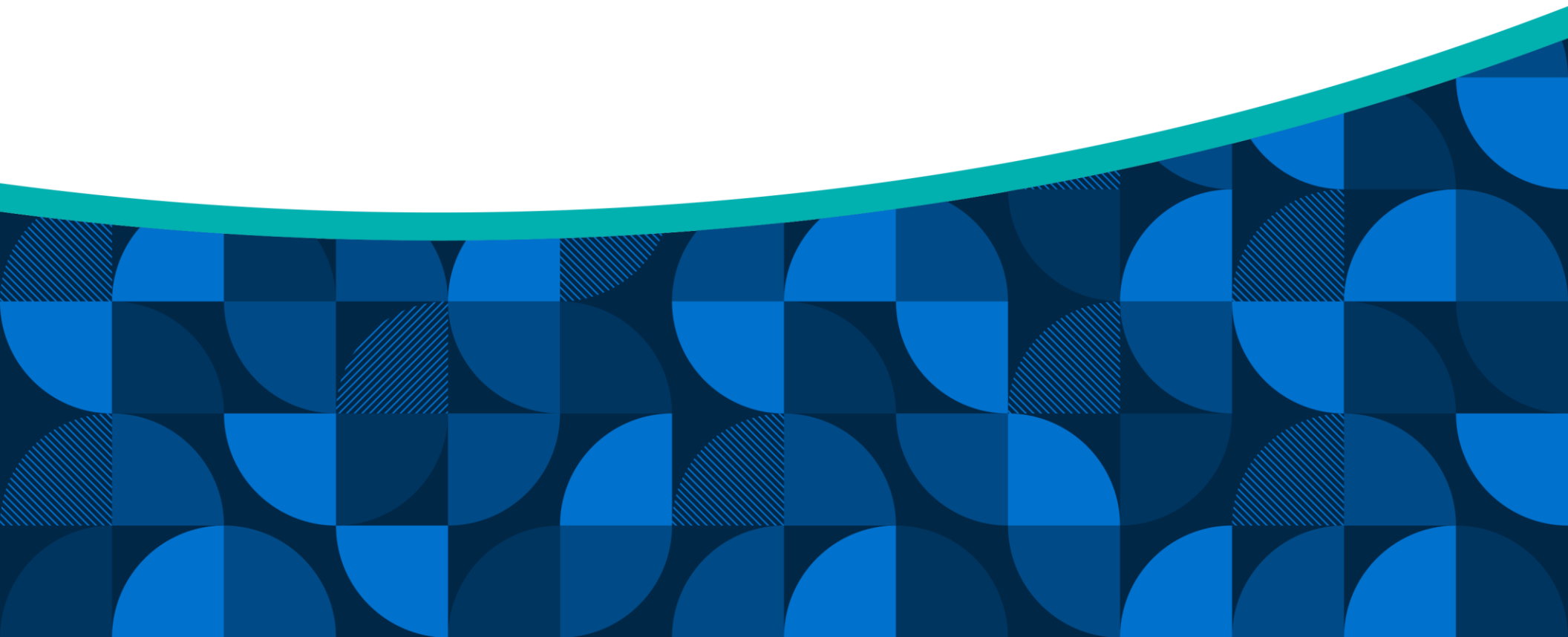# EAB

How Holistic Digital Marketing Drives Enrollment Growth in 2024
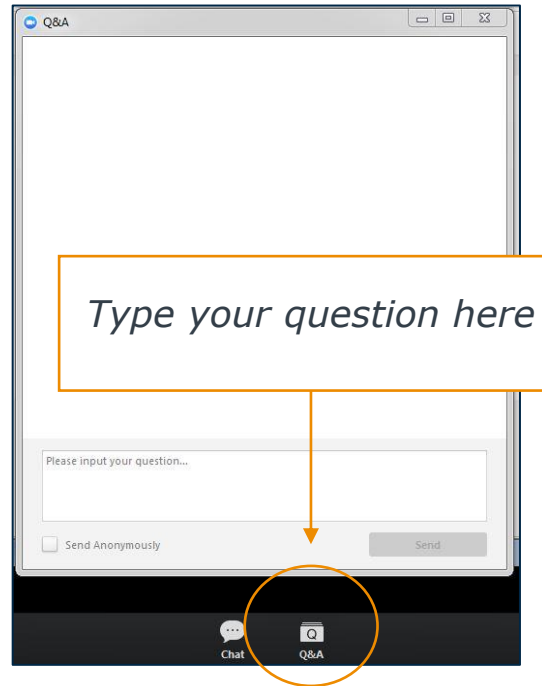
Using Zoom

Connecting to Audio

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

Asking a Question

Type your question here

Q&A

Please input your question...

