

## CASE STUDY

# Growing Enrollment Through an Integrated, Personalized Marketing Strategy

College of Pharmacy at Red Pine University<sup>1</sup>, a Large, Public University in the West

- **About:** Red Pine University is a public university located in a metropolitan area in the West. Their College of Pharmacy enrolls about 260 students.
- **Challenge:** With the dramatic decline of students enrolling in pharmacy schools nationwide, coupled with increased competition in nearby areas, Red Pine University experienced severe drops in pharmacy program enrollment.
- **Solution:** Red Pine knew that the shifting market required a more strategic approach to marketing, but they lacked the staff capacity and expertise to effectively revamp their strategy. They partnered with EAB to introduce a more personalized and integrated approach that would increase engagement, application activity, and ultimately enrollment.
- **Impact:** Red Pine saw substantial growth in application volume and yield rate, leading to a 27% increase in enrolled students in one year.

## Impact Highlights

**+27%**

Increase in enrollment

**+14%**

Increase in applications

## How EAB Helped Red Pine Reverse Declining Enrollment

### BEFORE

*Red Pine's Historical Approach to Recruitment*



- Small staff with limited capacity and lack of deep marketing expertise
- Limited proactive marketing activity other than attending grad fairs
- Relatively short recruitment calendar

### AFTER

*Strategies Implemented to Increase Prospect Engagement*



#### Launch Multichannel Campaigns

EAB's team of marketing experts designed and deployed a comprehensive strategy including email, digital ads, site-based retargeting, dynamic landing pages, and mail.



#### Personalize Outreach at Scale

EAB incorporated customized messaging into emails and ads and advised Red Pine on ways for their staff to increase personal touchpoints with students.



#### Optimize Deadline Strategy

After advising Red Pine to move to a rolling admissions calendar, EAB helped them take advantage of the extended recruitment timeframe through proactive, persistent marketing.

### IMPACT

*New Enrollment*

**+27%**

48

61

Year Prior to EAB

Year 1 of Partnership

1) A pseudonym