

Diversify Your Graduate Lead Generation

Wednesday, May 31, 2023



Co-Presenter

Jaime

- + **VP, Business Development**
- + **12+ Years in Higher Education Marketing**
- + **Philadelphia Resident**
- + **The Meticulous and Inquisitive Adventurer**



Co-Presenter

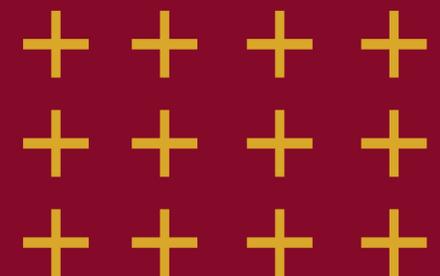
Brett

- + **Director, Graduate Enrollment Digital Strategy at Boston College**
- + **20+ years in graduate enrollment, admissions and financial aid**
- + **Boston native and current resident in Burlington, MA**
- + **The Disney Geek**



A Few Starting Details

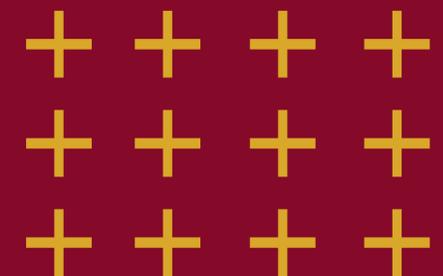
- + 45-minute webinar + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Control Panel
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey

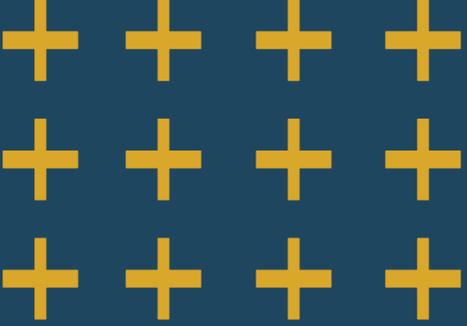


Today's Goal

As the landscape for prospective graduate students continues to evolve, institutions must be able to address concerns about the value of graduate education, effectively use technology to connect in more ways than ever, and reach audiences through a multi-channelled approach.

Today we'll talk about *how*.



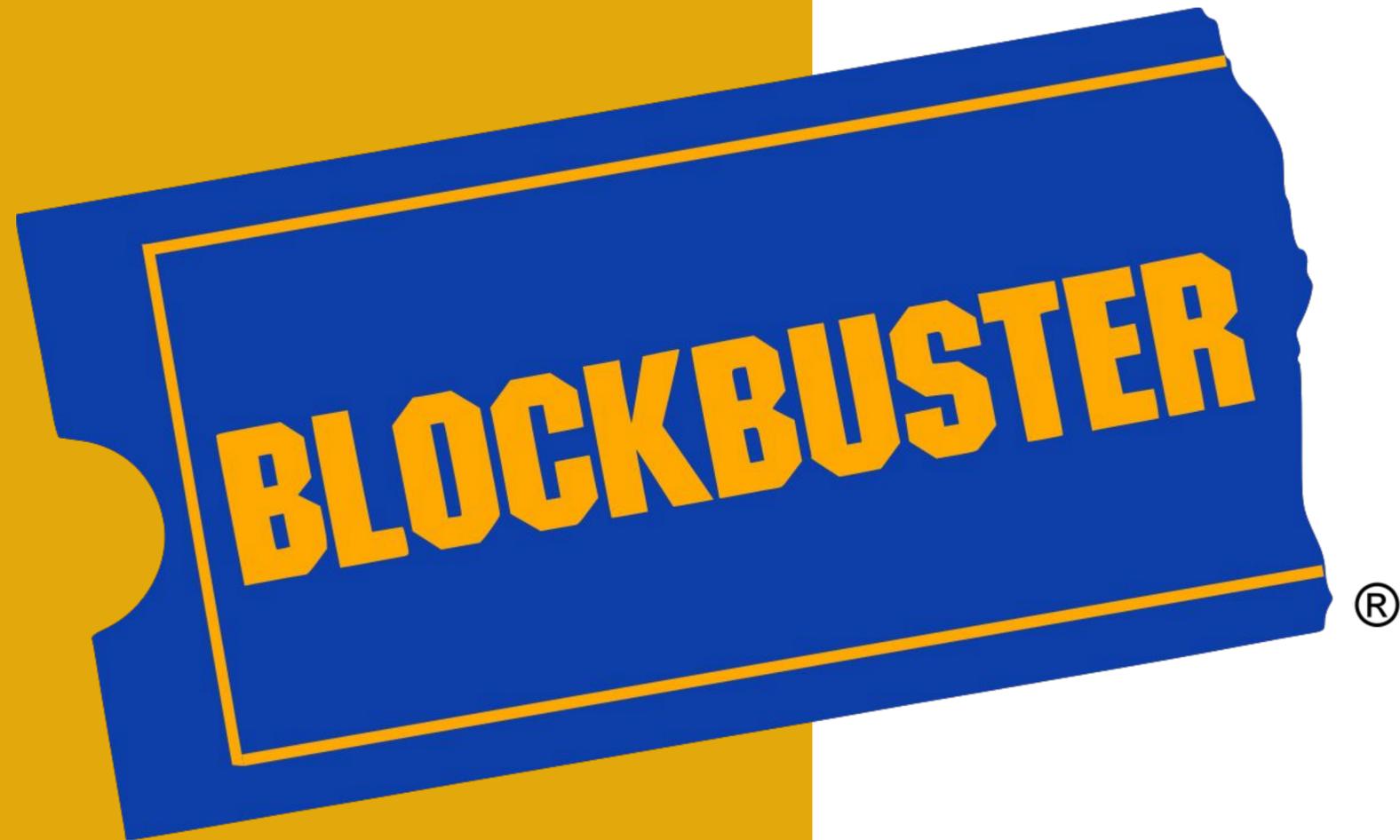


Agenda

- ① HigherEd Landscape
- ② A Website That Converts
- ③ Digital For Lead Generation
- ④ College Search Platforms
- ⑤ Questions & Answers

1

HigherEd Landscape



What changed?
The way we engage.

®

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



GenZ

+ CONTROL

+ PERSONALIZATION

GenAlpha

+ AUTHENTICITY

The enrollment funnel
has given way to the

Enrollment Ecosystem



IT IS NOT
LINEAR

How Do We Adapt to That Landscape?

Focus on fit

- Focus time and energy on where it's going to matter most: recruiting the right students. It **starts with research and buying/sourcing right-fit names**. And it's about leveraging data beyond demographics to narrow in on the students best matched for your institution.

Differentiate

- To capture the attention of this generation in an oversaturated market, we must go beyond {first_name} and {academic program}. The good news is that we can! With advanced segmentation and psychometric (personality, motivations, and beliefs) data, better, authentic, and **more human communications are possible**.

Always on

- The new ecosystem model deploys an always-on strategy to ensure that we're meeting students where they are and when they are ready. This strategy **relies heavily on digital-first strategies** that offer full student journey influence and loads of behavioral data to be used to further optimize our work.

Diversify

- Traditional graduate recruitment has shifted with decline in college fair attendance and list availability. **Consider Social media, SEO, SEM, digital advertising, web personalization, and a conversion optimized website—as lead/inquiry source opportunities**. We also **recommend a robust supplemental list sourcing strategy**.