Send Anonymously   Send

Chat   Q&A

Brief Exit Survey

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

Today's Presenters

Adnan Sosic
Director
Marketing Analytics

Sean Tivnan
Senior Director
Digital Agency

![EAB logo]

Education's Trusted Partner to Help Schools and Students Thrive

Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps
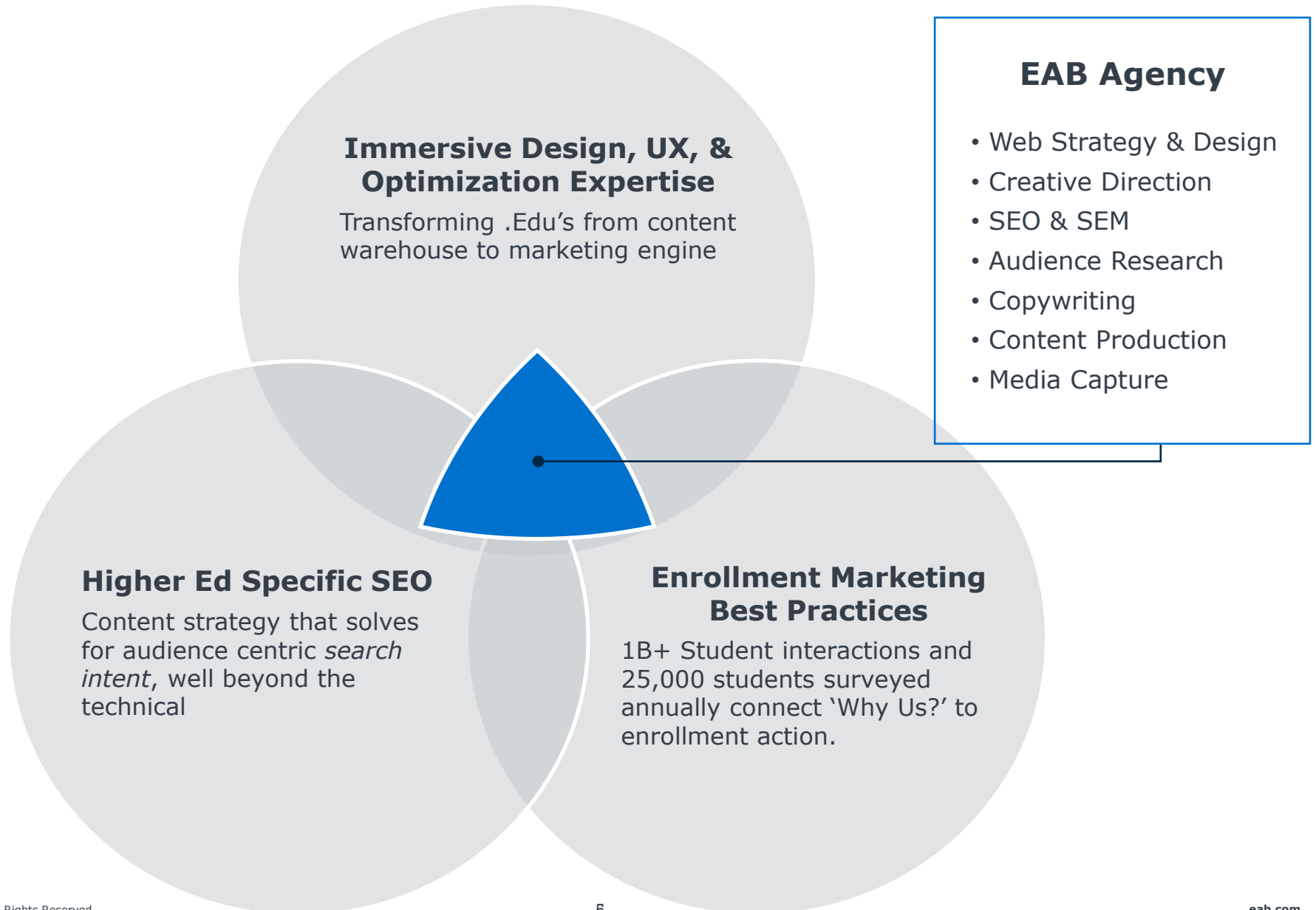
DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with 2,500+ institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Higher Ed Specialists - Who We Are

Data Driven, Evidence Based, & Research Backed .Edu Design

Immersive Design, UX, & Optimization Expertise

Transforming .Edu's from content warehouse to marketing engine

Higher Ed Specific SEO

Content strategy that solves for audience centric *search intent*, well beyond the technical

Enrollment Marketing Best Practices

1B+ Student interactions and 25,000 students surveyed annually connect 'Why Us?' to enrollment action.

