HOW COLLEGE LEADERS CAN ENABLE STUDENT RECRUITMENT SUCCESS THROUGH DIGITAL MARKETING



INTRODUCTIONS





Higher education expertise













THE MERCY UNIVERSITY OF NEW JERSEY







larketing Ally

ABOUT

Setting expectations

- Convey the impact of digital marketing on student recruitment
- Showcase how digital media tactics are being used
- Identify practical ways to empower your teams







CASE STUDY: Cornell University School of Industrial Labor Relations



Situation



NEW PROGRAM LAUNCH

Executive Master of Human Resource Management (online)

GOAL: Recruit 25 students

CHALLENGES

- Less than 1 year
- No formal marketing
- Risk of cannibalization
- No program details

ILR School



Approach

Linked in

Check Your Eligibility

Thank you for your interest in Cornell ILR's Executive Master of Human Resource

Management program. Upon completing this form, we will notify you of your eligibility for the

Home / Programs & Admissions / Graduate Degree Programs / Check Your Eligibility

program within 3 to 4 business days.

Display advertising

SOCIETY FOR H

RESOURCE MANAG

from human resource TO STRATEGIC RESOURCE	from functionary TO VISIONARY
Cornell University ILR Sch Cornell ILR Sch Transform your car	
Executive Master of HR 15 most some campus ins 8+ Select program fr with 8+ years exp Learn More	R Management. e with struction for those

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Submit

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Search Engine Marketing

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e Master of Human Resource Management (Online) | The ILR ...

w.ilr.cornell.edu/.../graduate.../executive-master-human-resource-management... ve Master of Human Resource Management program features: a comprehensive curriculum. eek sessions of on-campus instruction. faculty who are regarded as the world's leading HR undbreaking research that shapes today's HR practices and policies.

What's new with messaging?

or visit the Help Center.

You can now find your pending invitations in their new home. More questions? Take the tour

ILR School

Transform your career with our

Executive Master of HR Management

15 months online with some company indication

About Feecback Privacy & Terms ...

Linkedin Corp. @ 2015

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Lasen. More

Cornell University

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Social Media	
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and saught our eye-are you interested in taking your education to the next

faster of Human Resources can prepare you for a leadership role in an verse and international workplace.

our MSHRM program, you will:

es fully aligned with SHRM's HR Curriculum Guidebook and Templates renowned HR scholars and experts work/ network of industry connections the program in just 12 months.

nore? Let's talk about your career and determine it our Master of Human the right fit for you.

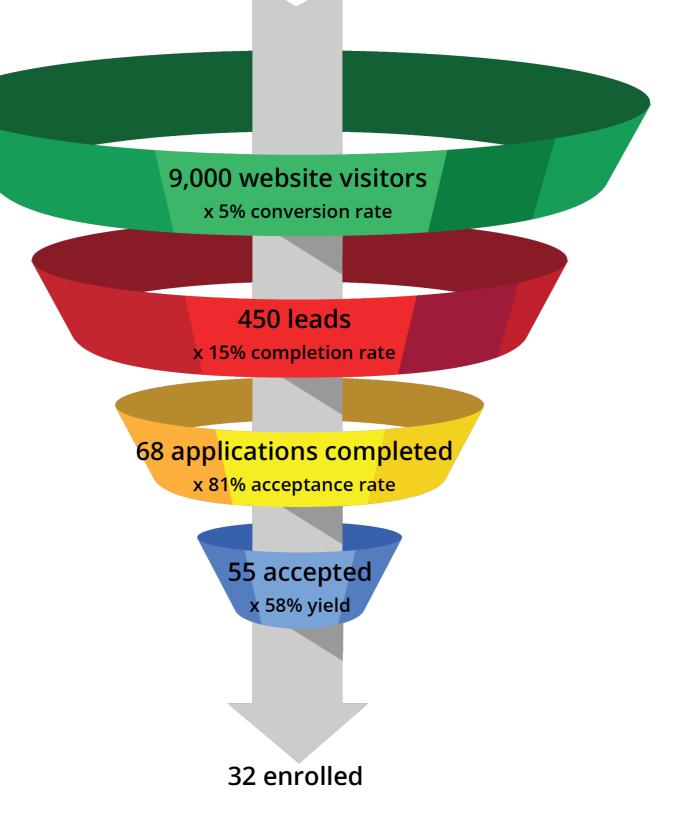
etor, Marketing, Recruitment & Enrollment

