

A Benchmark for Higher Education Tactics

Digital Marketing Insights

March 2023



Presenter

Jaime

- + **12+ Years in Higher Education Marketing**
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- + **The Meticulous and Inquisitive Adventurer**





Today's Goal

Combining Powerful Tactics With Competitive Intelligence

+ today's agenda

1. Introduction to the Report
2. High-level Spend Metrics
3. Platform Specific Metrics
4. How to Connect

Audience

APPROACH

Data Source: Survey
 Distribution: Direct to Email List
 Deployment: Summer 2022

SURVEY STATISTICAL DETAILS

Email Invitations:	11,283
Total Surveys Started:	388
Incomplete/Speeding:	24
Final Sample:	363
Confidence Level:	95%
Max Confidence Interval:	4.58

TYPE OF INSTITUTION

Public 4-year:	45%
Private, Non-Religious:	23%
Private, Religious:	18%
Community College:	11%
Trade/Professional/Other:	3%

SIZE OF INSTITUTION

< 1,000:	6%
1,000-4,999:	29%
5,000-9,999:	15%
10,000-14,999:	10%
15,000-19,999:	10%
20,000-24,999:	10%
25,000+:	20%

INSTITUTION REGION

US South:	27%
US Midwest:	26%
US Northeast:	25%
US West:	18%
Outside US:	4%

RESPONDENT'S UNIT

Marketing:	40%
Admissions/Enrollment:	27%
Communications:	15%
Digital:	8%
Other:	10%