EAB Agency

- Web Strategy & Design
- Creative Direction
- SEO & SEM
- Audience Research
- Copywriting
- Content Production
- Media Capture

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Recruitment Challenges Persist—and Compound Each Other

Even with the Pandemic Behind Us, Meeting Your Enrollment Goals Will Still Be Difficult

Fewer Available Students

Market Share Disruption

Demographic Cliff

-12%

Change in the population of 18-year-olds 2025–2035

Nonconsumption

32%

of 18-24 year olds opt out of college and this share is growing

Test Optionality

15%

of students in a 2022 survey said they applied to a school because it was test-optional

+ An Ongoing Staffing Crisis in Higher Education

Resulting in High Turnover and Inexperienced Staff

+ The Complexities of Marketing to Today's Teens

An Exploding Number of Channels and Higher Student Expectations

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No Margin for Error

To Win in This Landscape, Successful Schools Need to Unlock Excellence Across Two Imperatives:

1 | Find More Right-Fit Prospective Students

➢ Use diverse sources to access a more complete universe of potential students

➢ Identify students before competitors

➢ Identify students at their moment of intent

➢ Source as many high-intent inquiries as possible

➢ Be nimble enough to pivot when conditions change

➢ Leverage data to determine new markets and student populations

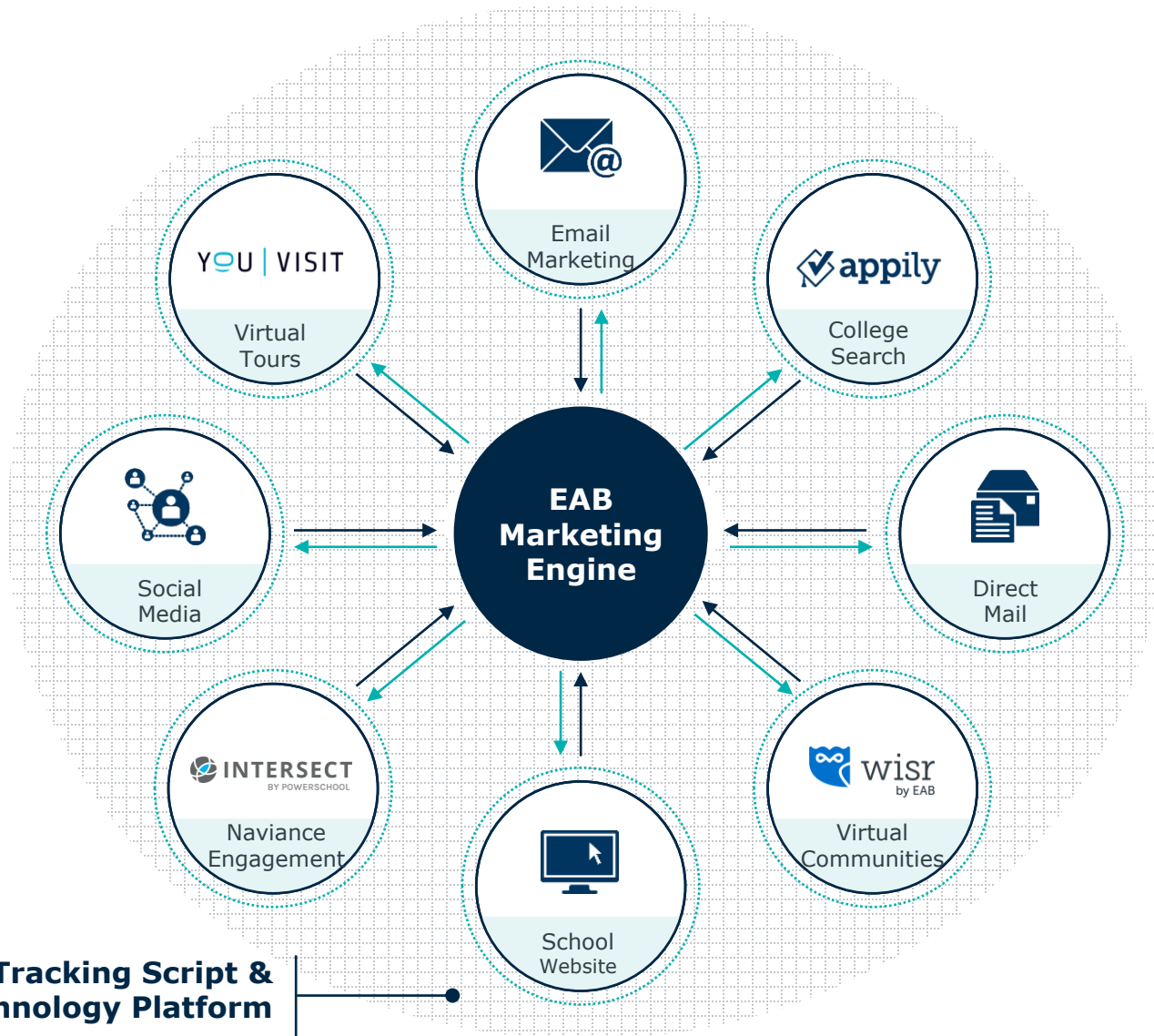## 2 | Engage and Convert Those Students More Effectively