and a



Results

- 32 enrolled
- \$2.4M in revenue
- Return-on-ad-spend of \$5.33





Learnings ... factors that contributed to success

- Forced to take a risk
- Leadership support
- Strong marketing and admissions relationship
- Willingness to adapt
- Strong brand name





GASE STUDY: PROVIDENCE COLLEGE SCHOOL OF CONTINUING EDUCATION



IMPACT – PROV. COLLEGE

Situation



REBOUND FROM PRIOR YEAR'S DECREASE

Part-time programs for adult learners

GOAL: Halt a sharp decline in inquiries and applications

CHALLENGES

- Many weak program offerings
- Perceived as too expensive
- Little control over website UX/IA
- Limited budget

SCHOOL OF Continuing Education

PROVIDENCE COLLEGE



IMPACT – PROV. COLLEGE

Approach

Search advertising



Bing ads

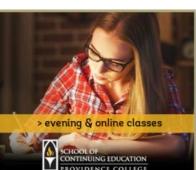
School of Continuing Education | at Providence College | providence.edu Ad continuing-education.providence.edu/continuing-ed/d

egree-programs ▼

Get The Degree You Need for The Life You Want: See How PC Makes It Possible. Financial Aid Available. Flexible Schedules. Personalized Support. Highlights: We Offer Over 300 Study Abroad Programs, Established In 1917.

Display Google^{tising} Display Network

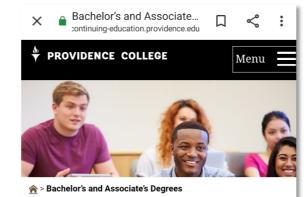








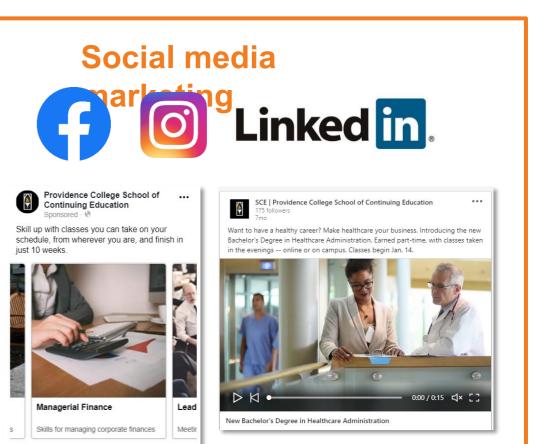
Website



Bachelor's and Associate's Degrees

Getting your degree from Providence College's School of Continuing Education is a very smart move.

The fact is, nothing prepares you for professional success better than a degree from PC. Our academic programs, strongly rooted in the liberal arts, give you the critical "soft skills" – like communication, problem-solving and teamwork – that today's employers are looking for regardless of the agreer path you choose. In addition to the