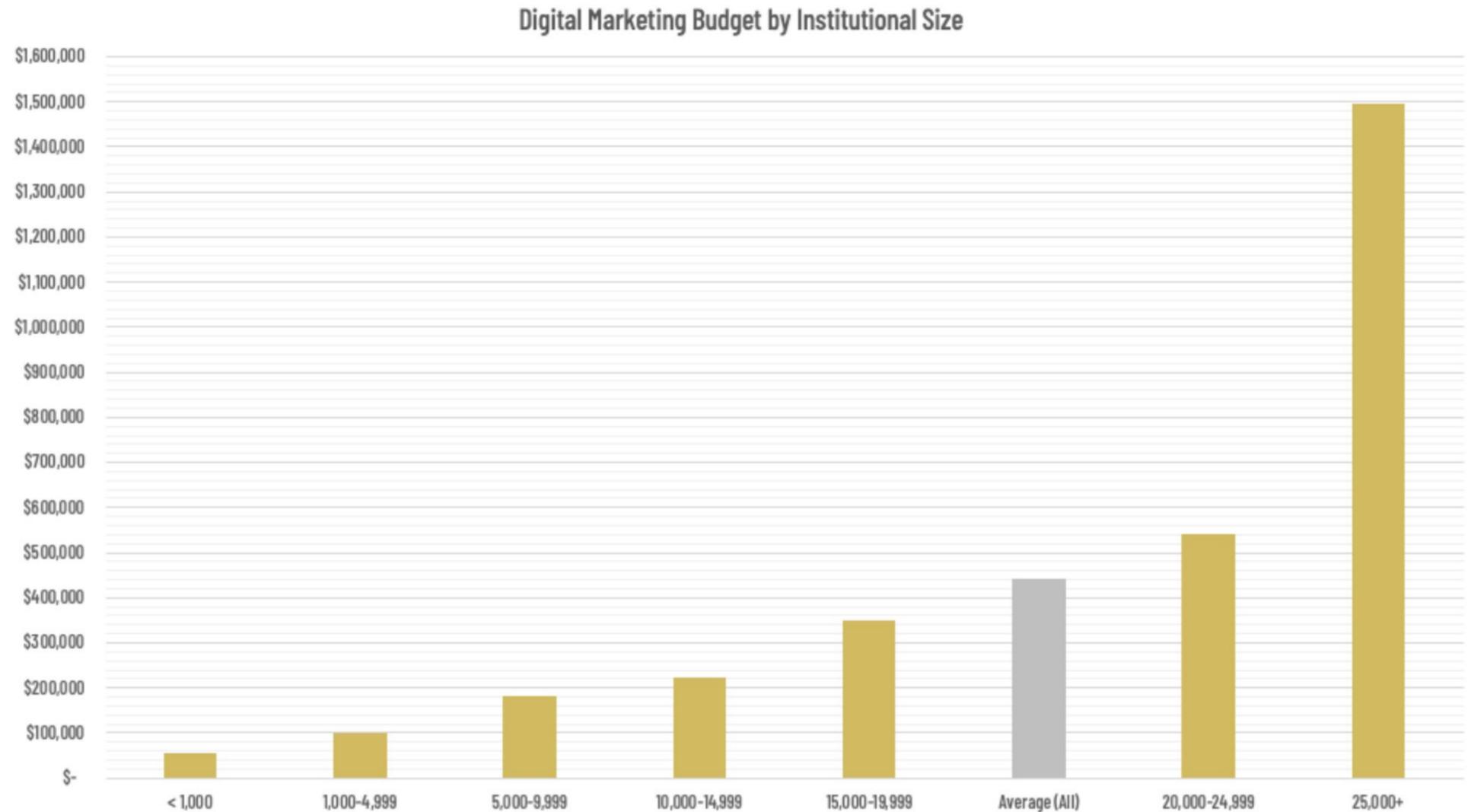


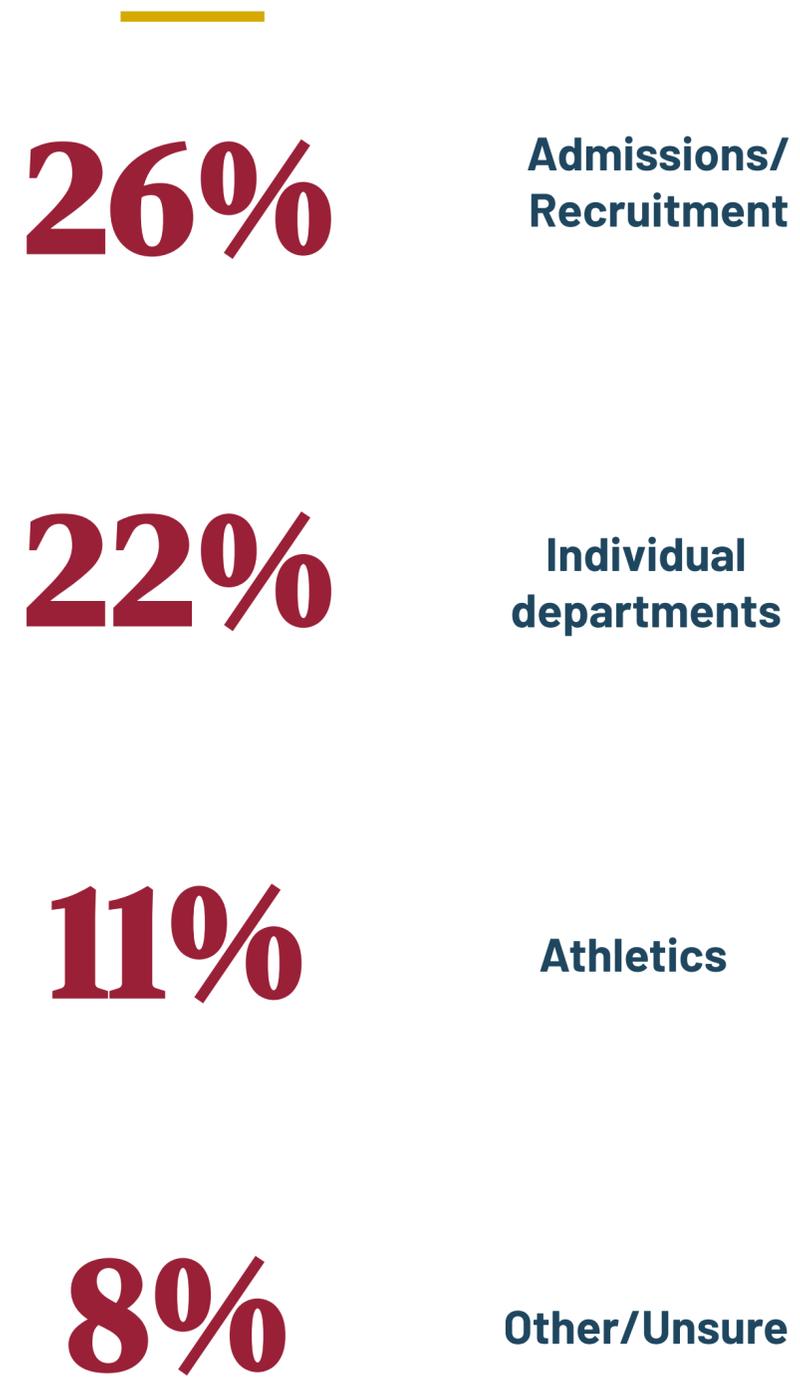
92%

of Respondents Said Their
Institution Allocates a Budget
for Digital Marketing Services