➢ Collect rich information about students to provide more personalized content

➢ Build affinity over an extended period

➢ Ensure a consistent brand experience across channels

➢ Communicate more effectively with parents

➢ Monitor performance and implement innovations

➢ Leverage student-centric tools and a smart aid strategy to increase yield
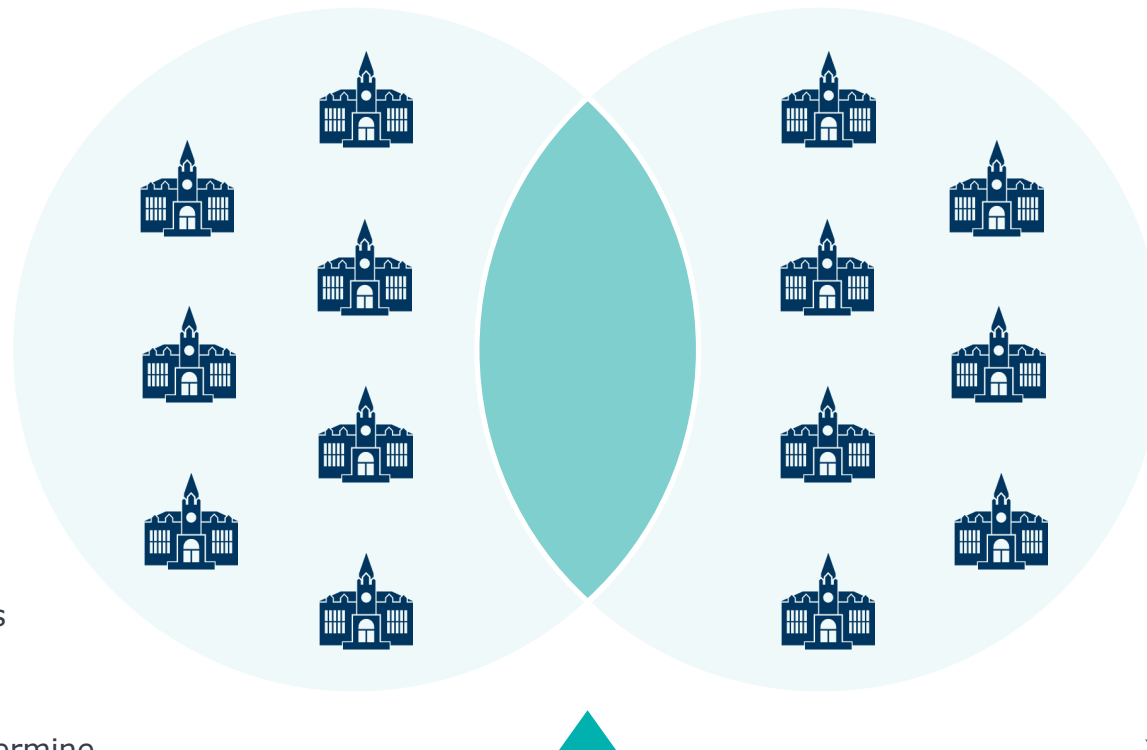
Are You Prepared to Be One of These Schools?