Leverage your CRM

- Maximize your CRM. Executing your search communications within your CRM allows you to:
 - Fully integrate all channels
 - Have total data transparency and custom reporting
 - Optimize your campaigns often and at any time
 - **Reallocate savings to diversify your efforts.**

The landscape has changed

Strategies that address it

The demographic cliff—fewer students

Focus time and energy on where it's going to matter most: recruiting the right students. It starts with **research and buying/sourcing best-fit names**, and then **differentiating** your institution by **leveraging data beyond demographics**.

+ The student journey is not linear + technology has multiplied our channels

Deploys an **always-on strategy** to ensure that we're meeting students where they are and when they are ready. This strategy **relies heavily on digital-first strategies**. Think: **SEO, SEM, social media, your website, form strategy, content strategy, website personalization**.

+ Data privacy policy + targeting restrictions

Diversification of your inquiry and lead sources will **ensure that you aren't overly reliant on any one strategy**—given the changing climate a layered strategy is best. Think **college search sites**.

+ Fewer test takers + college fair attendees

Diversification again. Build your supplemental lists on other platforms. Think **college search sites**. think the tools you already have: **SEO, SEM, Social Media, your website, form strategy, content strategy, website personalization**.

+ Our dynamic with students has changed. We are no longer in control of timelines or engagements. They are.

Always on. Meet them where they are, when they are ready. This strategy **relies heavily on digital-first tools, and digital platforms**. This also calls for increased attention on early pipeline engagement.

Gen Z and Gen Alpha expect customization and demand authenticity.

Differentiate. The good news here is that many of the leads you'll receive from diversified sourcing will give you **rich behavioral data** to work with. Additionally, we recommend **layering in psychographic data to really set your institution apart**.

2

A Website That Converts

65%

prospective graduate students that
say the website was what was most helpful
for them in their college search

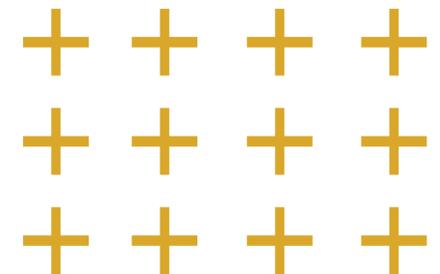
Our online
presence is
more
important
than ever

Website

Your website should be the **#1 priority** when designing your lead generation strategy for 2023 and beyond.

What is the value of a website inquiry?

- + **Intent:** Students who inquire on your website already know a little bit about you, so you can score them as having higher intent than a purchased lead or a lead generated through in-platform campaigns.
- + **Data:** By owning your website, you have access to a robust inventory of information on students, including the pages they're engaging with, time spent on your site, any marketing they engage with, and more.
- + **Quality of information:** You fully control the narrative and experience of your prospects and leads. You don't have to share the space with other websites and schools, so you can tell a more robust story about why they should attend your institution.



When visiting the website of a potential graduate school, what is the most important information you're looking for?

	VERY IMPORTANT
Information on costs, scholarships, financial aid options, etc.	78.78%
Specifics and timelines about the program I'm interested in applying to	66.15%
Information on how to apply	61.81%
General information about the area of study I'm interested in	59.50%
Specific information and next steps I can take to learn more (request information, connect with staff, attend an information session, etc.)	51.69%
Information that'll give me a sense of what it's like to attend the institution & if it's a right fit for me	42.24%
Overall information about the institution	37.90%

Is there any information you look for on a college/university website but frequently don't find?

Information on costs, scholarships, financial aid options, etc.	51.88%
Information that'll give me a sense of what it's like to attend the institution and if it's the right fit for me	41.27%
Specifics and timelines about the program I'm interested in applying to	35.49%
Specific information and next steps I can take to learn more (request information, connect with staff, attend an information session, etc.)	26.62%
General information about the area of study I'm interested in	19.19%
Information on how to apply	13.79%
Overall information about the institution	12.73%

What is one piece of advice you'd give to graduate schools about how they can improve their website as it pertains to its role in your grad school search?

“Please format your website to be easy to navigate. Often it's difficult to find the specific information I want.”

“Make their information more easily accessible and provide more contact information for someone like an admissions counselor, etc.”

“Graduate schools should ensure that their website is easy to use, with clear and concise menus, intuitive navigation, and a responsive design that is optimized for both desktop and mobile devices.”

Meaningful personalization involves **stripping away the noise**, providing relevant information, and supporting the journey from meaningful interaction to meaningful interaction.

Website Personalization

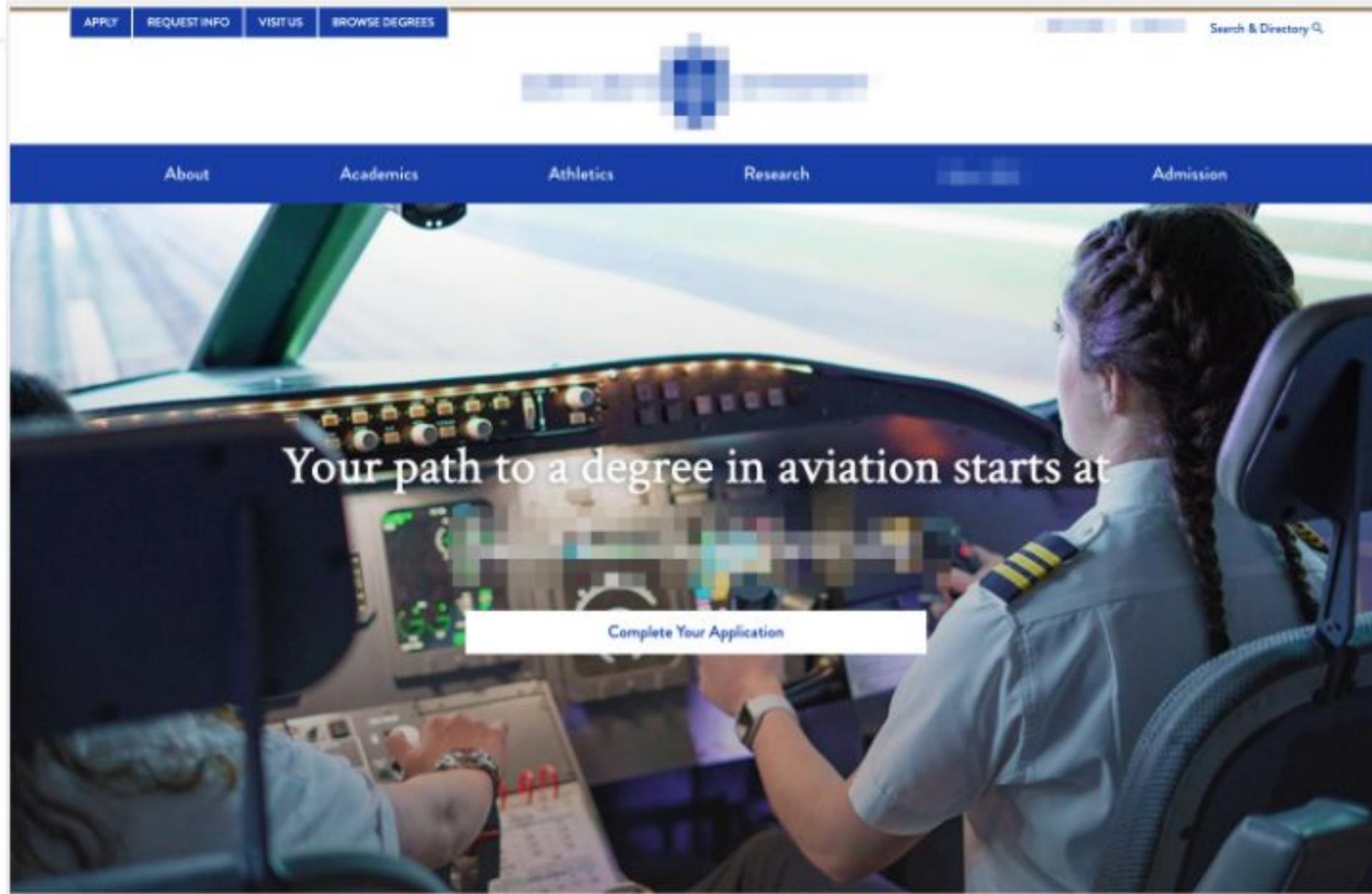
Do you enjoy when web content is tailored to your interests or browsing behavior?