Many of the Sample Institutions Had Strong Digital Marketing Budgets

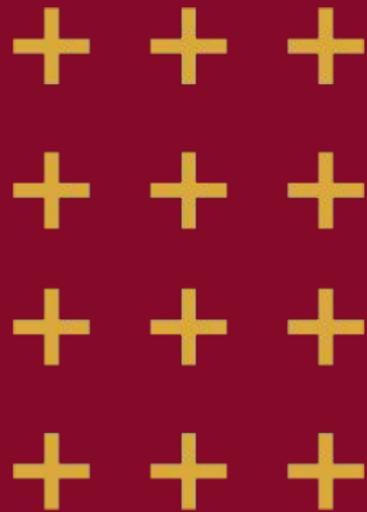
- Average digital marketing budget was **\$443,452**
- Larger institutions invariably spend *more*
- When holding size constant, public or private institutional type and region did not make an impact on spend
- Community colleges did have the lowest spend of all respondents





Considerations For Budgets

62%

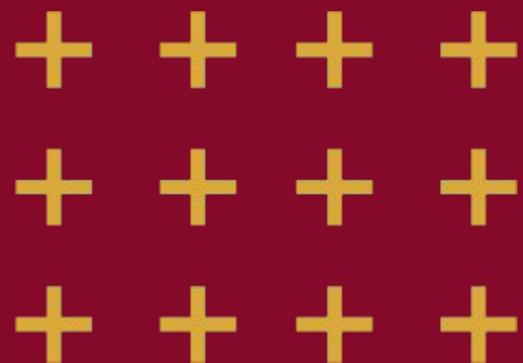


of institutions in our sample have their budget managed by centralized marketing

Budget Considerations

90%

of marketers at institutions feel they are not receiving a budget large enough to reach their goals



Annual Spend by Tactic:

	PAID SEARCH (PPC)	PAID SOCIAL MEDIA ADVERTISING	PAID ADVERTISING	EMAIL MARKETING	SEARCH ENGINE OPTIMIZATION
ALL RESPONDENTS	\$204,674	\$130,785	\$65,814	\$28,030	\$9,850
SMALL (<5K)	\$36,913	\$18,076	\$20,514	\$7,319	\$6,394
MID-SIZE (5K-20K)	\$113,144	\$71,853	\$43,101	\$7,738	\$8,964
LARGE (>20K)	\$555,863	\$364,363	\$158,500	\$82,315	\$15,784

Social Media is Seeing Huge Lifts YoY

Annual Spend by Tactic:

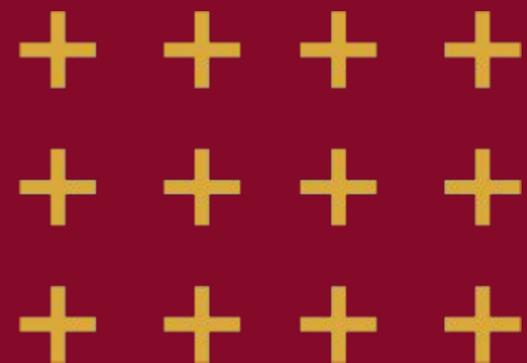
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In 2020, 63% of respondents reported spending less than \$25,000 in social media.

Budget Considerations

39% of paid social media marketing was completed by a partner in 2022

In 2020, this number was **7%**



Pro Tip:

SOCIAL MEDIA CHANNELS NEED TO BE PART OF A UNIFIED STRATEGY WITH EMPHASIS ON BRAND AUTHENTICITY AND WHICH CHANNELS SERVE WHICH AUDIENCES.