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We Source Inquiries from the Full EAB Ecosystem

These Inquiries Are Fed Immediately into Our Marketing Campaigns

EAB Marketing Engine

Email Marketing

College Search

Direct Mail

Virtual Communities

School Website

Naviance Engagement

Social Media

Virtual Tours

EAB Tracking Script & Common Technology Platform

8

Be Everywhere That Students Are…and Be Consistent!

We Take an Omnichannel Approach That Includes Traditional and Emerging Channels

*"An average consumer uses **10 different channels** to interact with companies."*

- Salesforce

*"**Consistent branding** across all channels increases revenue by up to 23%."*

- Forbes

Channel Optimization

1 We shift campaign efforts **between channels** when we see big trends happening in platforms

For example, when Meta changed their targeting rules to limit the ability to identify under-18 users, that prompted us to shift strategies away from Instagram and toward Snapchat.

2 We also shift strategies **within channels** to optimize student engagement and responsiveness

✓ Adjust audience targeting

✓ Extend, shorten, or pause a campaign

✓ Do a creative refresh (copy, imagery, etc.)

9

# Every Student Is on an Individualized Journey

Your Marketing Must Acknowledge and Support That Reality

Attracting Students in a Competitive Landscape

Students crave genuine connections, personalized experiences, and a clear roadmap to achieving their dreams.

To help them navigate, educational institutions need a **holistic digital marketing approach**—a unified strategy that seamlessly weaves together SEO, advertising, email, content, and analytics to drive enrollment growth.

Search Engine Optimization (SEO)

Advertising

Email

Content

Analytics
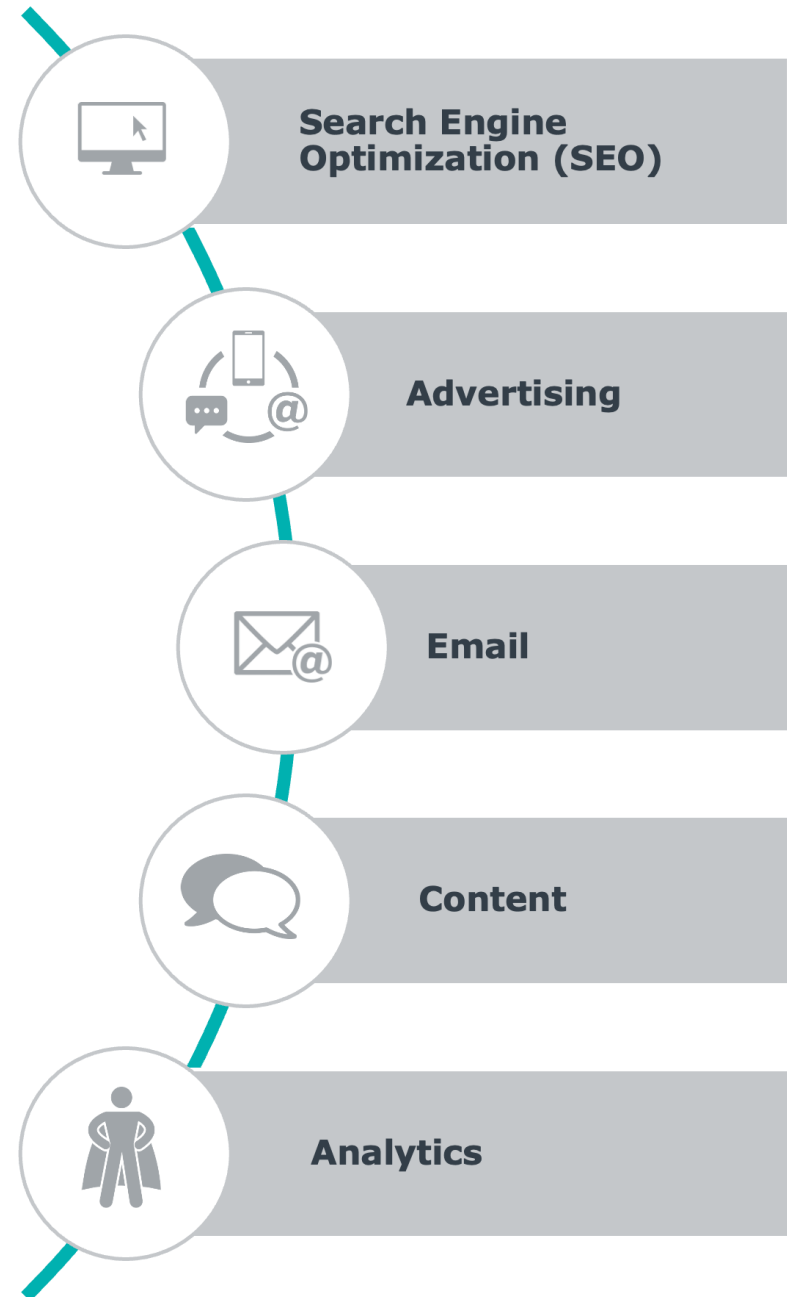
Unleashing the Power of Holistic Marketing