58% said yes

Do you expect content to be personalized on return visits?

32% said yes

Program Information



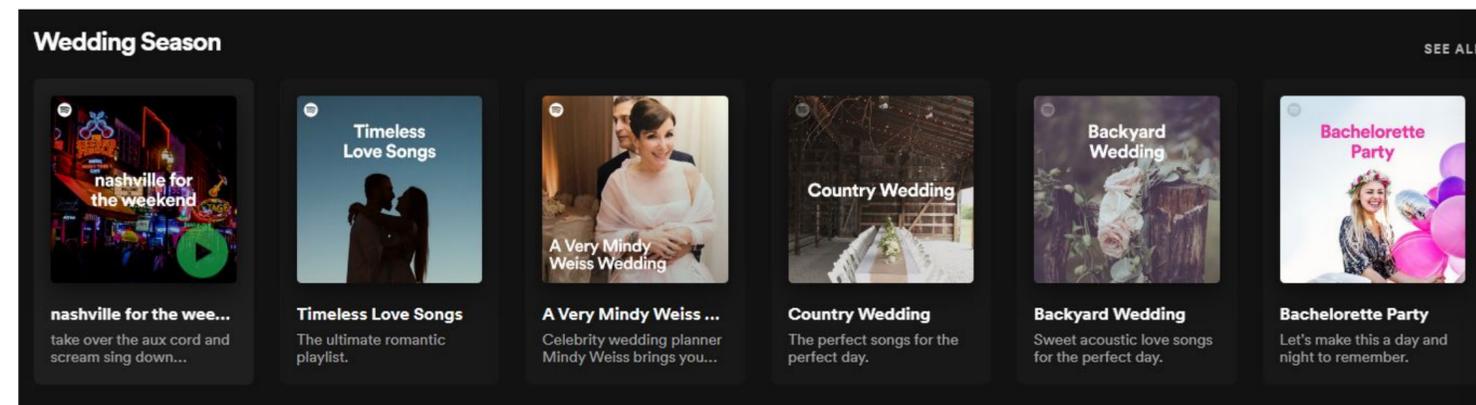
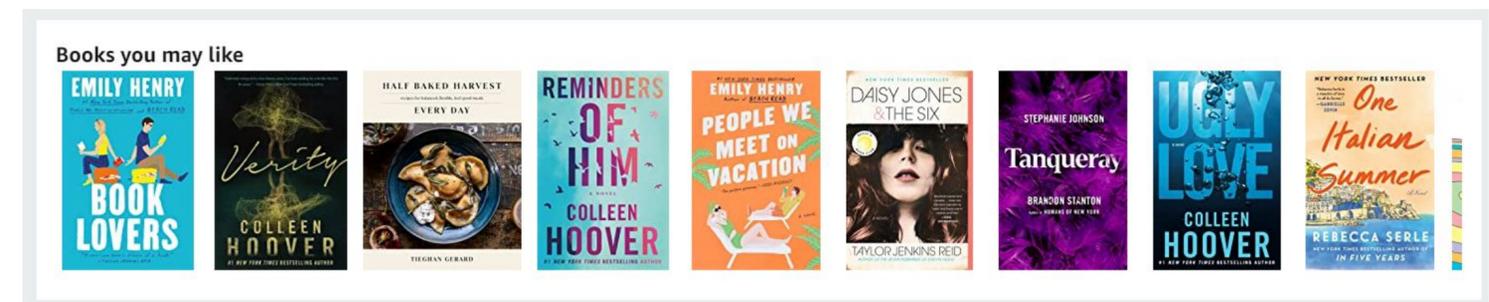
Admissions

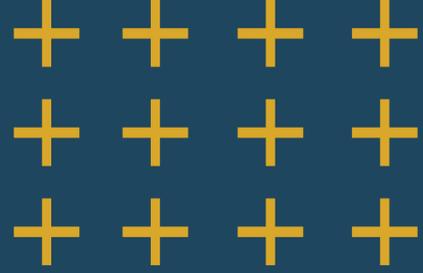
The screenshot shows a university website with a dark purple header and a main content area. A modal window is open, displaying a photograph of three female students sitting at a desk with a laptop. The modal contains the following text and elements:

- Header:** Search 🔍 and Navigation ☰
- Text:** **Finish What You Started at [University]**
- Text:** [University] delivers big opportunity but with personal engagement and friendships. Our students don't get lost in the crowd.
- Buttons:** [Apply Now](#) and [Transfer FAQs](#)
- Navigation (Right Side):** Visit, Connect, Apply
- Navigation (Bottom):** Apply ▾, Visit ▾, Afford ▾, Academics ▾, Info For... ▾, Admitted ▾

Today, web personalization can be based on...

- + Prior campaign interactions
- + Website behavior
- + Program of interest
- + Where they are in their journey
- + Demographic information
- + Personas