Paid Search is Where Higher Ed Budgets are Being Spent

Annual Spend by Tactic:

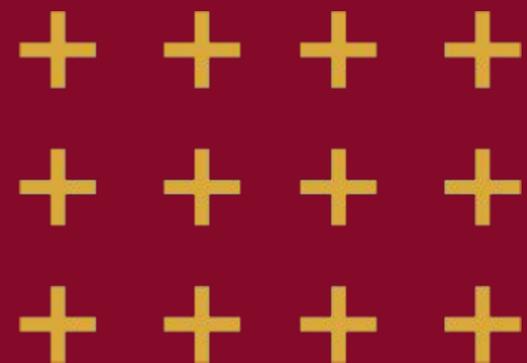
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**In 2020, only 17% of respondents reported spending more than \$100,000 in paid search.
Most were spending between \$10,000-\$50,000.**

Budget Considerations

31% of ppc marketing was completed by a partner in 2022

In 2020, this number was **39%**



Pro Tip:

COORDINATION AND COLLABORATION CAMPUS-WIDE IS MORE IMPORTANT THAN EVER TO AVOID SITUATIONS OF INEFFICIENCY AND, MORE SPECIFICALLY, COMPETING WITH YOURSELF

SEO Investment Continues to be Low YoY

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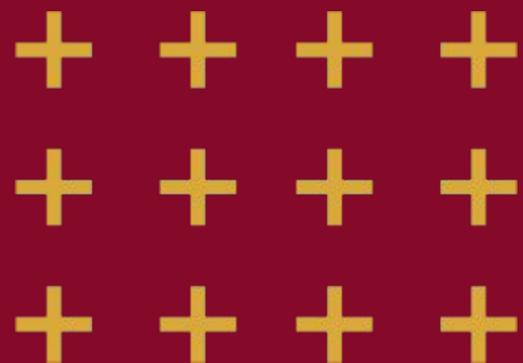
Pro Tip:

INVESTMENT (WHETHER THAT BE TIME OR MONEY) IN SEO SHOULD PARALLEL YOUR PPC BUDGET FOR THE BEST RETURN ON YOUR INVESTMENT. ONE PICKS UP WHERE THE OTHER LEAVE OFF—COMPLETING THE ROI CIRCLE.

Budget Considerations

75%

of email marketing
is completed in-house



Email Strategy/Execution

Who develops the strategy for email marketing for these areas?

STRATEGY	UNSURE
ALUMNI RELATIONS	29%
ATHLETICS	43%
ADVANCEMENT	33%
UNIT OR DEPARTMENT MARKETING /COMMS	15%
INSTITUTION-LEVEL MARKETING /COMMS	15%
ADMISSIONS/ENROLLMENT	10%
AVERAGE ALL SERVICES	24%

Email Marketing Audience

**For which of the following does your institution have an email content strategy?
(Select all that apply)**

AUDIENCE	PROSP STU	ADMIT STU	PARENTS	ALUMNI	CURRENT STU	DONORS	PAR OF CURRENT	GEN PUB	COLL COUNS	ATH FANS	AVGERAGE AUD
ALL RESPONDENTS	87%	57%	46%	43%	42%	34%	32%	30%	24%	18%	4.13

On average, institutions are communicating to 4 audiences in a strategic way. There is a lot of opportunity to expand that into full lifecycle communications.

Pro Tip:

BY INTEGRATING YOUR FULL LIFECYCLE STRATEGY, YOU CAN IMPACT YIELD AND RETENTION.

