



# ACHIEVE YOUR GOALS WITH EDGEPRO'S ENROLLMENT MARKETING SOLUTIONS

*"We needed someone to work with us, coach us, help us. The [EdgePro] team is highly responsive and experienced at marketing for Higher Ed. They genuinely care about us, and the quality of students we are recruiting. They have pride in our school, just like we do, and it comes through in the customer service and professionalism the [EdgePro] team provides."*

Victoria Schmitz

Marketing Manager,  
Wichita State University

**EdgePro's Enrollment Marketing Solutions help Higher Ed institutions increase applications and improve enrollment yield by designing integrated marketing strategies that attract prospective students in unique and engaging ways.**

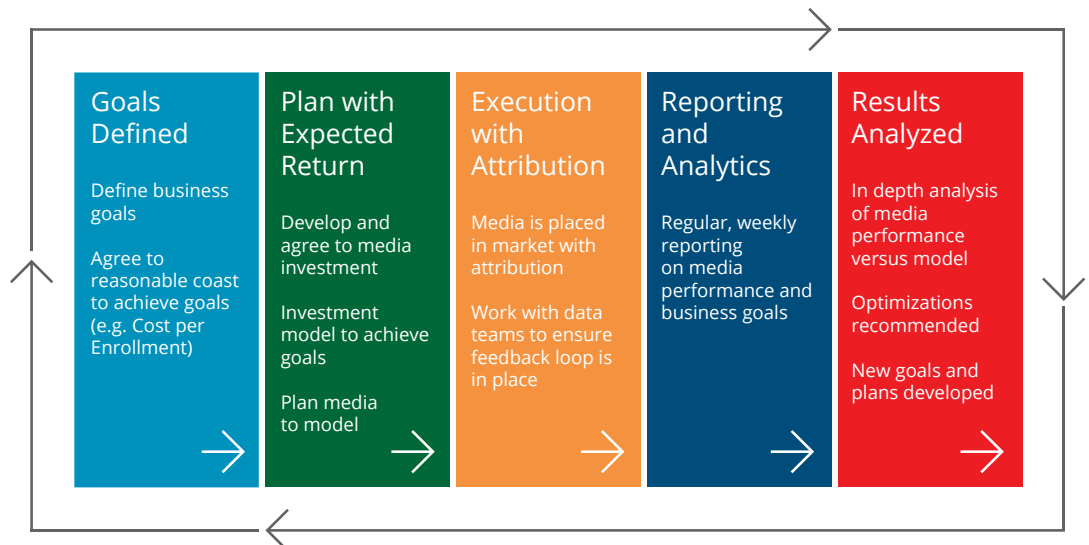
## Enrollment marketing is an investment and should have a measurable return

Our marketing solutions are rooted in years of Higher Ed experience and proven strategies for improving lead conversations and enrollment rates. We don't just run campaigns or buy ads, we're an enrollment marketing team who measures success all the way through to enrollment. Our partners appreciate that our team provides regular performance reporting alongside analysis and **recommendations that they can easily act on to improve results.**

## Working Together

Our secret to successful marketing is our ability to make sure you are seeing results that really matter to you, like growing enrollments or revenue. In fact, we've developed a field-tested approach that sets your marketing campaigns up for success from day one and achieves powerful results for your institution.

## Our Proven Approach

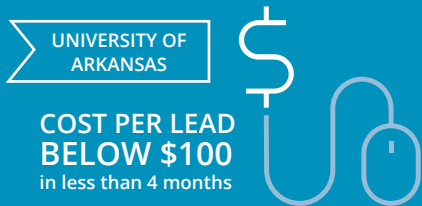


## Driving quantifiable results through collaboration

Every solution starts with a vision. EdgePro works with your institution to understand your unique traditions, challenges, and learners to define several differentiated solution strategies for consideration. We'll even provide resources and support for building leadership buy-in.

### Our customized, collaborative approach drives dramatic results, including:

- › Lower cost per lead through improved organic channels
- › Lower cost per enrollment through planning and optimization
- › Boosts in lead volume and enrollments year over year
- › Improved lead to application conversion rates
- › Improved application yield rates
- › Greater market awareness and brand affinity



### Client Spotlight

For the last 1.5 years, EdgePro and Wichita State have partnered to achieve significant enrollment growth.

**+140%** INCREASE IN PROSPECTS

**+159%** INCREASE IN APPLICATIONS

**+110%** INCREASE IN ENROLLMENTS

**9x** ESTIMATED RETURN ON INVESTMENT

## Targeted marketing, based on research, designed specifically for the students you want to reach

We help your institution talk to students in a **unique and personalized** way so you can stand out against your competition and build lasting relationships **by providing a comprehensive set of marketing services designed to moved the needle on your enrollment growth goals.** Here are some of the services we cover.

- Market Intelligence
- Investment Financial Modeling
- Competitive Assessment
- Marketing & Communication Plans
- Creative Development
- Media Buying
- Media Management
- Content Marketing
- Affinity Marketing
- SEO Optimization

*"Just six months into our partnership, we have either met or exceeded our goals. This is a real testimony to EdgePro's ability to quickly step in, devise and implement a game plan. We could not have gotten this far, this quickly if it had not been for our partnership with EdgePro."*

Sr. Associate Director, GW School of Business

To learn more about how EdgePro's Enrollment Marketing solutions can help your institution to grow, please contact your EdgePro Representative at [info@NJEdge.net](mailto:info@NJEdge.net)