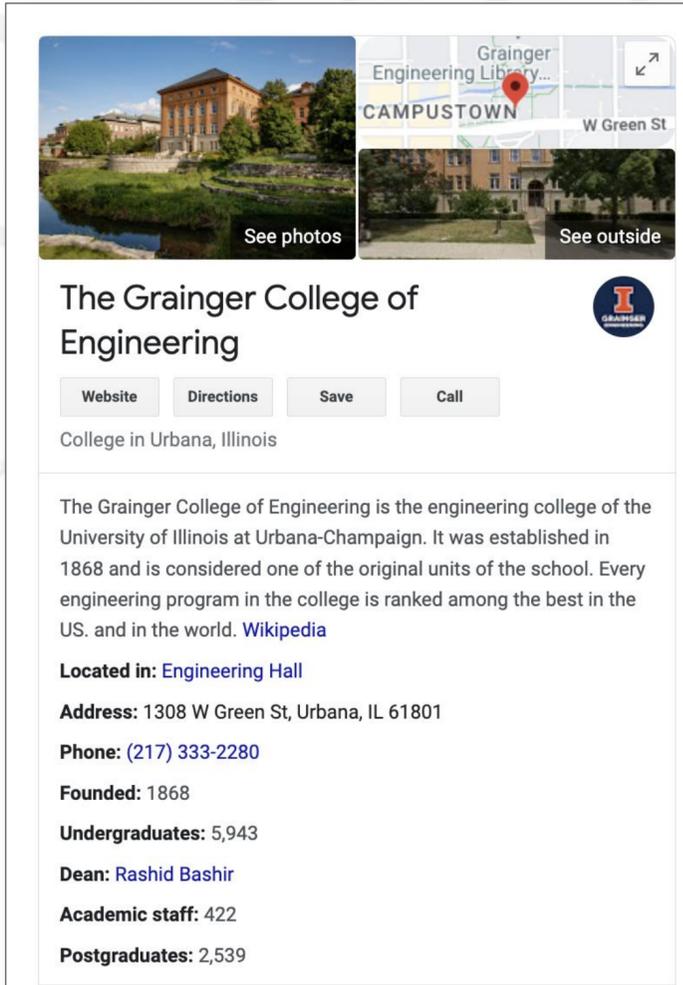




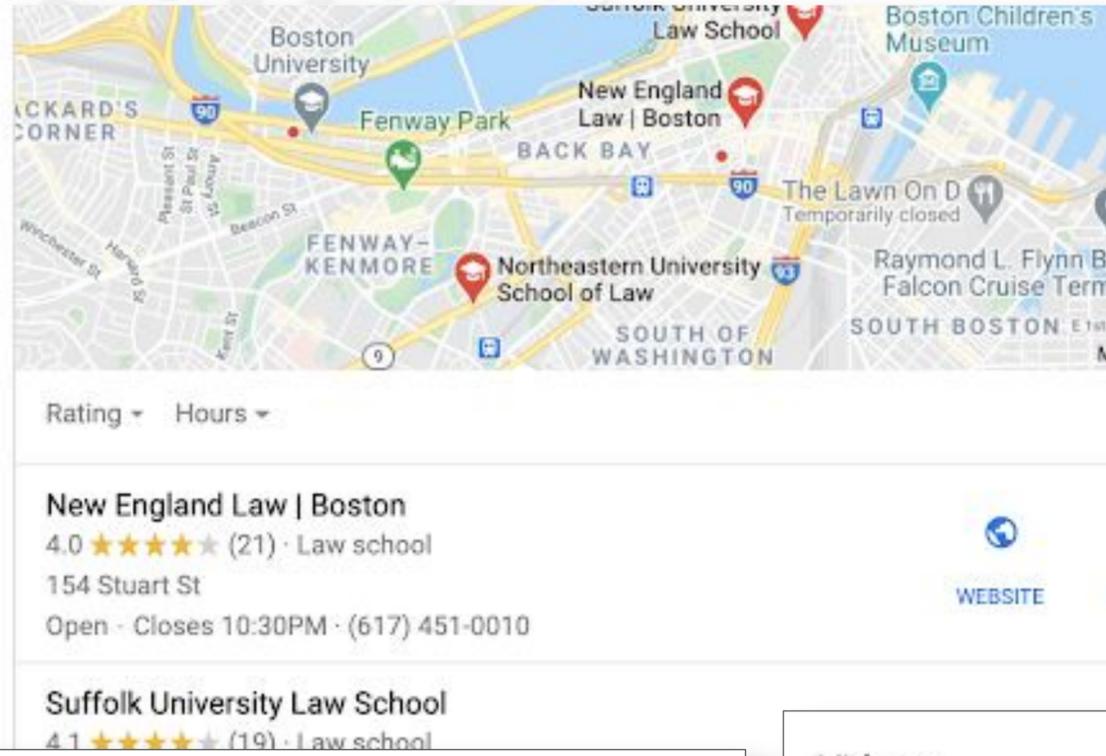
What is Search Engine Optimization?

A way to be found

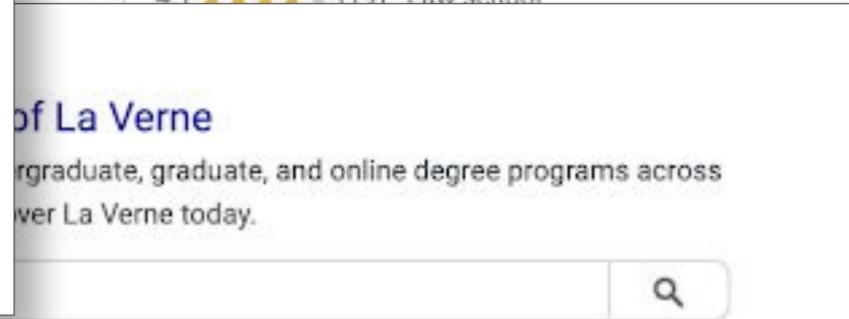
“The more a topic is understood, the more these search features emerge.”
- Search Engine Land



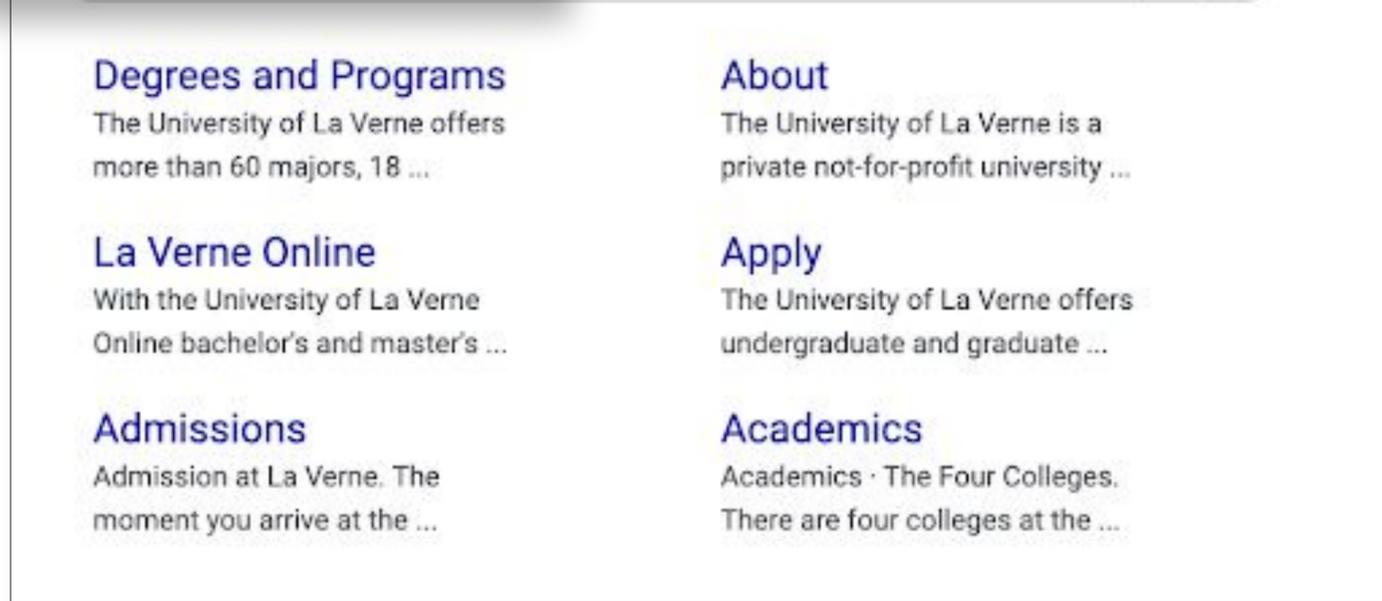
The screenshot shows a search result for 'The Grainger College of Engineering'. It includes a main image of the college building, a smaller map of the campus, and a 'See photos' button. Below the image is the title 'The Grainger College of Engineering' and a 'College in Urbana, Illinois' label. There are buttons for 'Website', 'Directions', 'Save', and 'Call'. A short description follows: 'The Grainger College of Engineering is the engineering college of the University of Illinois at Urbana-Champaign. It was established in 1868 and is considered one of the original units of the school. Every engineering program in the college is ranked among the best in the US. and in the world. Wikipedia'. Further down, it lists 'Located in: Engineering Hall', 'Address: 1308 W Green St, Urbana, IL 61801', 'Phone: (217) 333-2280', 'Founded: 1868', 'Undergraduates: 5,943', 'Dean: Rashid Bashir', 'Academic staff: 422', and 'Postgraduates: 2,539'.