Competition

in Higher Education Digital Marketing is

Ramping Up

91%

of those using paid social media list prospective students as a key audience

53%

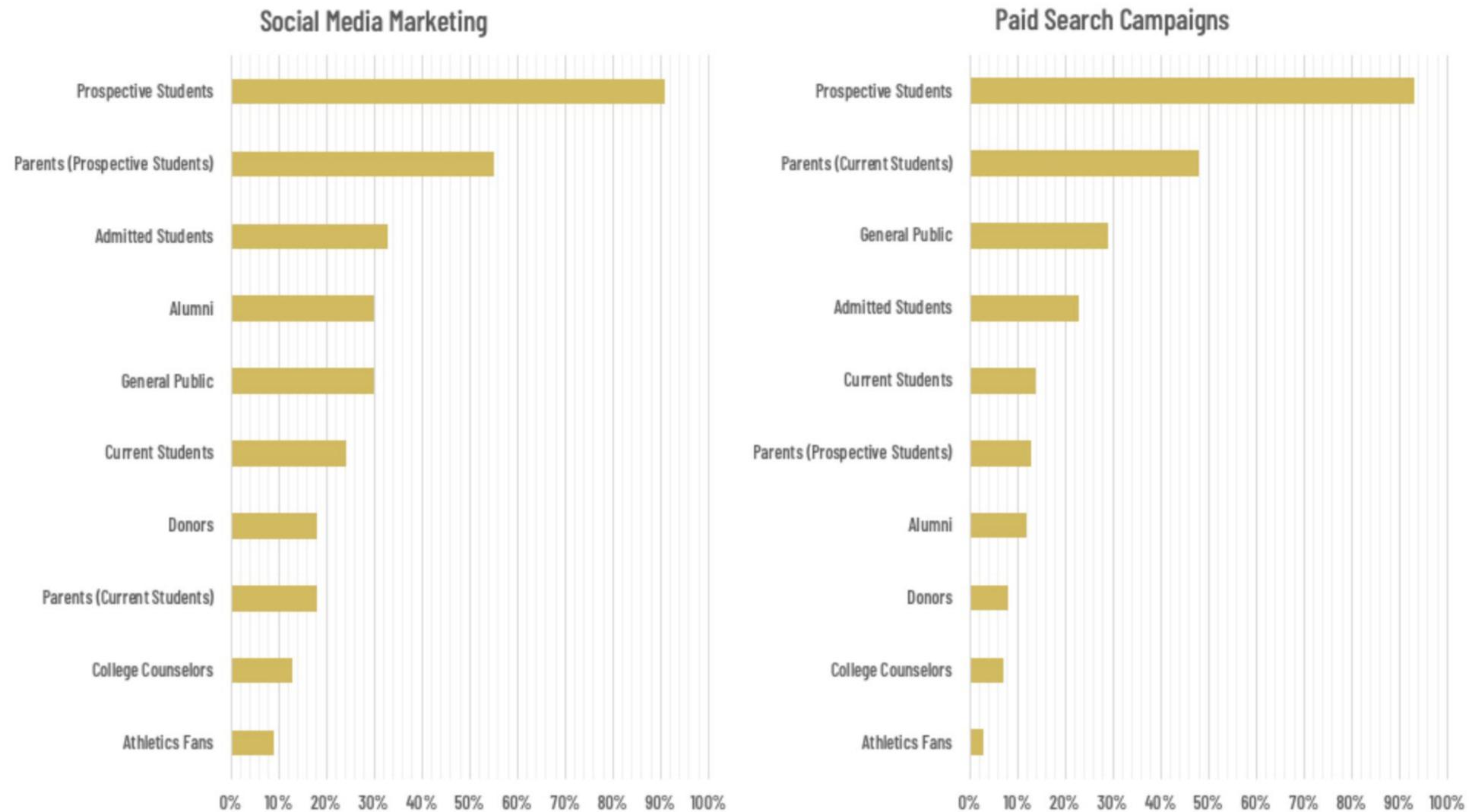
consider lead gen a core strategic goal



The Attention Economy - A shift in thinking where consumers (students) choose how, when, and where to engage.

