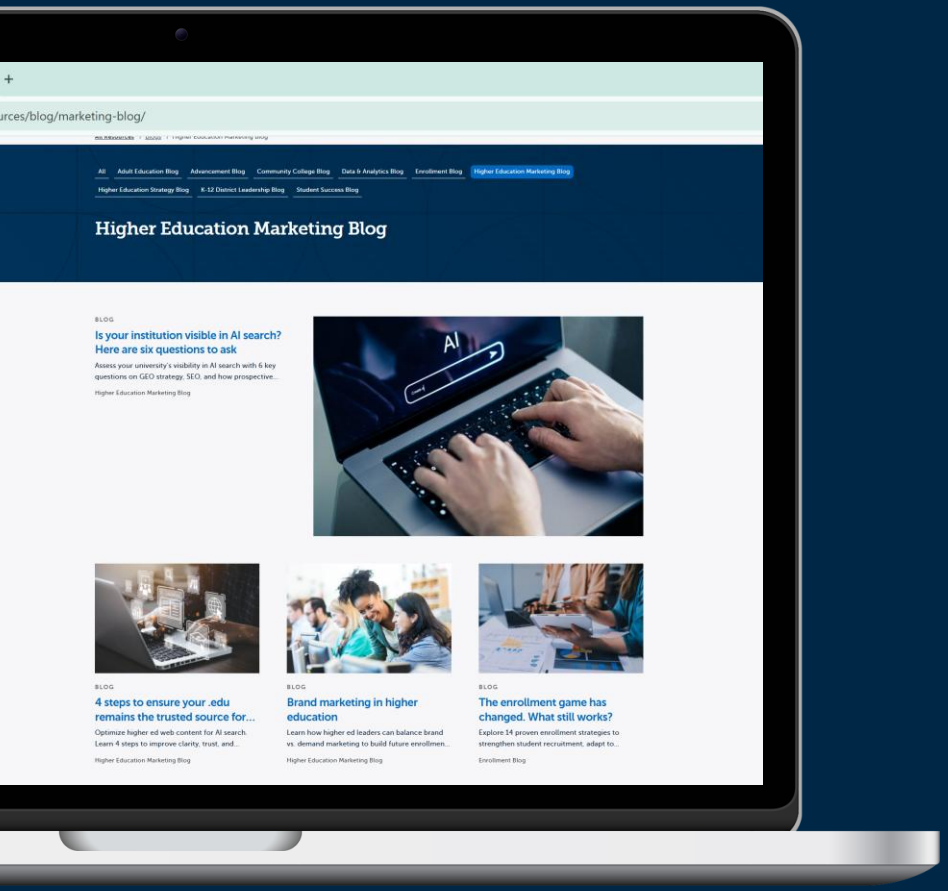
Introducing the Higher Education Marketing Blog



Where higher ed CMOs and marketing leaders turn for research, insights, and guidance to:

- Build stronger brands
- Understand digital marketing trends and emerging technologies
- Advance enrollment and institutional growth

Explore recent posts and subscribe.

EAB

LAW SCHOOL ENROLLMENT SERVICES

Building Your Ideal Law School Class

Going Beyond Application Growth to Drive Success in Today's Law Market

Ways to Engage with Today's Webinar

Connecting to Audio

Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question



Brief Exit Survey

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

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Today's Presenters



Amy Luitjens

Managing Director
Law School Enrollment Services



Sharon Shoham

Managing Director
Law School Enrollment Services

Harder Decisions and Higher Stakes

There’s Less Room to Get the Big Decisions Wrong



The Cost of Getting It Wrong

- Wasted investment
- Inflated cost of acquisition
- Wasted staff time and energy
- Missed enrollment and revenue opportunities

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Law School Leaders Face Pressing Challenges in a Volatile Market

Institutional Objective	*How EAB Is Helping Partners Respond*
Develop a **Law School Brand**	Sophisticated, intent-driven marketing campaigns to showcase your mission, values and differentiators
Curate a Class	Innovative targeting and engagement strategy to meet GPA/LSAT and other goals to shape class
Manage **Quickly Shifting Market and Policy Changes**	Expert-managed marketing and financial aid services to expand reach as well as assess and manage institutional goals
Create **Personalized Student Connections at Scale**	Responsive marketing tailored to each candidate's unique journey, based on how they engage
Strategically Evaluate **New Opportunities**	Consultation on online opportunities and marketing support to jump-start program launch
Drive **Revenue and Meet Enrollment Goals**	Data-driven aid policies, expert consulting, and real-time survey data drive competitive advantages on pricing and ability to efficiently enhance yield

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POLL

Which of these topics are most pressing for your law programs?



Long-term viability of **distanced-based education**



Curating a **highly desirable class**



Increasing **class quality**



Monitoring and adjusting **financial aid strategy**



Nurturing **previous year deferrals**



Expanding **geographic reach**

Law School Enrollment Services

Outperform the Market at Every Stage of the Funnel

Marketing Engine to Orchestrate Enrollment Growth

Demand

Diversify and curate your prospect audience pool

Digital

Orchestrate organic and paid digital

Conversion

Customized campaigns to drive action

A True Strategic Partnership

Research

Insights to help you place smarter bets

Strategy

Expert guidance on your top challenges

Intelligence

Prove and scale results at every stage

What Makes Us Different

Unrivaled Mix of Proprietary and Known Lead Sources

Full-Funnel Enrollment Ecosystem Built for the AI Era

24/7, Transparent Access to Campaign Data

Strategic Support—While Your Team Maintains Control

Proven Impact in a Dynamic Landscape

200+

Partner institutions

+8%

Average **enrollment growth** in the **first year** of partnership

14:1

Average **return on investment**

The Results Our Partners Can Expect

Average Results for Law Partners

14:1 return on investment

$3.3M in net tuition revenue influenced

Representative Partner Results

Public Institution in the Northeast

+4

point increase in median LSAT score over 4 years

+34%

increase in enrollment over 4 years

Public Institution in the West

+25%

increase in highly academically desirable enrollees in one year*

+14%

growth in enrollment in 3 years

Public Institution in the South

+11%

increase in applications from students of color in one year

+1

point increase in median applicant LSAT score in one year

**Based on LSAT score and GPA*

Enrollment Growth

Law Partner Results

+28% Average increase in applications among first-year partners

+8% Average increase in enrollments among first-year partners

Orchestrating Enrollment Growth Requires a Central Conductor

Digital

Build visibility and engagement with integrated organic and paid media strategies