The screenshot shows a Google map of Boston with several law schools marked with red location pins. The schools listed are 'Suffolk University Law School', 'Boston University Law School', 'New England Law | Boston', and 'Northeastern University School of Law'. Below the map, there are filters for 'Rating' and 'Hours'. Two search results are visible: 'New England Law | Boston' with a 4.0 star rating (21 reviews) and 'Suffolk University Law School' with a 4.1 star rating (19 reviews).



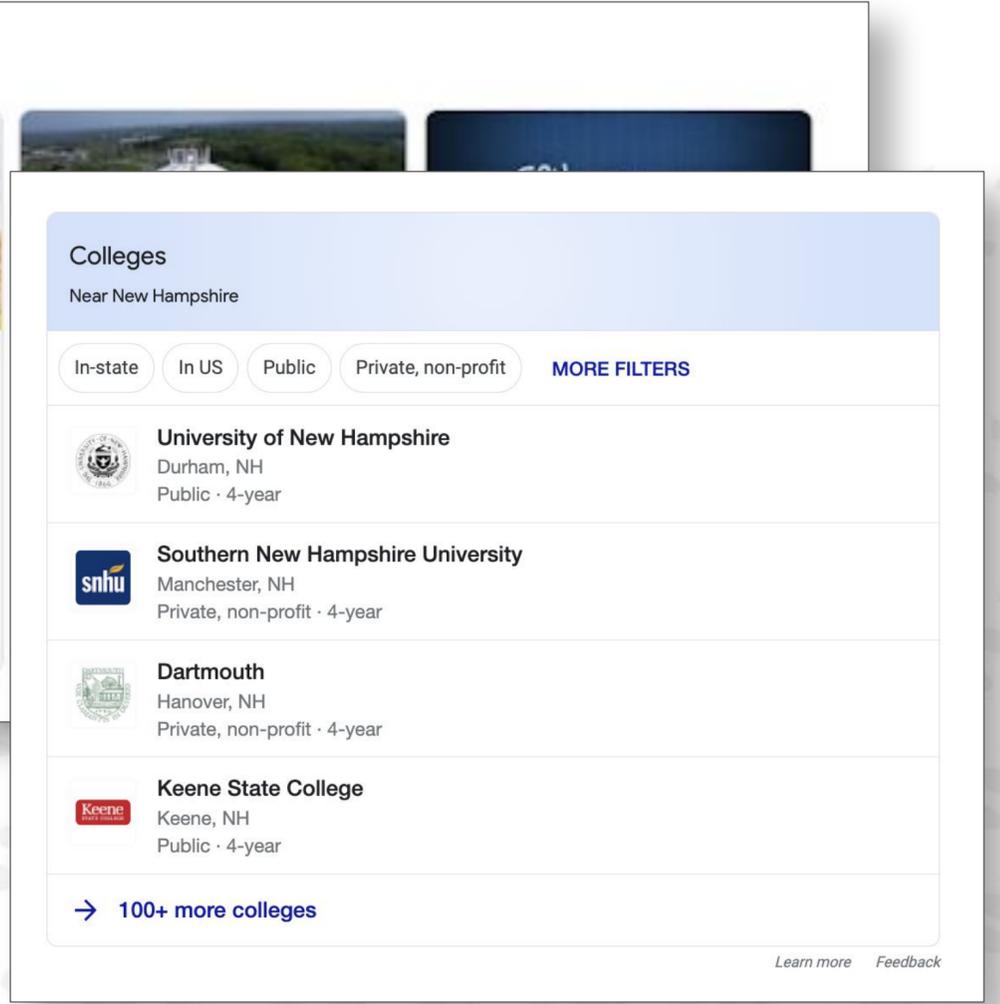
The screenshot shows a search result for 'University of La Verne'. The title is 'University of La Verne' and the snippet below it reads 'undergraduate, graduate, and online degree programs across the University of La Verne today.' There is a search bar with a magnifying glass icon.



The screenshot shows a navigation menu for the University of La Verne website. It includes links for 'Degrees and Programs' (The University of La Verne offers more than 60 majors, 18 ...), 'La Verne Online' (With the University of La Verne Online bachelor's and master's ...), 'Admissions' (Admission at La Verne. The moment you arrive at the ...), 'About' (The University of La Verne is a private not-for-profit university ...), 'Apply' (The University of La Verne offers undergraduate and graduate ...), and 'Academics' (Academics · The Four Colleges. There are four colleges at the ...).



The screenshot shows a video search result for 'Virtual Tour of Slippery Rock University'. The video thumbnail shows a campus scene with a play button icon and a duration of 14:34. Below the thumbnail, the title 'Virtual Tour of Slippery Rock University' is displayed, along with the channel name 'SRUAdmissions' and the upload date 'YouTube - Feb 25, 2013'.



The screenshot shows a search result for 'Colleges Near New Hampshire'. It includes a list of colleges with their logos, names, locations, and types. The colleges listed are 'University of New Hampshire' (Durham, NH, Public · 4-year), 'Southern New Hampshire University' (Manchester, NH, Private, non-profit · 4-year), 'Dartmouth' (Hanover, NH, Private, non-profit · 4-year), and 'Keene State College' (Keene, NH, Public · 4-year). There is a link for '100+ more colleges' and a 'Feedback' link at the bottom right.

Where to Start

- + As a baseline, all content should follow basic SEO best practices as a starting point:
 - + Title tag
 - + Meta description
 - + Header tags
 - + Internal links and CTAs
 - + At least 500 words/page
- + All critical pages should have a healthy Page Speed Insights report on desktop and mobile

Visibility + Frictionless Form = Inquiry Gold

The image shows a screenshot of the Villanova University website. On the left, the search results for 'Villanova University - Top-Ranked MBA' are displayed, including a list of related search terms. A yellow arrow points from the search results to a detailed view of the MBA program page on the right. This page features a lead capture form with fields for name, email, phone number, and birthdate, alongside promotional text and a 'LEARN MORE' button.

Search Results:

- villanova.edu
- https://www.villanova.edu › toprankedmba › villanova
- Villanova University - Top-Ranked MBA**
- Stand out as a visionary leader and impact the future of business. Gain a competitive edge with Villanova's top-ranked **MBA** that focuses on the future of work. Experience VSB.

People also search for

- cheapest mba in pennsylvania
- temple mba
- villanova mba
- wharton mba
- drexel mba
- philadelphia university
- best business schools in philadelphia
- mba pa

MASTER OF BUSINESS ADMINISTRATION

APPLICATION DEADLINE IS APRIL 30!

I want to learn more.

First Name*
Last Name*
Email Address*
Mobile Phone Number*
Birthdate*

Villanova School of Business offers four different course delivery formats for your convenience. Please choose your preferred format*

Submit

Top-Ranked MBA

The Professional MBA from Villanova School of Business (VSB) gives you a personalized experience that fits your needs, coupled with an invaluable credential powered by a market-driven curriculum.

At Villanova, we believe the best MBA is lived - learned tonight, applied tomorrow. Discover an MBA program that fits your career goals. Whether you are looking for a career change, career advancement or skillset growth, Villanova's Professional MBA offers practical coursework highlighting real-world experience with faculty that understand working professionals.

VSB delivers a high-impact MBA program with flexibility and convenience for today's working professionals. Enhance your knowledge by choosing from a catalog of specializations to fit your career goals. As part of Villanova's Professional MBA program, you will have the opportunity to explore data and analytics, emerging technologies and leadership with a global mindset.

- Ranked No. 19 Best Online MBA in the nation by *U.S. News & World Report*
- Earn your MBA in as little as 24 months
- On campus, online, hybrid and cohort learning
- Tailored curriculum with 7 specializations, including artificial intelligence and machine learning (AI/ML)
- Dedicated career services team, who supplements your learning and advocates for your success

LEARN MORE

Inquiry Forms

ARE YOU LOSING PROSPECTS BECAUSE OF YOUR FORM?