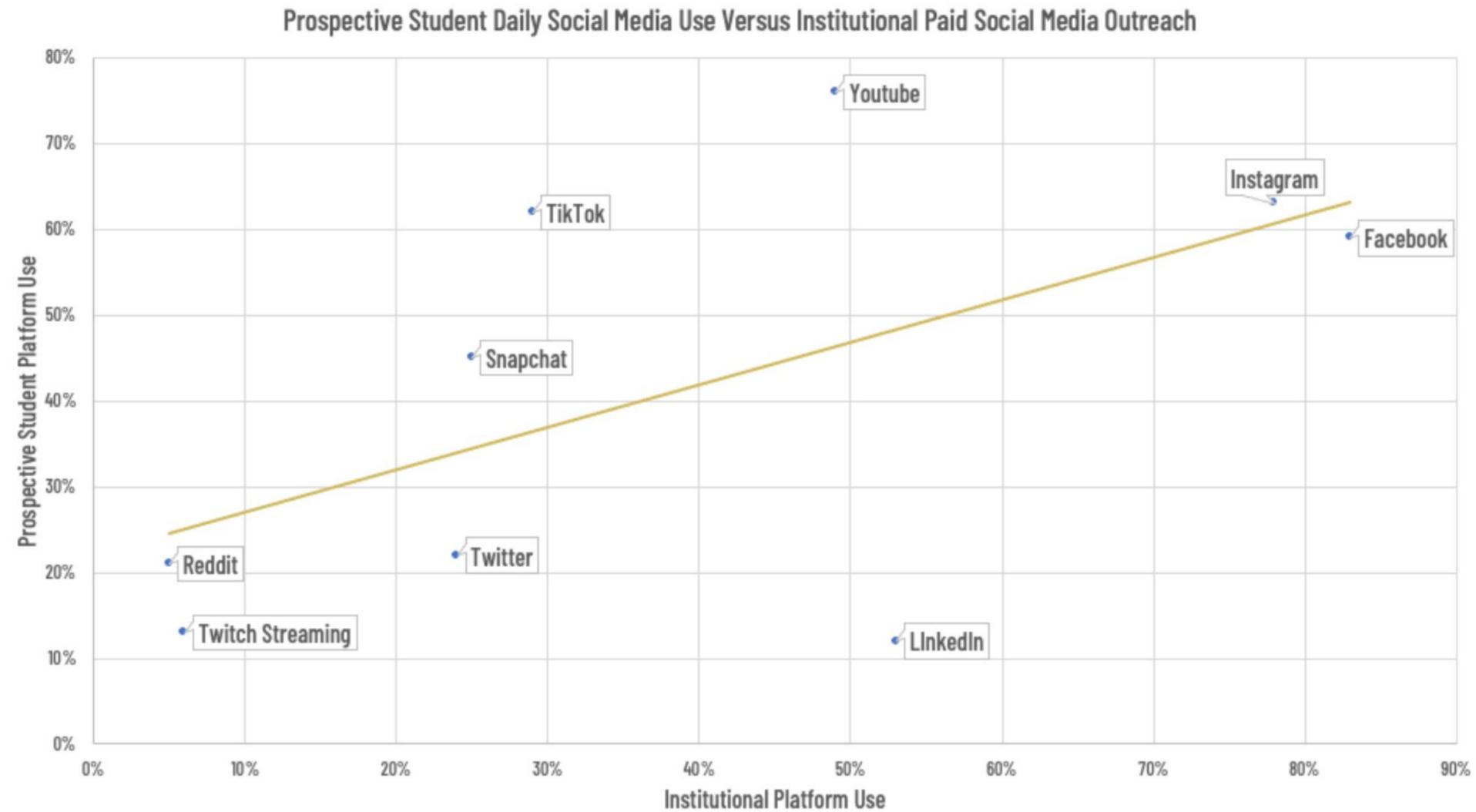
Intended Audiences Sometimes Differ by Tactic, but Most Focus Goes Toward Prospective Students

Respondents selected all that apply, averaging 3-4 audiences for social media and 2-3 for paid search campaigns.



Where Your Institution has a Social Media Presence Matters

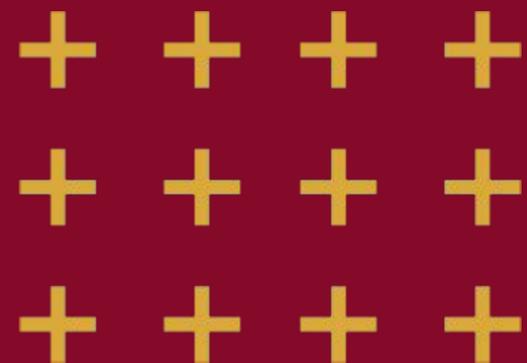
There is a distinct disconnect between the platforms most used by higher education marketers and where students spend their time.



Disconnected From Where Students Spend Their Time

76% of prospects say they use YouTube regularly

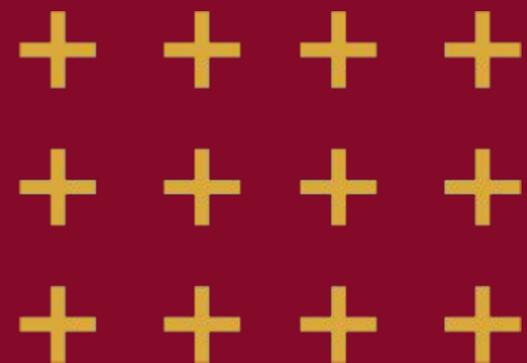
21% of institutions say they use YouTube consistently, which is pretty consistent with 2020



