

### CASE STUDY

# Strategies One Rural State School Deployed to Meet Their Inaugural Nursing Cohort Enrollment Goal

School of Nursing at Fir State University<sup>1</sup>, a Large, Public University in the South

- **About:** Fir State University is a large, public university in the South. This is the inaugural year for their nursing program.
- **Opportunity:** Fir State sought to address a regional shortage of healthcare professionals by expanding education opportunities. They set an ambitious goal of 36 students for their inaugural cohort.
- **Solution:** To help Fir State build up their marketing and recruitment efforts from scratch, EAB used known audiences as well as new and proprietary audience sources to build their prospect pool. EAB also deployed intent-based marketing campaigns to engage audiences and adjusted their deadline strategy to drive urgency around application activity.
- **Impact:** In just 5 months of partnership with EAB, Fir State was able to reach their goal of 36 new students for their inaugural nursing cohort, with 100% of those enrollments influenced by EAB's campaigns and strategies.

### Impact Highlights

Fall 2024

**+36**

Net new enrollments

**100%**

EAB influence on admits and enrollments

## EAB Strategies to Help Fir State Reach Enrollment Target Within 5 Months

### KEY CAMPAIGN STRATEGIES



#### Robust Lead Generation

EAB used data-driven strategies to identify prospects from a **wide array of audience sources** such as digital ads, paid search and test-takers. By pulling from a robust prospect pool, Fir State was able to **find right-fit students**, making their program a true opportunity for career changers and new graduates alike.



#### Responsive Marketing

EAB's marketing and analytics experts launched integrated, **intent-based marketing** campaigns that used prospects' psychographic, demographic, and real-time behavioral data to develop **tailored content**. Fir State was able to use improved messaging to highlight the program's unique value proposition, engage prospects, and ultimately, **yield 90% of admitted students**.

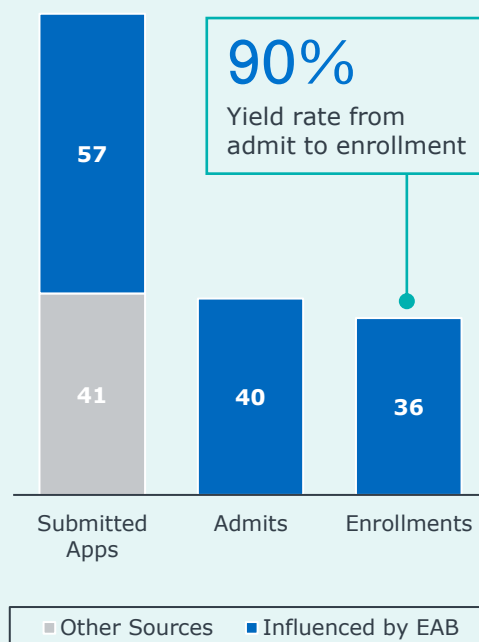


#### Enhanced Application Deadline Strategy

To **drive application urgency** amongst prospects, EAB implemented multiple application deadlines. This also allowed them to review applications as they came in and **gave Fir State's team flexibility** to keep the application open to ensure each interested student had an opportunity to be a part of this cohort.

### RESULTS

Fall 2024, Inaugural Nursing Cohort



<sup>1</sup>) A pseudonym