- + Location
- + Device
- + Form Length
 - + **Ask:** Are you using every piece of information at this stage?
- + Thank you page

The screenshot shows a website for the University of North Dakota. At the top, there is a navigation bar with the university logo and links for 'REQUEST INFO', 'VISIT', and 'APPLY'. Below this is a banner image of a person's hands. The main content area features the title 'Accountancy Major' and 'Bachelor of Accountancy (B.Acc.)'. A green text block describes the program: 'From internships with global companies to coursework focused on career skills, our students graduate ready to launch a career.' Below this is a paragraph of text: 'Successful organizations require financial leadership, whether you plan to run a Fortune 500 company or a local non-profit. Develop the skills and experience to become a professional accountant, often with a full-time job offer before graduation.' At the bottom, there are four key facts: 'Program type: Major', 'Format: On Campus or Online', 'Est. time to complete: 4 years', and 'Credit hours: 120'. On the right side, there is a 'REQUEST INFORMATION' form with input fields for 'First Name *', 'Last Name *', and 'Email *', and a 'NEXT PAGE' button.

A Website That Is Optimized For Lead Generation...

Tools + Tactics

Website Personalization Tools

SEO

Form Strategy

Content Strategy

Student Portals + Microsites

Goals

- Ensure your institution is found by active searchers
- Will keep them onsite with relevant content
- Will provide a good user experience
- Will build early pipeline lists
- Will offer conversion opportunities when the student is ready

3

Digital For Lead Generation

Connection happens when you are part of the **conversation.**

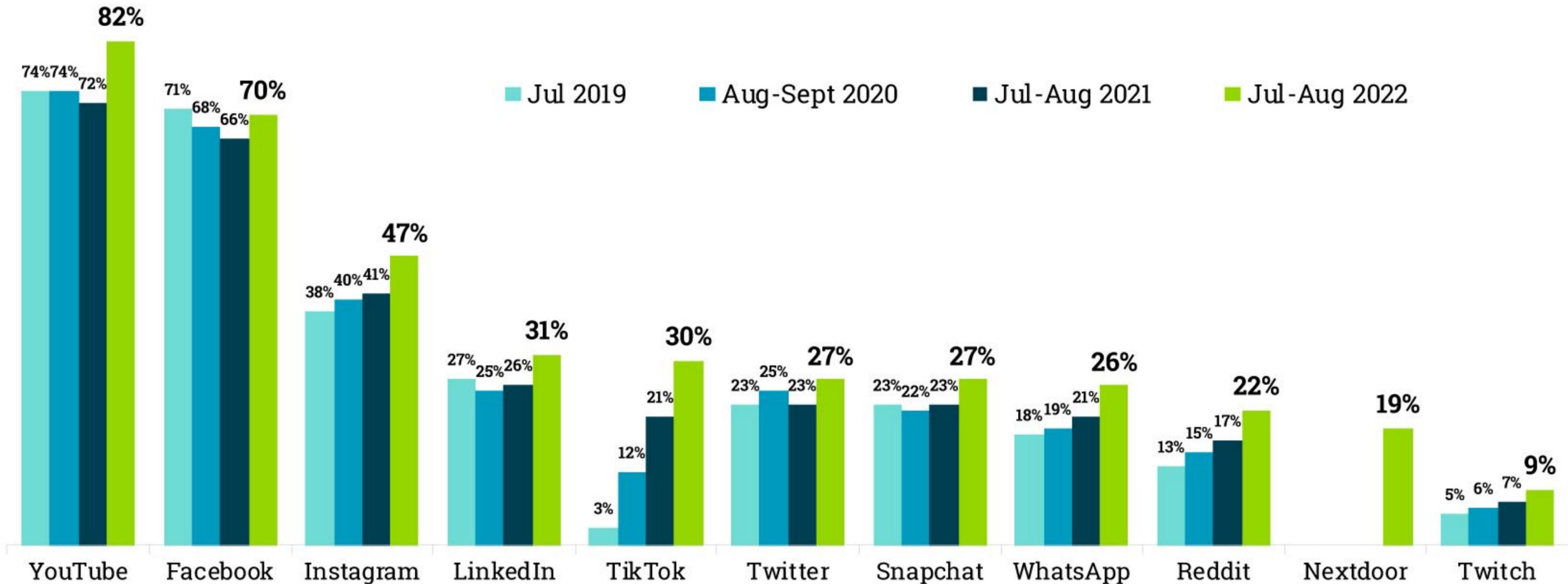
The **conversation** is happening on

Digital channels.



US Adults' Use of Social Media Platforms

% saying they use each of the following social media sites



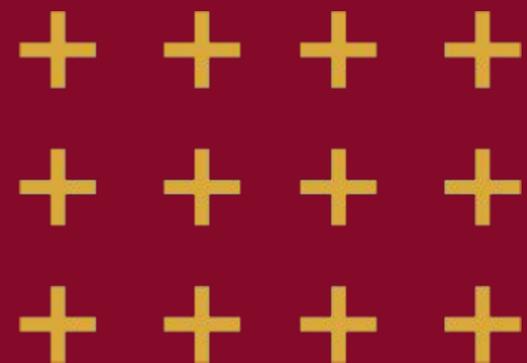
Published on MarketingCharts.com in September 2022 | Data Source: Pew Research Center

2022 data based on a July-August survey of 12,147 US adults (18+)

Disconnected From Where Students Spend Their Time

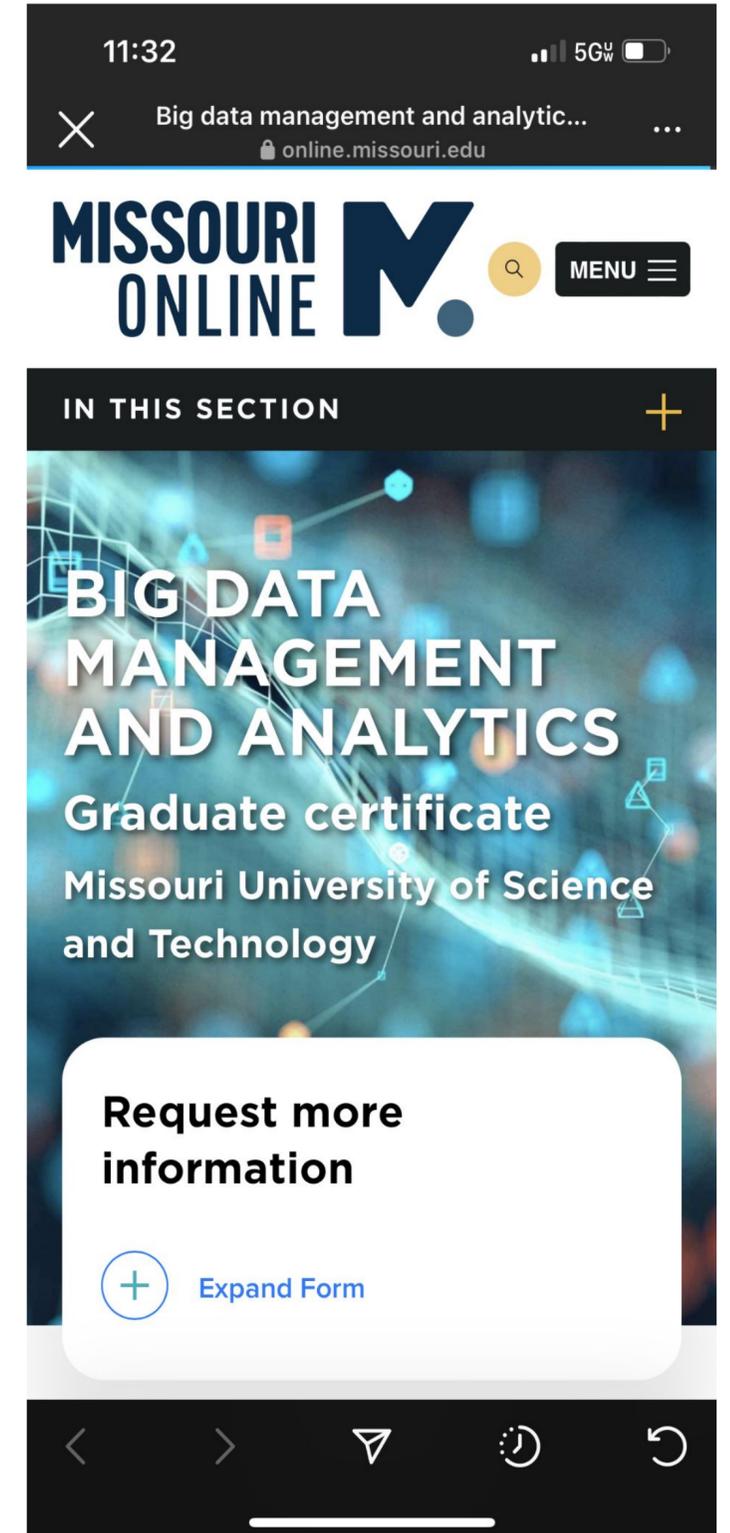
44% of graduate prospects say they use YouTube for their college search