Demand

Curate your target audience with a network of **20+** proprietary and proven lead sources to diversify the top of your funnel

Conversion

Turn engagement into enrollment with proven hyper-personalized student journey campaigns



Diversify Your Prospect Pool ▷ **Lower Your Cost of Acquisition** ▷ **Drive Enrollment Growth**

Orchestrating Enrollment Growth Requires a Central Conductor

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Diversify Your Prospect Pool ▷ **Lower Your Cost of Acquisition** ▷ **Drive Enrollment Growth**

Organic Strategies Have Never Been More Important … or Challenging

6x

Increase in graduate and adult students using AI platforms to find programs

-53%

Decline in organic traffic to university websites, 2023-25

60%

of Google searches now end without a click

6 Signals Universities Should Monitor to Stay Relevant—and Stay Ahead

AI Visibility

How often AI platforms mention your institution across 12 leading LLMs

Competitive Positioning

How you compare to competitors in AI search

SEO Performance

Your foundational search metrics that AI models rely on

GEO Sentiment

Whether AI platforms describe you positively or negatively

Content Readiness

How well your website is structured for AI to consume

Authority and Citations

How often AI models cite and link to your domain directly

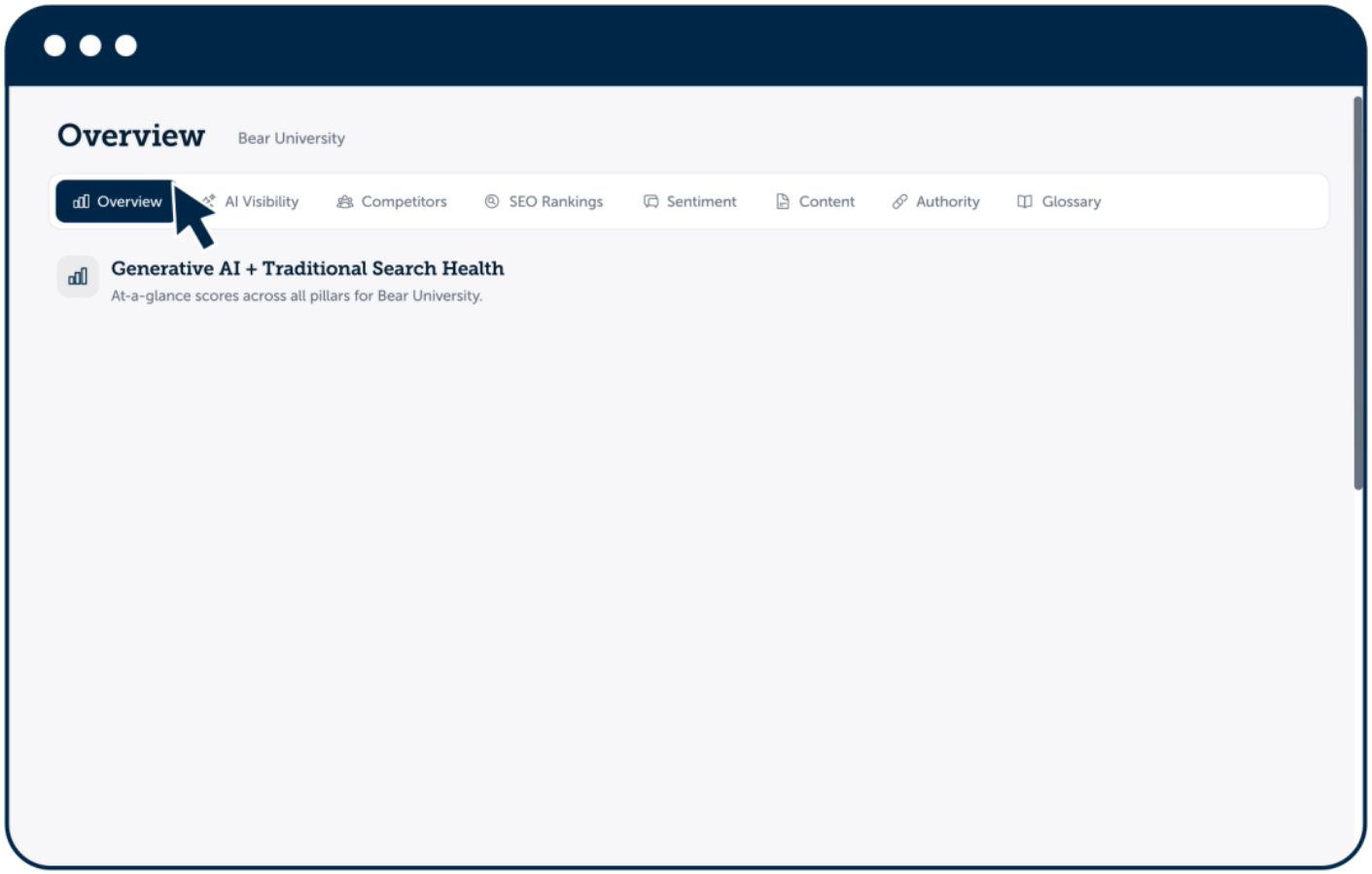
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Sources: EAB and Hybrid research and analyses; EAB adult learner surveys 2024-2026.