Where **SEO** Meets Student Needs & AI Innovation

What We've Learned in '23

The way people search online is fundamentally changing.

Gone are the days of optimizing for keywords and trying to show up first on the SERP.

Now, it's **crucial to understand the "why" behind the search** so that you can optimize for "position 0".

What We've Done

We've moved beyond traditional keyword optimization and embraced a deeper understanding of **student search behavior, motivations, and expectations**.

We analyze search queries, track student journeys, and leverage tools that help us understand **student expectations.**

What We'll Analyze in '24

2024 will see the continued **evolution of search experiences**, with tools like Search Generative Experience (SGE) gaining traction.

These AI-powered features offer students **dynamic results tailored to their individual needs** and context.

% of SEO Partners with Issues on Program Pages

100%
Have broken internal links.

90%
Have missing or duplicate meta's.

60%
Have missing or duplicate page titles.

40%
Have pages with multiple versions.

Winning in the New Era of Responsible **Advertising**

What We've Learned in '23

Even with the shift towards privacy, **paid search remains a powerful channel**, delivering high application volume while promoting responsible data practices.

What We've Done

We've embraced this shift by **focusing on first-party data**. This data, collected directly from our own platforms and student interactions, allows us to optimize campaigns without exclusively relying on third-party cookies.

What We'll Analyze in '24

We'll be closely **monitoring the evolution of regulations** like GDPR and CCPA as well as the introduction of new regulations.

Top Grad Schools by Application Volume	Bottom Grad Schools by Application Volume	Top ADC Schools by Application Volume	Bottom ADC Schools by Application Volume
89% of digital budgets went to Paid Search	**49%** of digital budgets went to Paid Search	**96%** of digital budgets went to Paid Search	**57%** of digital budgets went to Paid Search
49% of total applications came from Paid Search	**29%** of total applications came from Paid Search	**47%** of total applications came from Paid Search	**22%** of total applications came from Paid Search

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A Recipe for Personalized **Emails** That Convert

What We've Learned in '23

Segmentation unlocks powerful targeting, but **timing is key.** Segment too early and we risk narrowcasting ourselves; wait too long and relevance suffers.

What We've Done

We've **combined dynamic content with automation** to personalize emails, timing, and frequency so that they resonate with individual preferences, behaviors, and stages in the student journey.

What We'll Analyze in '24

While 2024 promises exciting advancements like AI-powered personalization, it also ushers in stricter email standards from major players like Google and Yahoo. These changes to email marketing demand a **focus on authenticity, spam, and students' ability to unsubscribe.**

Did you know? Segmented emails drive 30% more opens and 50% more click-throughs than unsegmented ones.

Source: https://blog.hubspot.com/marketing/email-marketing-stats

Unleashing the Power of Consistent **Content** Experiences

What We've Learned in '23

Students crave cohesive journeys, seamlessly transitioning from your landing pages to social media to email campaigns, all while encountering a consistent brand experience and message.

What We've Done

Created a centralized content strategy to ensure consistent messaging, visuals, and tone across all platforms, from landing pages to emails. This seamless flow drives deeper connections and highlights your unique value.

What We'll Analyze in '24

2024 brings new standards for Expertise, Experience, Authoritativeness, and Trustworthiness (EEAT). We're proactively analyzing **how these principles shape audience and algorithm perception** across digital channels.

207%

Increase in digital content consumption since the pandemic

Source: https://www.mediafly.com/blog/state-of-interactive-content-in-2022/

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Leveraging Data & **Analytics** to Craft Our Strategies

What We've Learned in '23

Measuring success relies on deeper analysis to paint the full picture.

Today's students navigate a complex journey before reaching that final decision.

Understanding their behavior across platforms and touchpoints is crucial for optimizing campaigns and maximizing enrollment.

What We've Done

We've built upon our data-driven approach, deeply analyzing the performance of each marketing channel.