Disconnected From Where Students Spend Their Time

62% of prospects say they use TikTok regularly

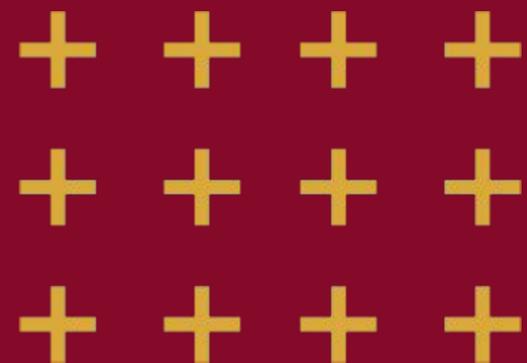
29% of institutions say they use TikTok consistently, up from just 3% in 2020



Disconnected From Where Students Spend Their Time

45% of prospects say they use Snapchat regularly

25% of institutions say they use Snapchat consistently, up from 18% in 2020



Success Metrics Need to Match Goals

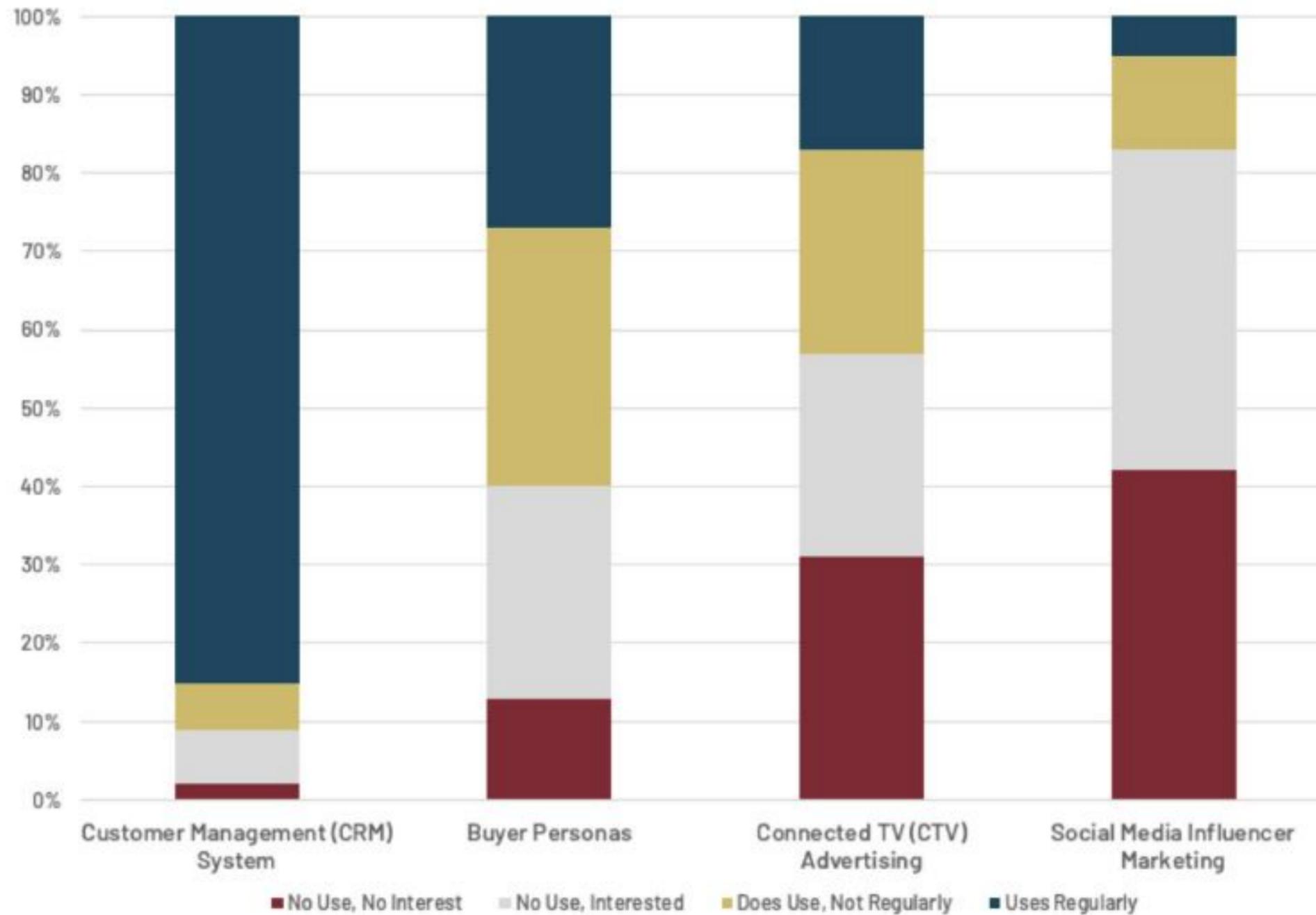
PAID SEARCH CAMPAIGN GOALS	SELECTED	SUCCESS METRICS	SELECTED
LEAD GENERATION	84%	NUMBER OF LEADS	44%
CONVERSION	65%	ANALYTICS REPORTS	40%
RAISING AWARENESS	61%	COST PER LEAD	28%
YIELD	42%	ROI	25%
EVENT INFORMATION	14%	HIGHER YIELD	25%
BOOSTING SPIRIT	7%	CLASS SIZE	18%
RAISING MONEY	4%	EVENT ATTENDANCE	13%
		LOWER MELT	8%
		ALUMNI ENGAGED	6%
		FUNDS RAISED	6%