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



Social Media Tips: Graduate/Adult/Transfer

- + In-platform Lead Gen
- + Program-specific Forms
- + Avoid DOB and Previous Institution Fields
- + Personalized TY Page



#2 Resource prospective students use (Website is #1)

7:05 Hours spent online daily

91% Google's search engine market share

AUDIENCE INTENT



When starting an online search for colleges, do prospective students know where they want to attend?



master of behavioral and decision sciences



Images

Videos

News

Shopping

+ Upenn

+ UPenn Reddit

Books

Ad · <https://lps.upenn.edu/learn-more>

Decision Sciences at Penn - Behavioral Sciences at Penn

With Penn's MBDS, You Can Earn Your Ivy League Degree in One Year or at a Part-Time Pace. Our MBDS Degree Is Ideal for Careers in Law, Education, Public Policy, Business, and...
[MBDS Curriculum](#) · [Application Overview](#) · [Tuition and Fees](#) · [Virtual Info Session](#)

Ad · <https://som.yale.edu/ycci/bei>

Master Behavioral Economics - Yale School of Management

Learn how to drive better business results using the latest **behavioral** research. Rethink marketing & insights with immersive sessions over two weeks. November 1-3 & 8-10, 2022. Designed for Executives. Renowned Yale Faculty. Earn a Certificate.

Ad · <https://www.thechicagoschool.edu/>

M.A. Behavioral Economics - The Chicago School - Online

The Chicago School Offers An Online **Master's** Program In Behavioral Economics! Learn More. Kickstart Your Career With A **Master's** Degree In Behavioral Economics! Get Started Today. Now Enrolling. 20 Degree Programs. A Non-Profit University.

Ad · <https://tssw.tulane.edu/>

Tulane University - Dual Degree Opportunities

Earn your degree from one of the longest standing social work programs in the country. Gain a foundation for micro, mezzo, or macro practice. Advanced...



<https://www.lps.upenn.edu> > degree-programs > mbds

Master of Behavioral and Decision Sciences - Penn LPS

Penn's **Master of Behavioral and Decision Sciences (MBDS)** is informed by contemporary theories and research methods of behavioral economics, decision ...
[Admissions](#) · [Courses and Curriculum](#) · [Tuition and Fees](#) · [Our Faculty](#)

<https://www.lps.upenn.edu> > mbds

Master of Behavioral and Decision Sciences - Penn LPS

The University of Pennsylvania's **Master of Behavioral and Decision Sciences** is informed by contemporary theories and research methods of behavioral

Graduate

13%

I had no idea of the school or program I wanted to attend/pursue

64%

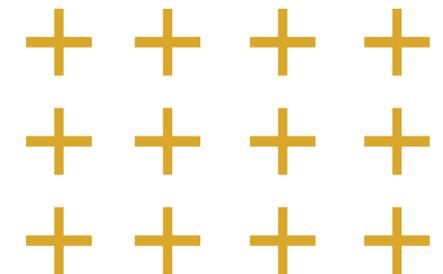
I knew (or roughly knew) the area of study, but not the school

18%

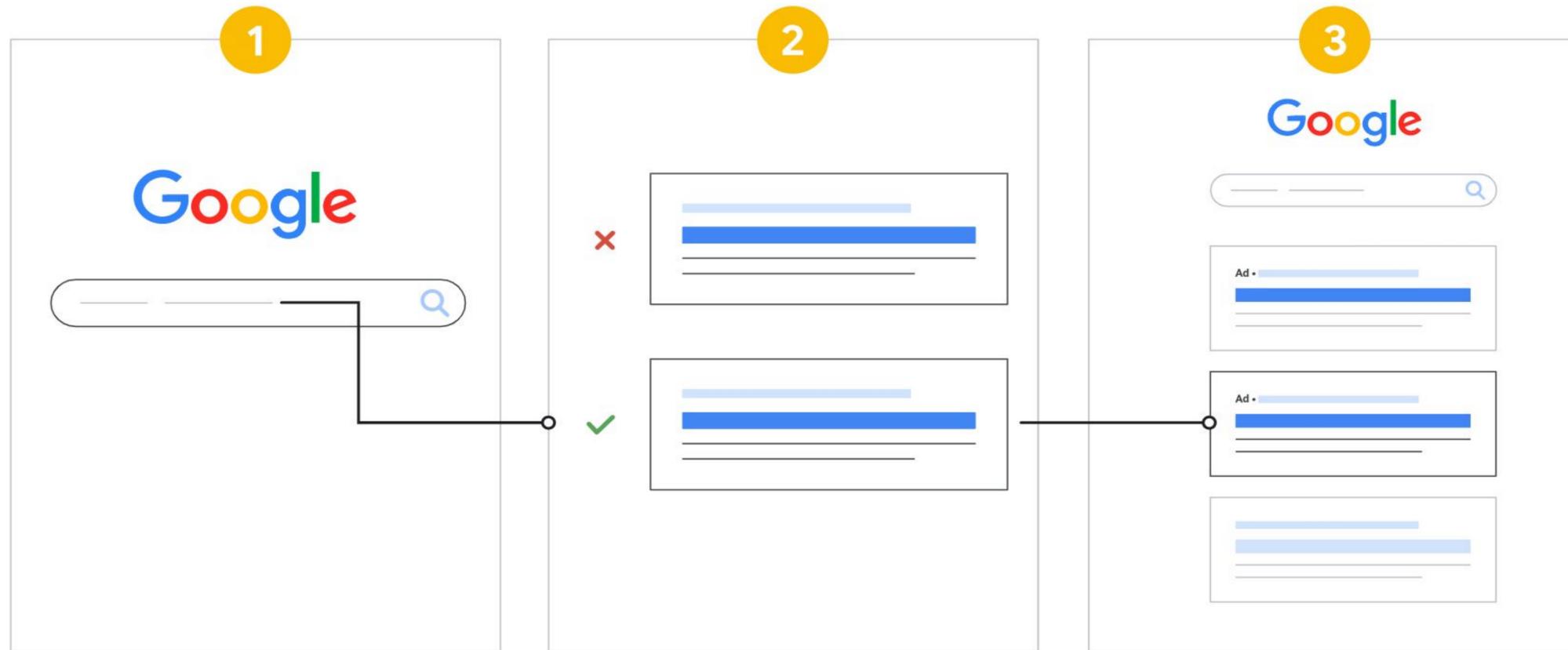
I knew the program and the school I wanted to attend/pursue

5%

I knew the school but not the area of study



Search Engine Results Page (SERP), runs on a real-time bidding system to determine ad placement.