Digital

Higher Ed's Only Purpose-Built AI Visibility Platform

The Largest AI Visibility Dashboard Built Just for Higher Ed



Visibility Across LLMs:

ChatGPT • Gemini • Copilot • Claude • Perplexity • Grok • DeepSeek • Mistral AI • Meta Llama • Qwen • Google AI Overviews • Google AI Mode

Customizable by:

Program, school, or campus-wide views

Key competitors

Keywords (SEO)

Prompts (GEO)

Connected to:

Google Analytics 4

Google Search Console

A Complete View of Your Institution's Visibility in AI Search

12
AI models monitored—and growing

500
Up to 500 keywords and 250 prompts monitored per institution

10
Competitors benchmarked per institution

6.7M+
Total AI responses captured and analyzed

Our Rapid Digital Campaign Development Process

A Proven Approach That Starts with an Understanding of Your School and Brand

8 weeks
From Strategy to Campaign Launch

Research and Discovery

Audit brand, media presence, recruitment activity, and audience data

Strategy and Planning

Define audiences, channels, timing, and campaign strategy

Creative Development

Collaborate to build digital assets aligned to brand specifications, goals, and best practices

Campaign Delivery

Launch and deliver the campaign against the approved media plan

Reporting and Optimization

Ongoing, real-time access to campaign performance data to inform optimizations

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High-Performance Digital Campaigns Rooted in …

Your Audience

Who your prospective students are, what motivates them, and how they make decisions

Your Brand

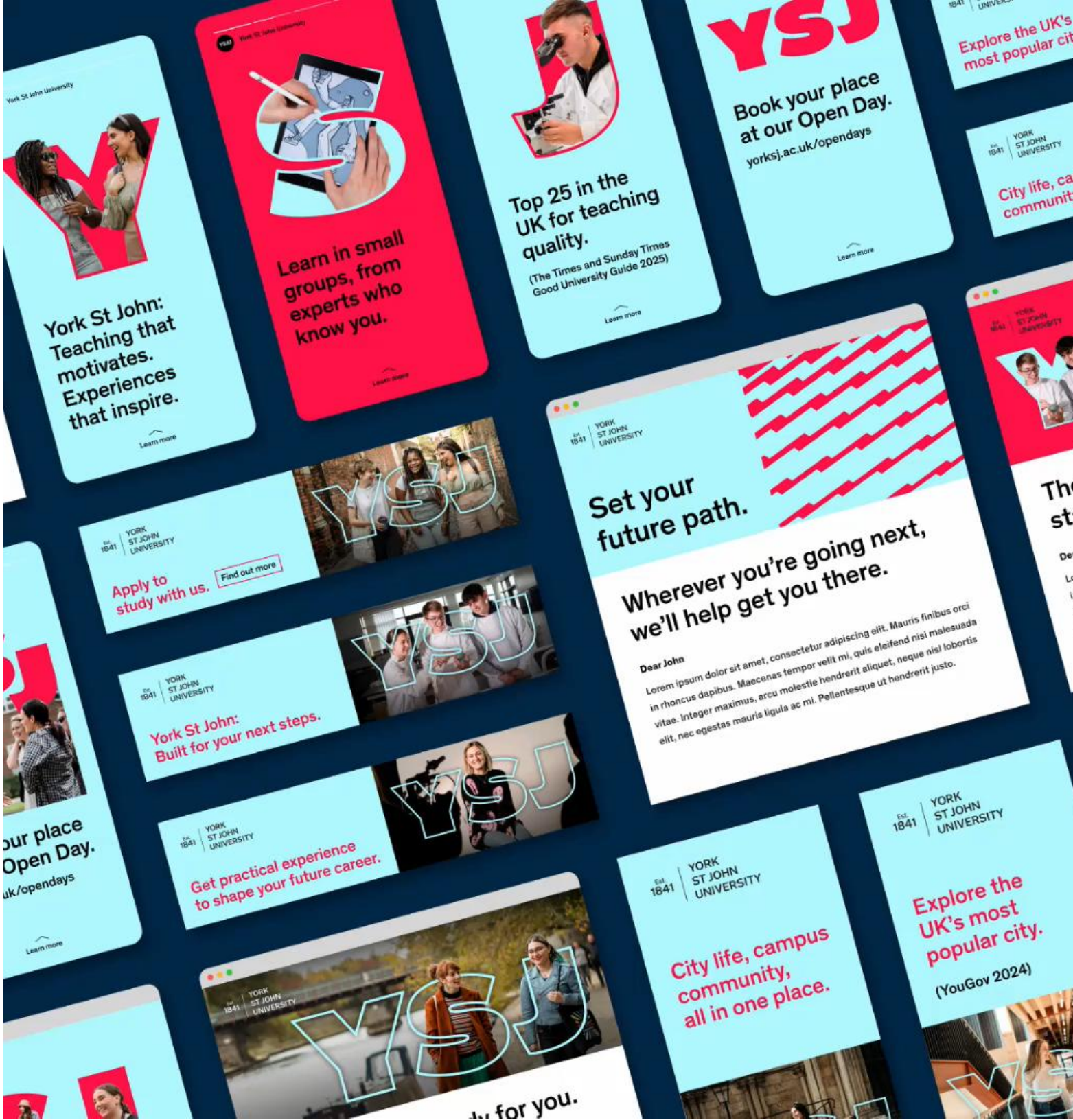
What you stand for, what makes you different, and why students choose you

Your Programs

Which offerings align to student demand and institutional growth priorities

Your Markets

Where you compete today, where you want to grow, and how to stand out



Your Brand, Every Channel, One Experience



Integrated Organic and Paid Digital Strategies

We connect every digital touchpoint to deliver a seamless brand experience that moves prospects from interest to engagement