Create an Edge on the Competition with Clear Goals for Social Media

	NO GOALS, NO NEED FOR GOALS	NO GOALS, NEEDS GOALS	HAS GOALS, BUT UNCLEAR	HAS GOALS, ARE CLEAR
ALL RESPONDENTS	9%	16%	41%	33%
PUBLIC, 4-YEAR	6%	15%	37%	41%
PRIVATE, NON-RELIGIOUS	10%	19%	50%	21%
PRIVATE, RELIGIOUS	12%	10%	48%	30%
CC/TRADE	15%	26%	33%	26%
SMALL (<5K)	11%	19%	44%	25%
MID-SIZE (5K-20K)	8%	15%	47%	30%
LARGE (>20K)	8%	14%	31%	47%
MIDWEST	7%	8%	48%	38%
NORTHEAST	14%	21%	40%	25%
SOUTH	8%	14%	41%	38%
WEST	8%	26%	34%	32%



Innovation is on the Horizon, and Higher Ed is Interested



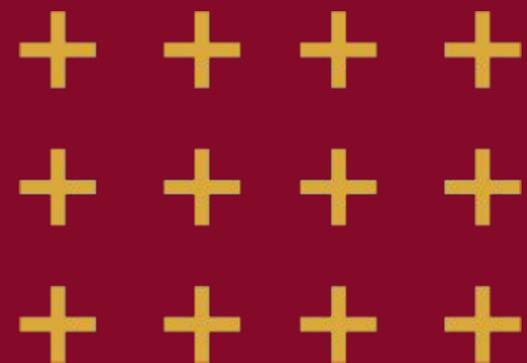
Compared to the 2020 Report

- + Customer Management (CRM) System: up 13%
- + Buyer Personas: up 15%
- + ConnectedTV: up 25%
- + Influencer Marketing: up 5%

Personas

27%

of respondents say they are using
personas in their marketing efforts



| Pro Tip

IN A COMPETITIVE MARKETPLACE, PERSONAS HELP TO TARGET WITH PRECISION, REDUCING SPEND, AS WELL AS TAILOR MESSAGE POINTS TO RESONATE WITH YOUR TARGET AUDIENCE.

Takeaways

- + Competition is tougher than ever
- + Social Media is more a part of the overall strategy than ever before
- + Institutions are severely underspending on SEO efforts
- + Unify Email strategy into a full lifecycle approach
- + Explore YouTube, TikTok and Snapchat to meet students where they are
- + Goal setting should be aligned to impact engagement over “enrollment”
- + Persona message differentiation can help your institution stand out

Thank You!

- To learn more about **Carnegie** visit us at **CarnegieHigherEd.com**
- To **start a conversation** about partnering with Carnegie, reach out today at info@carnegiehighered.com, we can't wait to hear from you!
- Want to learn more? Download the full [2022 Digital Marketing Insights: A Benchmark for Higher Education Tactics](#) report on our website. Available now!