This allows us to **map out the different paths students take to identify areas for improvement** and tailor our outreach accordingly.

What We'll Analyze in '24

As privacy regulations tighten and third-party cookies crumble, 2024 will undoubtedly see **server-side tagging (SST) options evolve as an alternative to traditional client-side tagging** for data collection and tracking.

Facebook applications have experienced a dramatic **80%** year-over-year decline in FY24, impacting both in-platform and non-platform leads.

Source: EAB data analysis and research

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Orchestrating a Digital Symphony

SEO   **Advertising**   **Email**   **Content**   **Analytics**
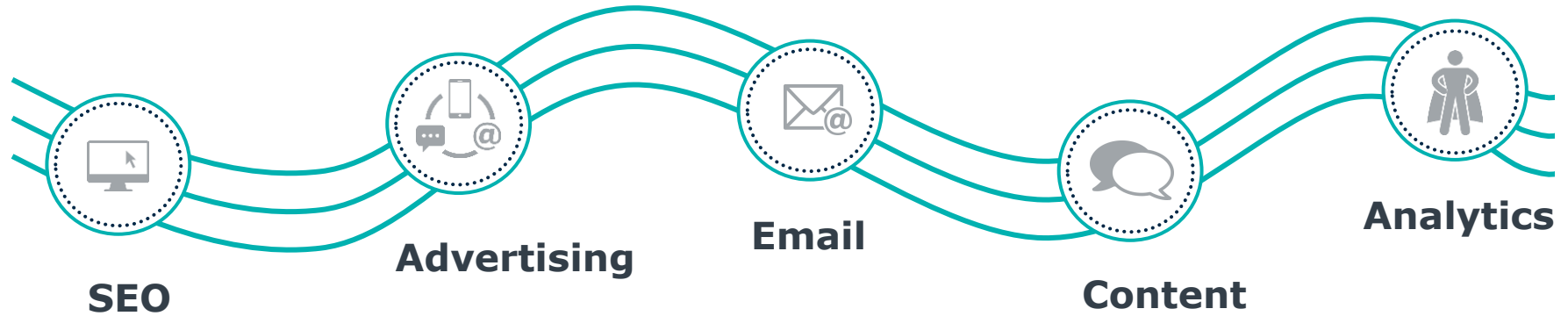
Remember, the true power of digital marketing lies not in siloed tactics, but in a **unified symphony**.
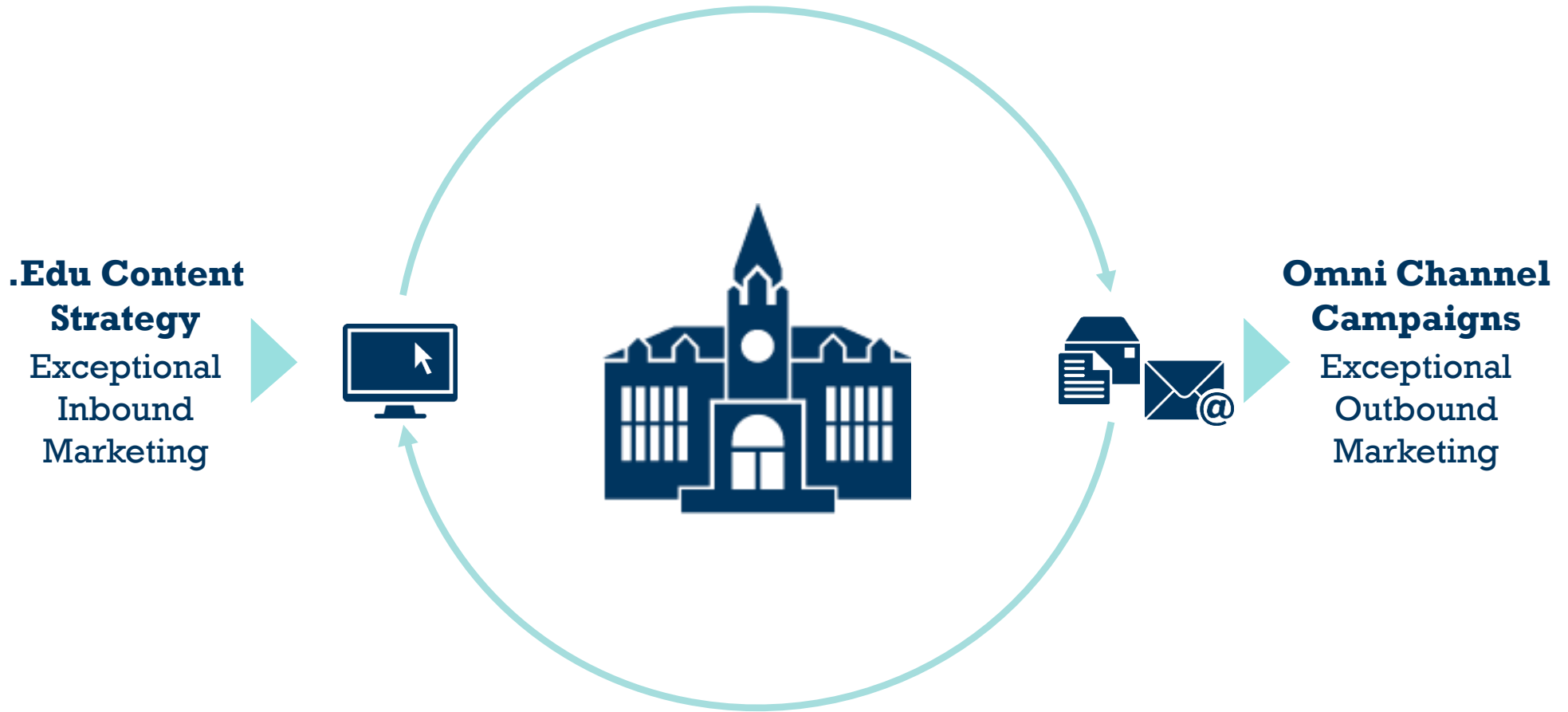
We seamlessly weave together SEO, advertising, email, content, and analytics to create a transformative impact on your enrollment growth.