Orchestrating Enrollment Growth Requires a Central Conductor

Digital

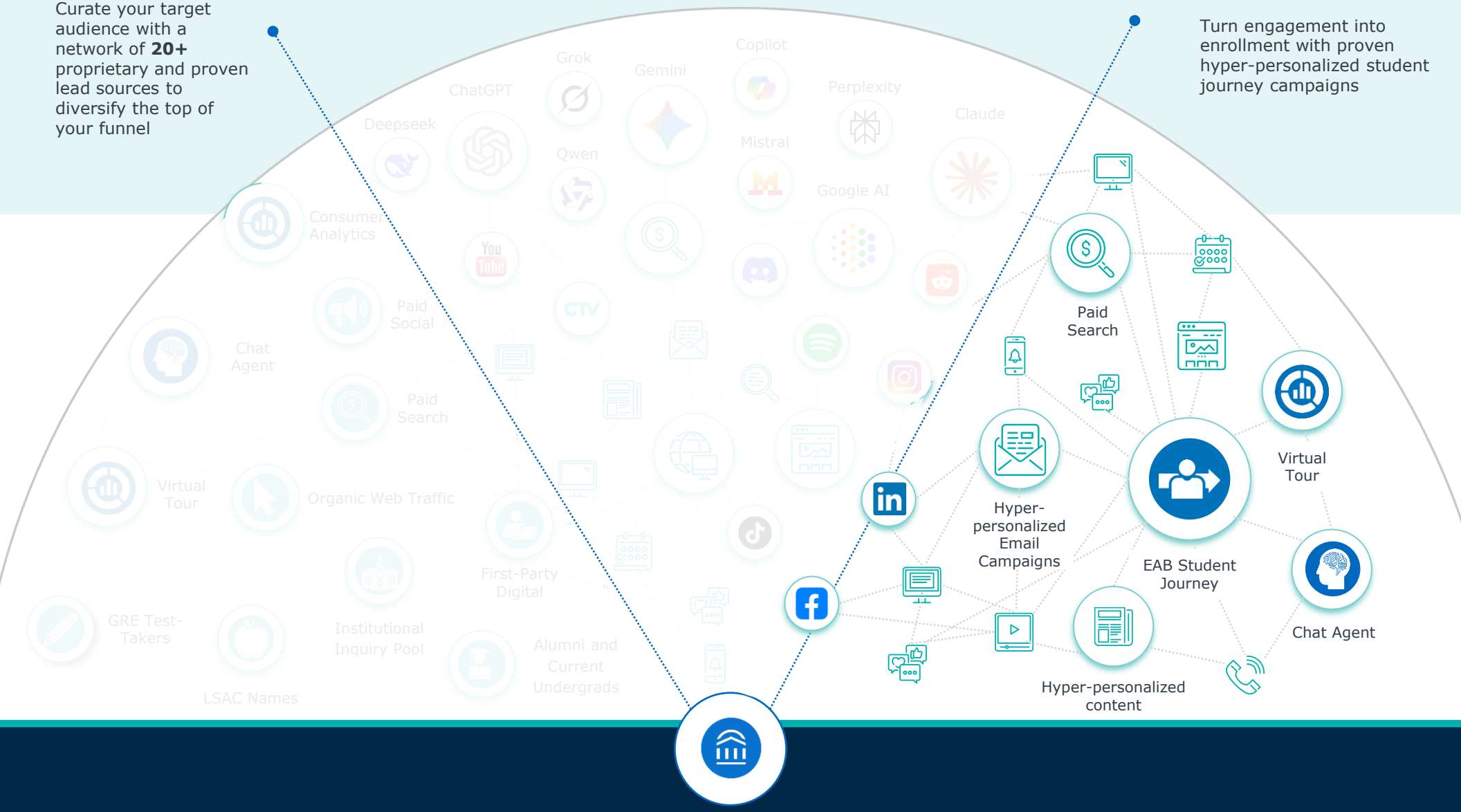
Build visibility and engagement with integrated organic and paid media strategies

Demand

Curate your target audience with a network of **20+** proprietary and proven lead sources to diversify the top of your funnel

Conversion

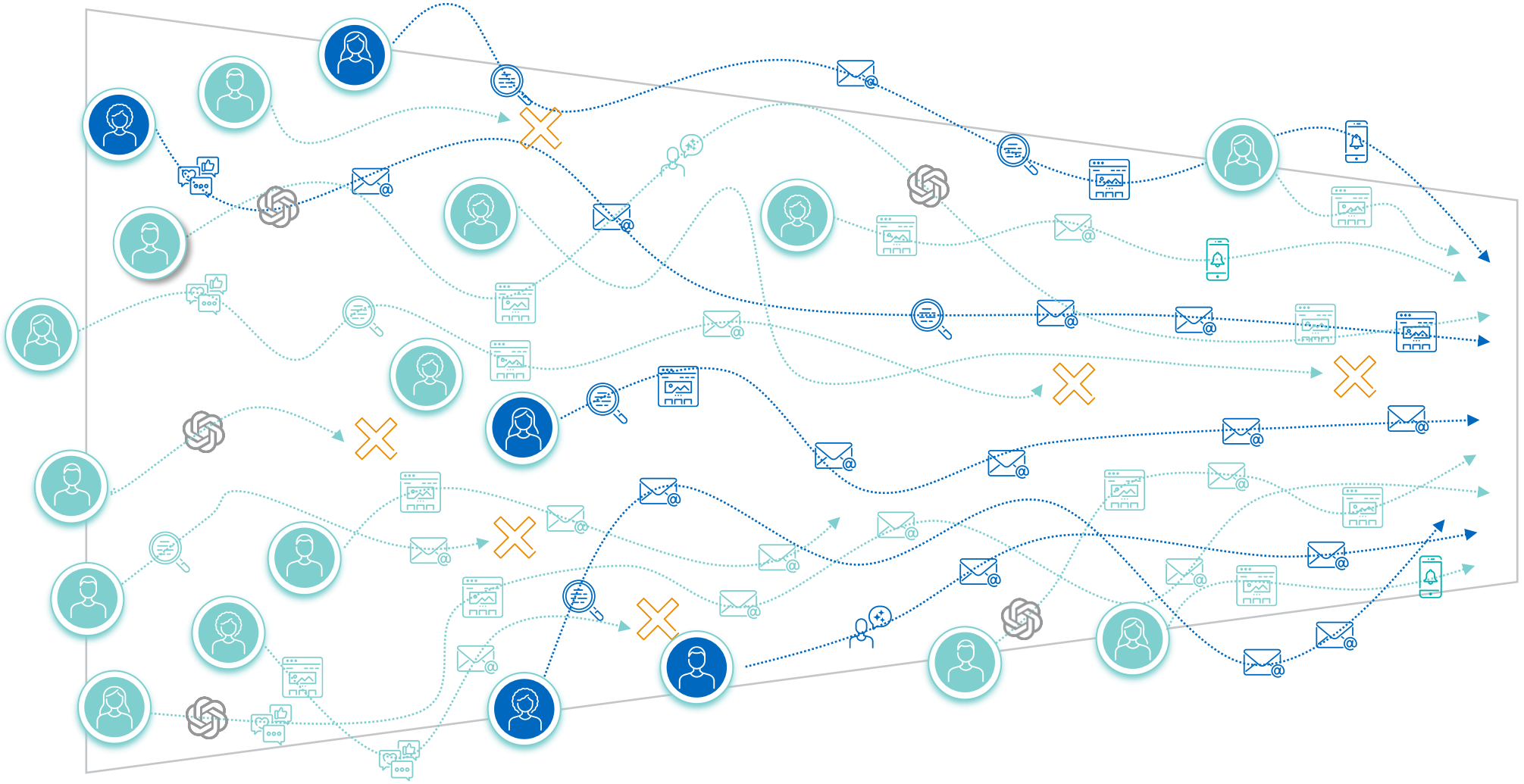
Turn engagement into enrollment with proven hyper-personalized student journey campaigns



