

CASE STUDY

Growing Graduate Enrollment by 10% with Strategic Targeting and Intent Marketing

Cherry State University,¹ a Large Public University in the Northeast

- **About:** Cherry State University is a large public institution located in a metropolitan area in the Northeast.
- **Challenge:** Cherry State University’s Master of Social Work program aimed to grow enrollment, especially among out-of-state students.
- **Solution:** Since Cherry State had a small recruitment team with limited marketing experience, they partnered with EAB to find a larger, more national best-fit prospect audience and to engage prospects at scale. EAB identified new audiences to contact, including recommending a data-driven approach to test-taker targeting. They also helped Cherry State engage their prospects through personalized, multichannel intent marketing campaigns. In addition, EAB offered strategic guidance on recruitment best practices and helped Cherry State quickly pivot their marketing messaging during COVID-19.
- **Impact:** EAB’s efforts helped Cherry State grow social work program enrollment by 10% overall, with a 64% increase in out-of-state students.

Impact Highlights

10%

Increase in enrollment

64%

Increase in out-of-state enrollment

EAB Supported Recruitment with Marketing and Strategic Guidance

Expanded, Data-Driven Targeting



EAB analyzed Cherry State’s historical program enrollments and recommended new national audience sources, including launching strategic GRE test-taker targeting.

Intent Marketing at Scale



EAB deployed personalized, intent-based campaigns to engage prospects across the student journey using digital ads, micro-surveys, emails, and content gives.

Recruitment Best Practices



EAB helped Cherry State’s staff build out a more robust communications plan to complement EAB-managed campaigns. They also advised on ways to optimize admissions processes and shorten decision turnaround times.

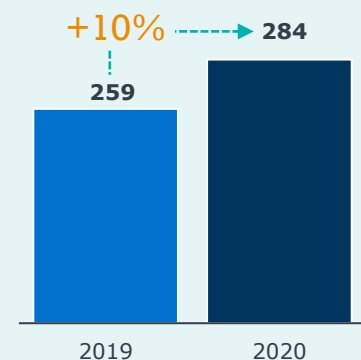
Crisis Response Messaging



During COVID-19, EAB rapidly updated communications to reflect Cherry State’s crisis response. EAB also helped Cherry State update messaging to reflect their program’s social justice mission in summer 2020.

RESULTS

Enrollment 2019 versus 2020



+21

Additional out-of-state enrollments in 2020, a 64% increase from 2019

1) A pseudonym