Email marketing

1 Share

Like 💭 Comment 🖒 Share

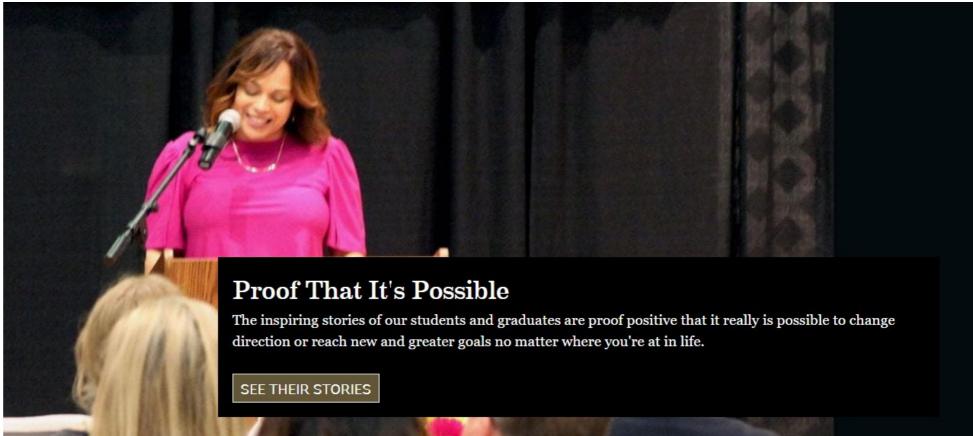
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sce@providence.edu	← Reply	Keply All	\rightarrow Forward	•••	
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(i) If there are problems with how this message is displayed, click here to view	v it in a web browser.				
PROVIDENCE SCHOOL OF COLLEGE CONTINUIN	IG EDUCATION				
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IMPACT – PROV. COLLEGE

Results

- Inquiries +55% Y-O-Y
- Applications +30% Y-O-Y
- Enrollment +20% Y-O-Y
- Projected \$3M in revenue
- Return-on-ad-spend of \$12:\$1