Diversify Your Prospect Pool ▷ **Lower Your Cost of Acquisition** ▷ **Drive Enrollment Growth**

Thousands of Students, Thousands of Unique Journeys

The Complexity—and Scale—of the Law Student Journey Requires a Thoughtfully Orchestrated Approach

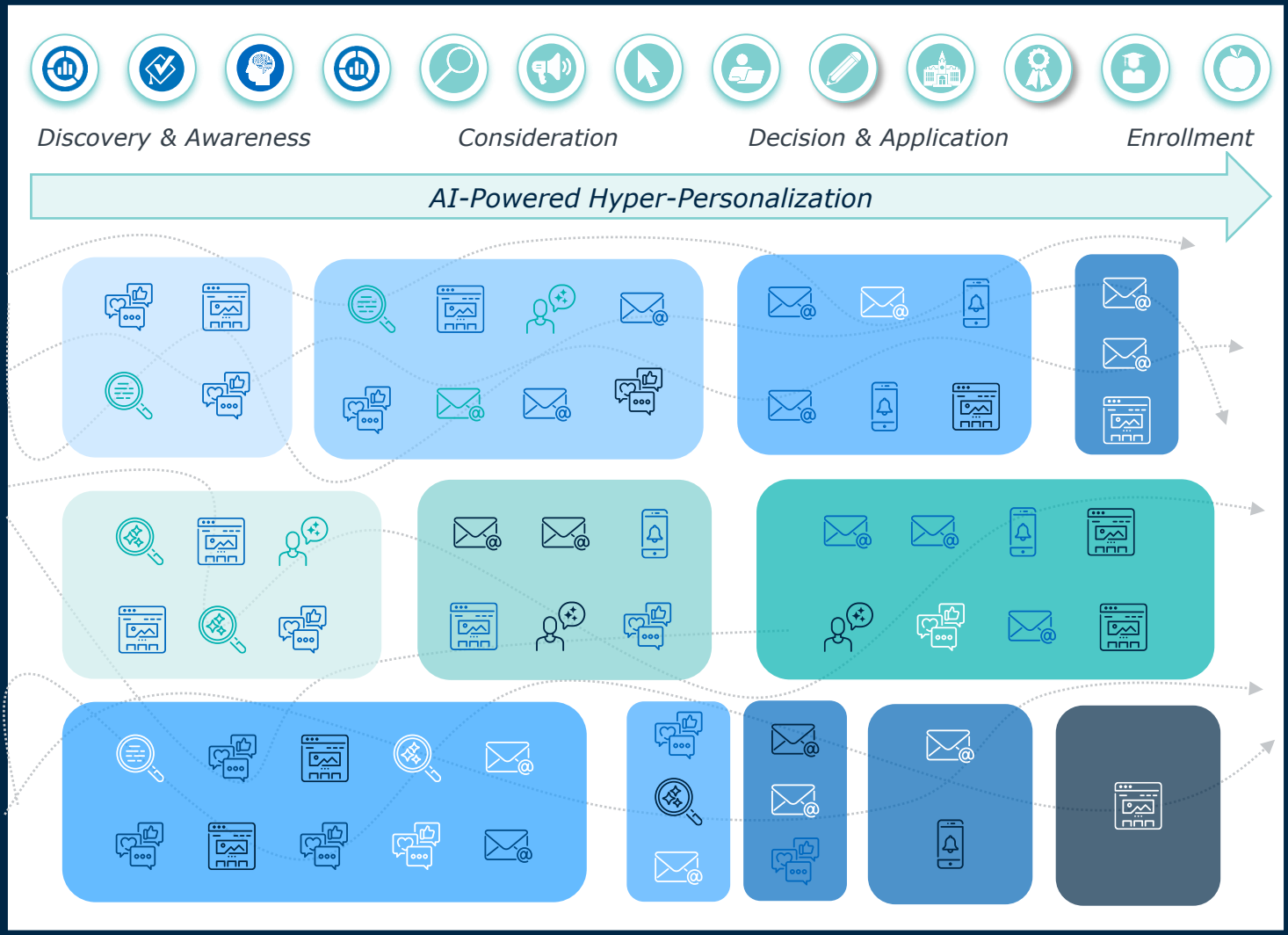


Discovery & Awareness *Consideration* *Decision & Application* *Enrollment*

30 months

Duration of EAB student journey nurture campaigns—based on how long your prospects actually spend searching for programs

