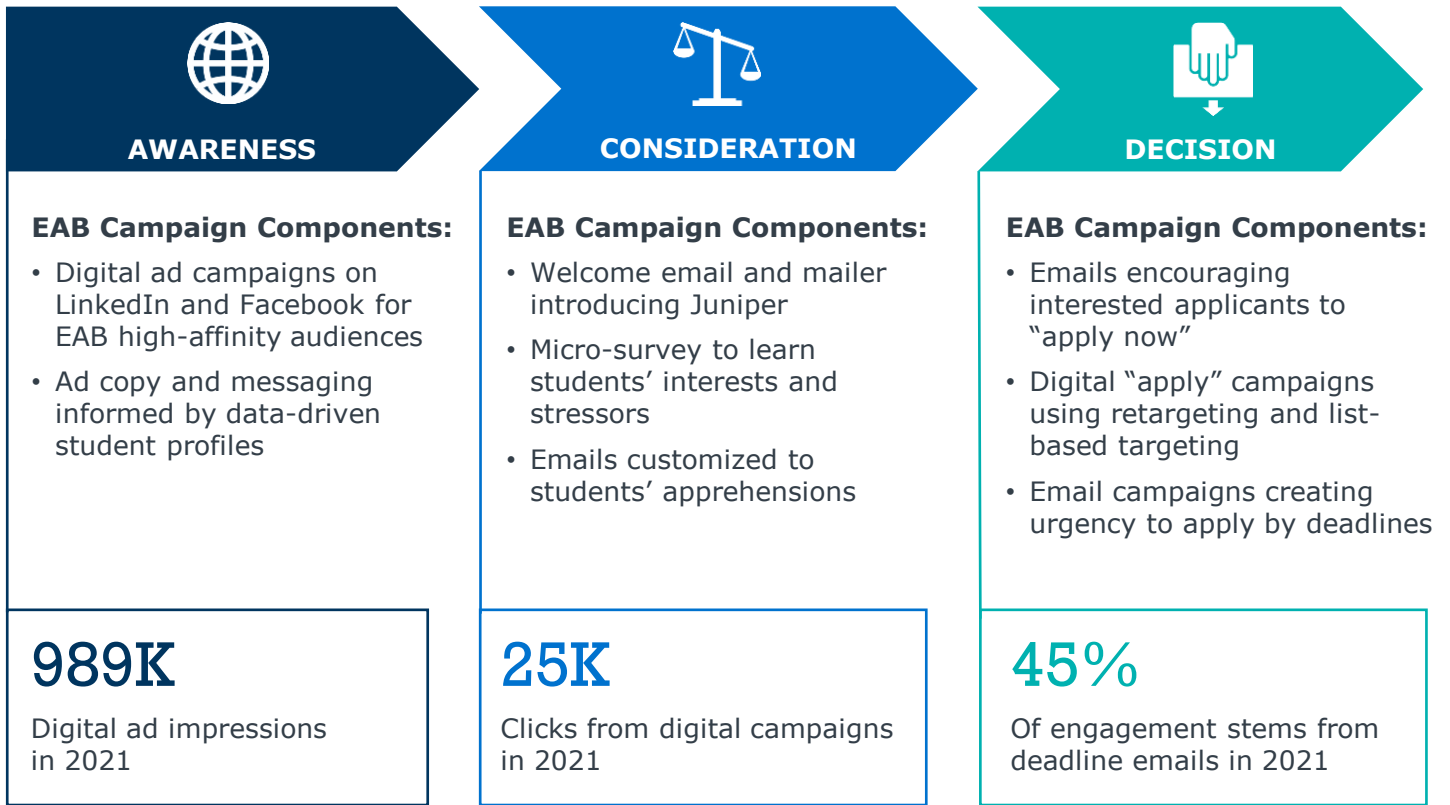


Enhance Communication and Organization

EAB’s experts hosted several workshops to ensure Juniper’s team was well-equipped to engage with their prospect pool and helped them seamlessly integrate into their CRM, allowing them to provide high-touch engagement and outreach to prospects.

1) A pseudonym.

EAB's Intent-Based Marketing Campaigns Supported Prospect Journeys



Two Years of EAB Partnership Led to Growth Across the Funnel