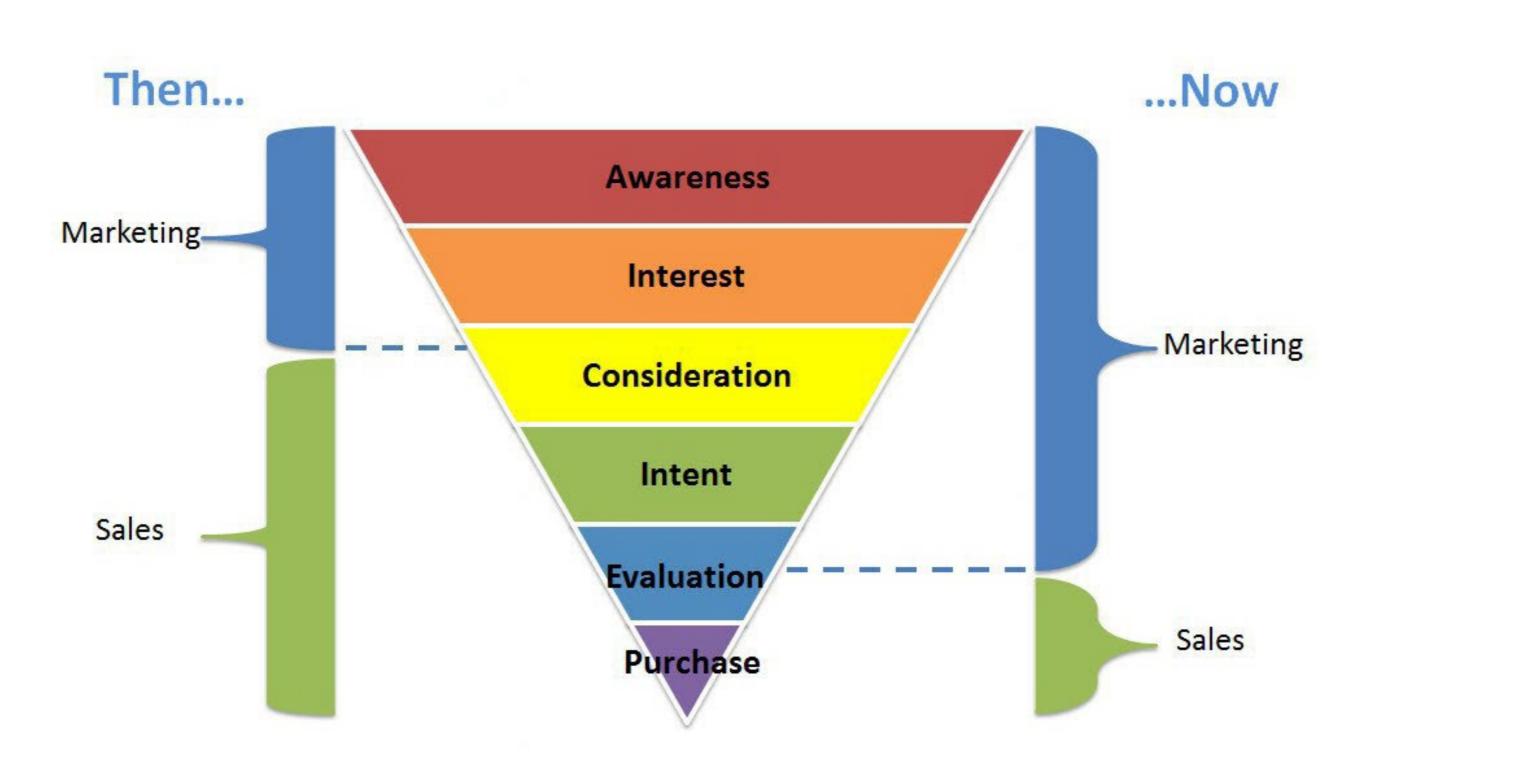




DIGITAL TACTICS FOR RECRUITING



Marketing reaches deeper



LinkedIn for recruiting

- Powerful targeting
- Multiple ad formats
- Dedicated ads (not posts)
- Pre-filled lead forms
- Conv. rates of 20% to 33%
- Cost/lead ranges of \$25 to \$500
- Ideal for programs with concrete audiences

An I ti	R.C. Leadership Development Degree Thank you for your interest. We look forward to answering your questions and helping you apply. We'll also waive the \$55 application fee!
	Email address anne.smith@example.com Phone number
	555555555
	First name Anne Last name Smith
	We'll send this information to SCE Providence College School of Continuing Education, subject to their privacy policy Providence College is committed to protecting the privacy of information. The personal information that you provide via this form will be used expressly for the purpose of responding

Submit





Linked in LinkedIn Corporation © 2019

Message ads

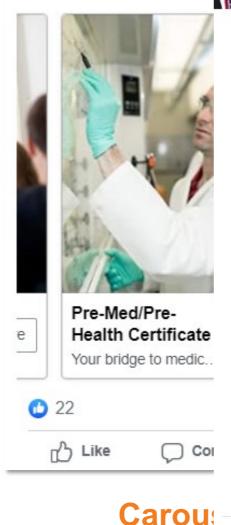
Facebook / Instagram for recruiting

- Robust targeting
- Multiple ad formats
- Dedicated ads (not posts)
- Pre-filled lead forms
- Conv. rates of 8% to 10%
- Cost/lead ranges of \$50 to \$150
- Ideal for programs with broader audiences





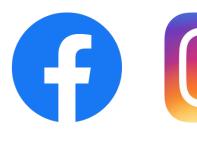
Build the skills you need career while earning a add to your résumé.



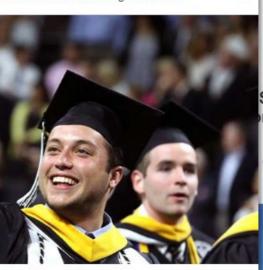
Discover how PC make

- · More affordable than most state schools
- Flexible online, evening & weekend classes
- · Terms as short as 1 to 5 weeks
- · A very generous credit transfer policy
- · A uniquely supportive community

What is your program of interest?	Select 🕶			
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Providence College School of Continuing Education:

Get all the details in your inbox:

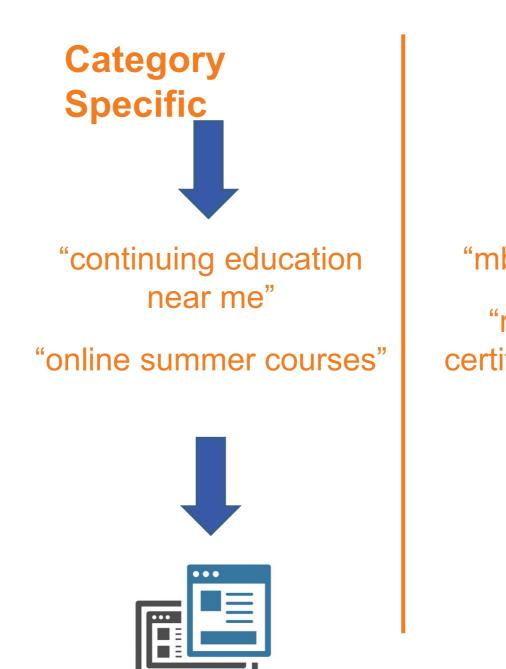
School of ...

wherever you are,



Search engine marketing

- Pick (and manage) your keywords wisely
- CPCs of \$5 to \$50
- Ad messaging and landing page align with search terms
- Cost per lead of \$250 to \$500



Top-level webpage

page



Program Specific

"mba programs nj"

"radiology tech certification near me"



Relevant program

Course **Specific**

"business courses"

"affordable nursing classes"



Relevant course page



Re-marketing & Programmatic Ads

Prospect visits your website and gets tagged and leaves



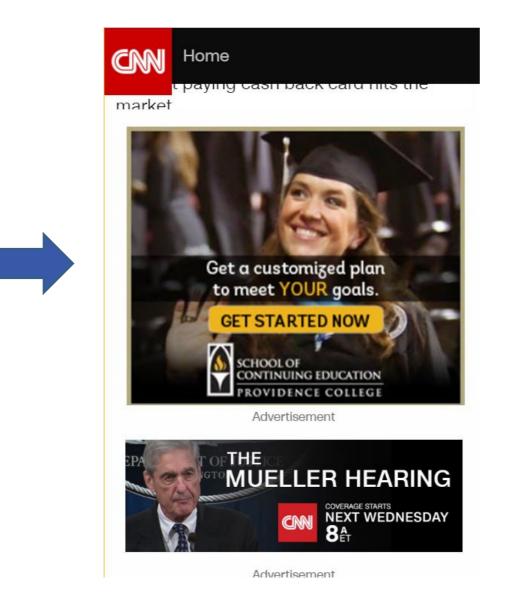
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Prospect then visits another website or social platform ...





- Most platforms offer this
- Can target prospects in funnel
- Cost-efficient for multiple touch points
- CPCs of \$1 to \$3
- Cost/lead of \$50 to \$200
- Control placement, frequency and expiration

EMPOWERING YOUR TEAMS



EMPOWERING YOUR TEAMS

Budgeting – re-thinking the approach

Scenario:

"Tell us how much we should spend."

Answer: "We have no idea."

To answer this, we would need to know:

- Conversion rate
- Acceptance/Yield/Melt rates
- Cost per lead
- All of this varies per program

Must be a top-down approach analyzing:

- Revenue goal
- desired ROI
- This is the starting point

• % of revenue you're willing to invest for the



EMPOWERING YOUR TEAMS

Staffing & Tools



Website data & Tracking





IT oversees setup and has admin access ... But marketing needs high-level credentials and shapes lead tracking & conversions, ad platform integration, reporting and staff access.

CRM salesforce

Admissions oversees setup and student data access...

But marketing oversees strategy and execution of email marketing.



Reporting



Marketing integrates website data and advertising data into dashboard reports for key stakeholders.

TAKEAWAYS

Points to stress

- Targeted, cost-effective marketing can be achieved
- Leadership must be the enabler ... of staffing, of tools, of \$ investments
- Digital marketing requires an appetite for reasonable risk-taking
- Lead-gen success cannot happen without some level of brand awareness



TAKEAWAYS

Assessing Your Institution's Readiness for Digital Marketing for Student Recruitment ...

- Does your institution have a division (or specific programs) with a critical enrollment need to address?
- Does that division or program's leadership have an appetite to test new marketing approaches and support investments (within reason)?
- Does your institution have strong brand awareness with the target audience?

ally-marketing.com/audit



Thank you!