Hyper-Personalized 'Student Journey' Ecosystem Drives Enrollments



Recommendations Tailored to Your Institution's Goals

- ✓ Audiences
- ✓ Campaign flows
- ✓ Timing and schedule
- ✓ Channels
- ✓ Campaign objectives
- ✓ Messaging strategy
- ✓ Imagery strategy
- ✓ Calls to action
- ✓ Suggested A/B tests
- ✓ CRM integration

slate PLATINUM Preferred Partner

30 months

Duration of EAB student journey nurture campaigns

Thousands

of unique user journeys, personalized at scale

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A Personalized Journey for Every Prospect in Your Funnel

A Sample Journey to Law School Enrollment

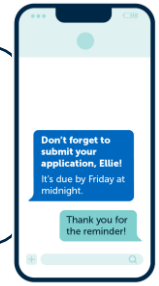


Prospect uses **ChatGPT** to find and compare programs

Prospect receives **LinkedIn ad** that helps build affinity

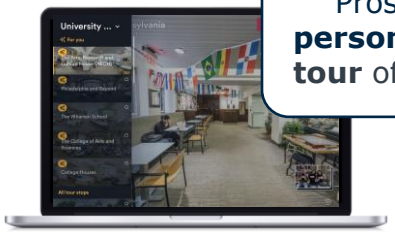


Two-way chat answers the prospect's questions about program outcomes



Prospect sees a **Facebook ad** for your law program

Personalized email encourages the prospect to learn about program outcomes and take a virtual tour



Prospect takes a **personalized virtual tour** of the law school

Landing page agent provides information about admission process

Prospect receives an **app deadline reminder email**

Prospect **enrolls**

Prospect receives **an admit survey** via SMS

Hundreds of potential touchpoints within our student journey campaigns

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Hyper-Personalized Content Makes Every Interaction More Impactful

Deliver the Right Message For Each Individual Student to Maximize Enrollment Outcomes

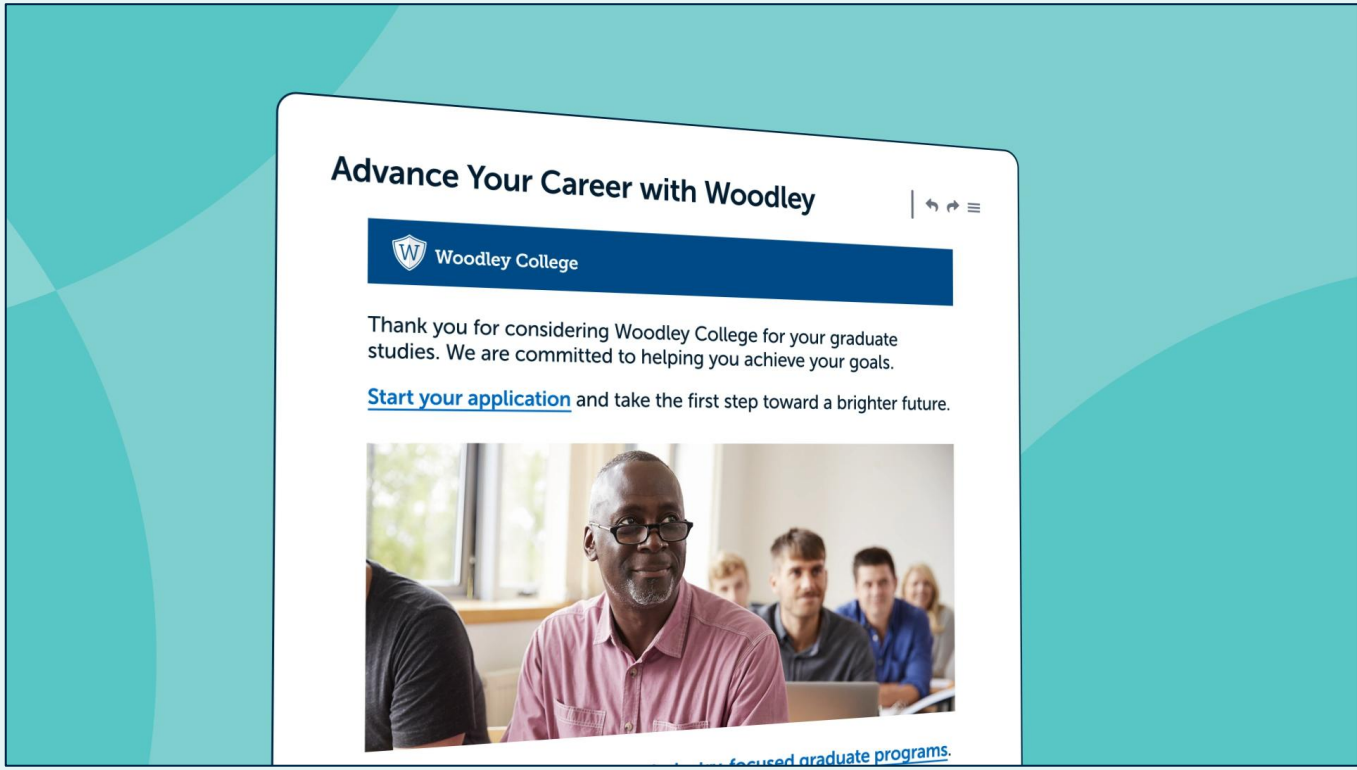
Convert More Students with Hyper-Personalized Campaigns

1.8x

Higher conversion rate among prospects who received our hyper-personalized content

71%

of actions prospects took with hyper-personalized content were application submissions



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Sources: McKinsey & Company, "Unlocking the Next Frontier of Personalized Marketing," 2025; EAB research and analysis.