We prioritize data-driven insights and rigorous testing, to fine-tune your strategies.

The **optimal search-to-site experience** is a click path fueled by content that **fulfills the searcher's intent**.

Integrated Brand Marketing

Cohesive and Tailored Messaging For Improved, Engagement, Timely Follow-up, and Outsized Conversion

.Edu Content Strategy
Exceptional Inbound Marketing

Omni Channel Campaigns
Exceptional Outbound Marketing

Traditional Undergraduates	Graduate Students	Adult Degree Completers	Certificate Students

Website Experiences That Meet the Mom

With stealth online shopping as the new norm, it is critical for schools to create website content that provides prospective students and their families with **the right information at the right time.**

Schools must deliver strategic messaging and page layouts that **increase search visibility, engagement and lead generation.**
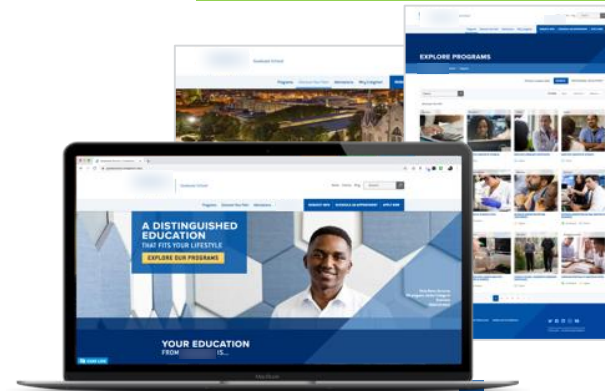
Targeted .EDU Content Strategies

A website strategy solution that focuses on improving your enrollment-critical webpages, including optimizing them for maximum organic traffic and turning interest into action through experiential storytelling.

Drive
Search Engine Visibility

SEO Audit

Keywords

SEO Management

Engage
Users of Your .EDU

On-Page Content Strategy
(wireframes based on your current CMS)

Copywriting Strategies

Media Recommendations

Convert
Stealth Shoppers into Leads

Focused CTA Direction

Immersive Forms

Organic Lead Capture Strategies

45%
Average increase in organic traffic after implementing audit recs

54%
Average increase in time on page when IWC is present

2X
higher completion rate compared to traditional registration forms

20+
Metrics shared in the Audience Analytics Portal

Interested in More?

I'd like to speak to an EAB expert about...

1 Student centric and enrollment optimized **.edu content strategy**

2 **Integrated** .edu and enrollment campaign messaging

3 Developing **marketing campaigns** to reach and recruit undergraduate students.

4 Developing **marketing campaigns** to reach and recruit graduate and online students

Q&A

Adnan Sosic

Director

Marketing Analytics

Sean Tivnan

Senior Director

Digital Agency

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Please take our brief webinar exit survey

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