Yield Momentum: Turn Admits Into Enrolled Students

Deliver Timely, Persuasive Information During the Final Decision-Making Stage

Give Admitted Students What They Need to Say "Yes"

1

Strengthen Affinity

Help students see themselves in your program

2

Reinforce Differentiation

Remind students why your program is the right fit

3

Create Urgency

Give students compelling reasons to commit now

4

Overcome Barriers

Address obstacles such as financial aid, competing obligations, and credit transfer

How Yield Momentum Moves Students Forward

Yield Nurture Campaign

Email campaign to reinforce program value, address concerns, and persuade admitted students take the next step

Admissions AI Agent

Text-based outreach agent answers program and deadline-specific questions

Decision IQ

Admitted student surveys identify enrollment intent and tailor follow-up accordingly

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Our AI Philosophy

Research-Backed, Responsible AI Embedded in Everything We Do

Increase Visibility in AI Search • *Hyper-Personalize Interactions* • *Coordinate Across Channels* • *Engage Prospects 24/7*

Our Orchestration Promise



Curate Your Prospect Pool.

Lower Your Cost of Acquisition.

Drive Enrollment Growth.

Consulting: Expert Guidance on the Decisions That Matter Most to Growth

Programs & Portfolio

Are we offering the right programs to support our mission and margin?

Positioning

Where can we win—and what will make students choose us?

Audience

Which audiences offer the greatest growth potential and what will move them?



Pricing

Are we priced to compete, convert, and support sustainable growth?

Partnerships

How can we build partnerships to support our students and our goals?

Organization

Do we have the people, processes, and structure to grow?

Our Experts Serve as Your Sounding Board



Beth Donaldson

Managing Director

Former VPEM



Todd Heilman

Senior Consultant and Principal

Former VPEM



Amy Luitjens

Managing Director

Former Law School Admissions Leader

Pricing and Aid: Growth Depends on Getting Financial Aid Right

With the End of Grad PLUS, There Is Even More Scrutiny on Price and Aid

STUDENT REALITY

Cost Is the Primary Driver of Students' Enrollment Decisions

#1

Cost is the top reason prospective **students remove a school from consideration**

45%

of surveyed graduate students **expect to have financial aid**, loans, and/or grants

INSTITUTIONAL EXPOSURE

The End of Grad PLUS Exposes Hidden Enrollment Risk

2x

Postgraduate degree attainment doubled in the Grad PLUS era

444,000

Students took out Grad PLUS loans in 2023–24

Financial Aid Solutions Built for a Post-Grad PLUS Reality

Backed by 30+ Years of Experience



Risk Exposure Analysis

Identify which programs and students face the greatest enrollment risk post-Grad PLUS



Customized Modeling

Model enrollment and revenue outcomes across pricing and aid scenarios



Policy Development

Design aid policies aligned to your enrollment, revenue, and access goals



Real-Time Monitoring

Monitor yield, net tuition revenue, and enrollment in real time—and adjust mid-cycle

Sources: EAB Adult Learner Survey, 2026; US Census, Educational Attainment Data, 2021; Federal Student Aid Data, Higher Ed Dive, "What does the end of Grad PLUS loans mean for higher ed?," September 2025.

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See What's Working—and Quickly Fix What Isn't

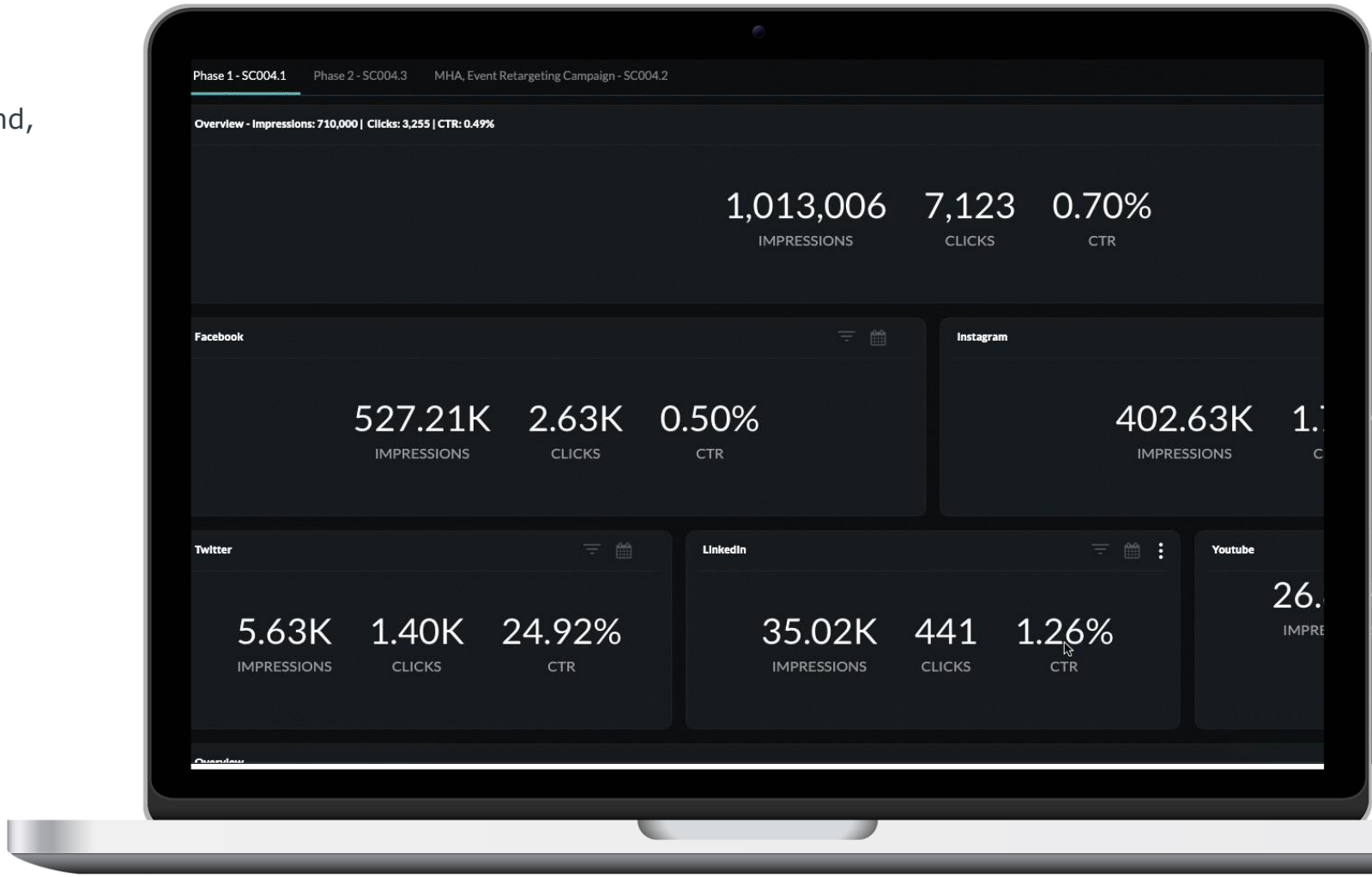
Our Intelligence Hub Helps You Act on Campaign Insights Faster, Saving Time and Money

Monitor performance, spend, and pacing in real time

Review media plans, deliverables, and creative in one place

Connect campaign performance data to CRM outcomes

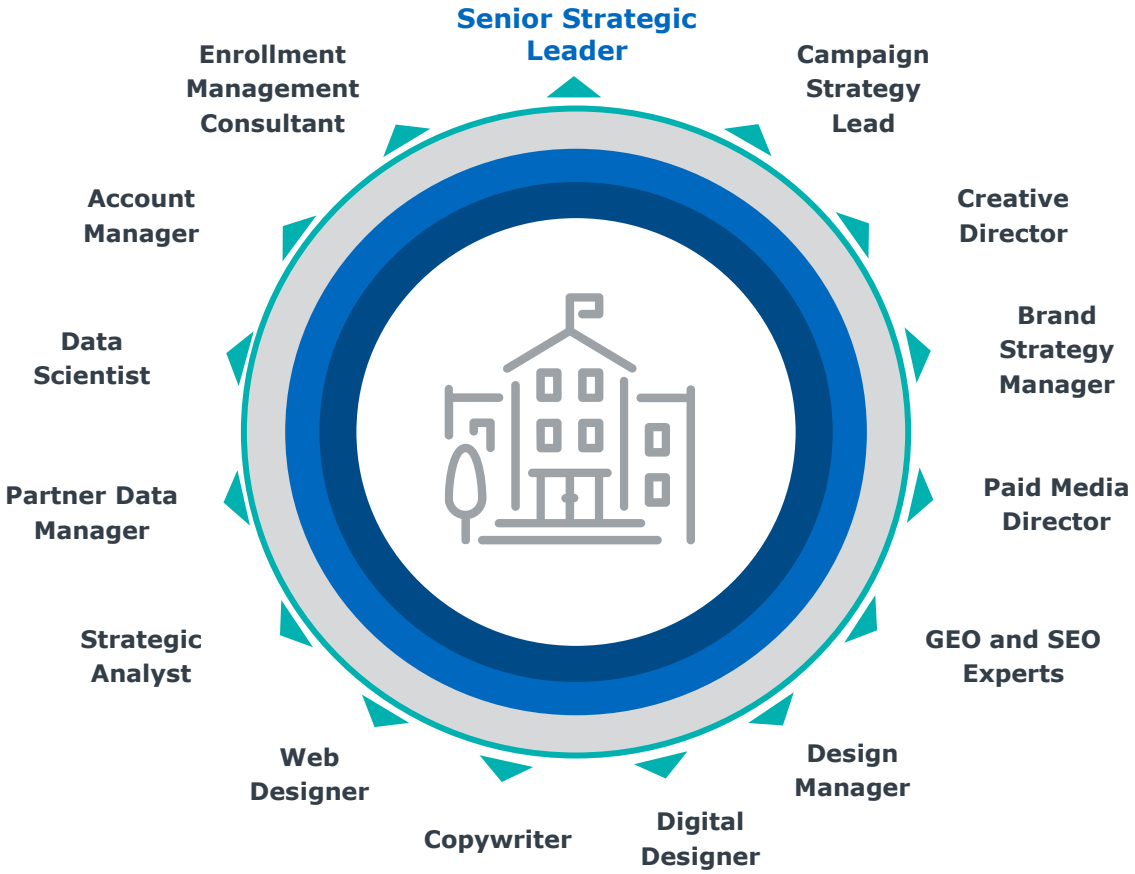
Customize reporting around your team's goals



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Customized Support from Our Team of Experts

Our Multidisciplinary Team Is Focused on Your Day-to-Day Success



Areas of Expertise Include:

- ✓ Higher ed industry analysis
- ✓ Segmentation
- ✓ Digital marketing
- ✓ SEO and AI Search (GEO)
- ✓ Lead generation
- ✓ Print and email strategy
- ✓ Statistical analyses
- ✓ Predictive modeling
- ✓ Email deliverability
- ✓ CRM integration
- ✓ Survey methodology
- ✓ Data security
- ✓ Financial aid optimization
- ✓ Artificial intelligence

Our Team Has Extensive Experience in Marketing and Higher Education

30+
Marketing and analytics professionals on staff

100+
Researchers dedicated to higher education strategy

15+
Disciplines covered by EAB's team of experts

Our Growth Story

+60%
Growth of Law School Enrollment Services team since 2017

QUICK POLL



I'd like to schedule time to learn about solutions to support…

1. **Shaping enrollment** and class quality
2. **Engaging** a broader audience
3. Managing and **improving yield**
4. Optimizing **financial aid strategy**
5. Keeping up with **changing policies**

What's Next?



Request slides from today's presentation



Receive access to our Law School Enrollment Services Resource Center



Receive access to our playbook for protecting enrollment and revenue amid changes to Grad PLUS loans

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Questions?



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Thank You for Joining Us!

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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at **eab.com**.