A user searches on Google

Google Ads finds any ads eligible to show for that search

Google Ads ranks the ads based on bid, Quality Score, Ad Rank thresholds, context, and expected impact of extensions

The Good News: There are levers you can pull to impact this placement.

Get Creative With Your Targeting

REMARKETING LIST FOR SEARCH ADS

- + Designed to reach students further in the funnel with 'Apply' CTA

FEEDER SCHOOL CAMPAIGNS

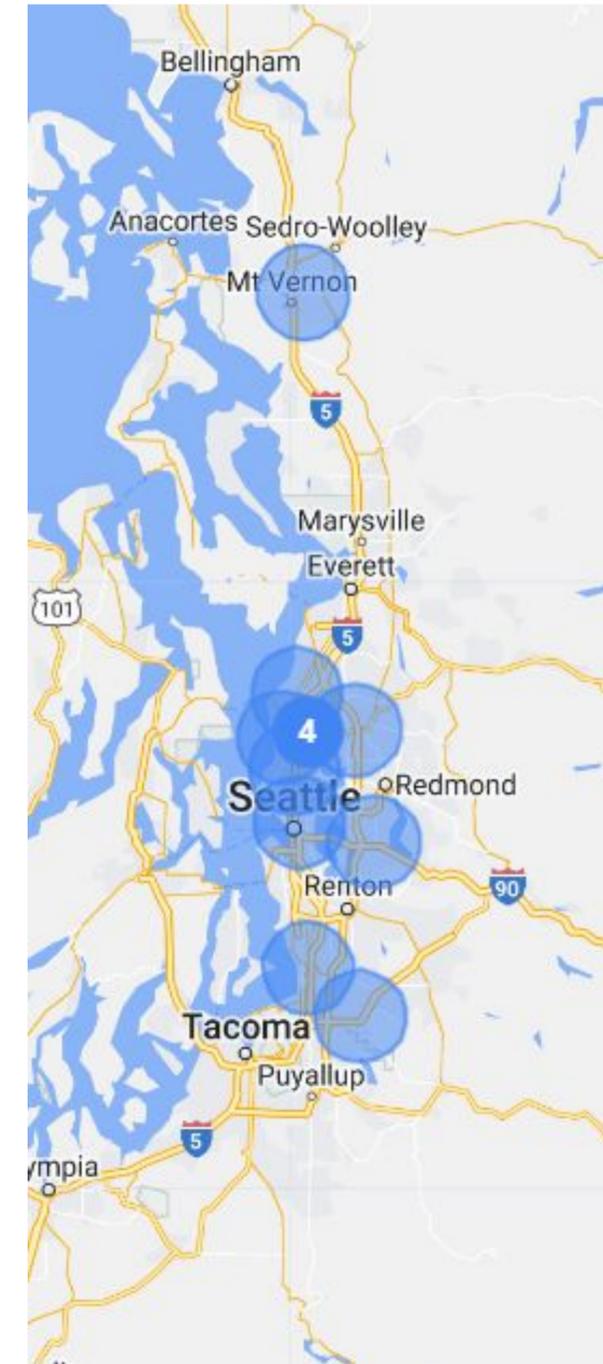
- + Designed to capture prospective students currently attending a school that "feeds" into our client's program

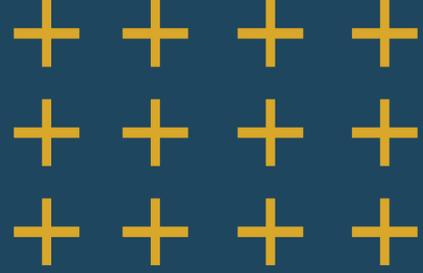
43%

Increase in
conversion rate

78%

Decrease in
cost per action





Turning
Prospects
into Leads

Perfect Alignment of Message and Audience

By leveraging a tactic such as Customer Match Social and IP Targeting, you are able to be hyper-targeted to reaching users in a specific home rather than relying on other targeting parameters.

- Prospects/Purchased Lists
- Inquiries
- Applicants
- Admitted Students
- Alumni
- Aged Inquiries



A Digital Plan That Is Optimized For Lead Generation...

Tools + Tactics

Social Media

IP Targeting

SEM/PPC

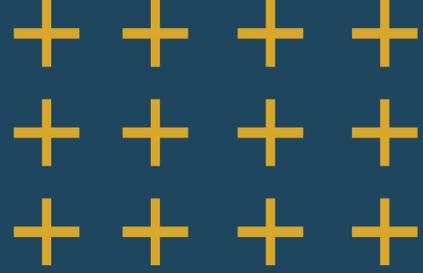
Social Media List Based Targeting

Goals

- Ensure your institution is found by active searchers
- Will gain valuable exposure with influencers
- Will ensure students have the content they need in the moment they need it
- Will connect with students where they spend their time
- Will build early pipeline and multi-cycle lists
- Will offer conversion opportunities when the student is ready
- Will allow for mobile engagement/conversions

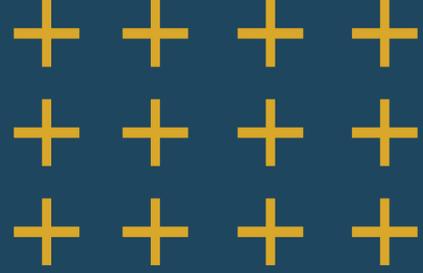
4

Additional Data Sources



College Search Platforms as Lead Generators
is not a new strategy, in fact **it's a tried and true strategy**.

Our suggestion is simply that you **think about how you use them a little differently**. Lean in.

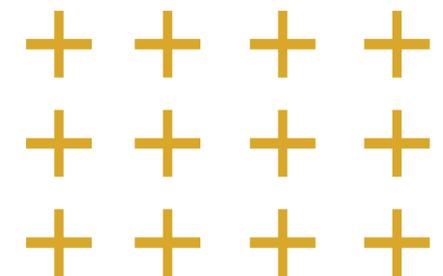


77% of graduate students **did not know what school they wanted to attend** when they began their graduate school search.

The Power of the College Search Site

For prospective graduate students:

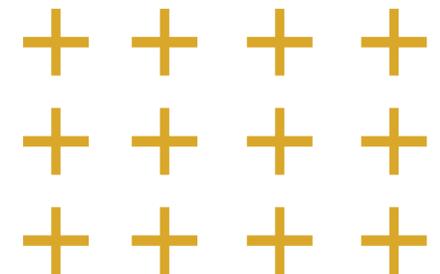
1. A **low pressure experience** to connect with graduate schools
2. A trusted, unbiased **resource**
3. **Endless options** for students to discover schools/programs for them. Consider it a Google search dedicated to the college search.
4. **Free**
5. **Accessible to all students** interested in pursuing a graduate education



The Power of the College Search Site

For graduate schools and programs:

1. An educated opt-in
2. Credibility of an objective party
3. Access to a diverse in-college population (and more)
4. Always on



An educated opt-in

The prospective student will always make the first move.

Choosing to connect with a school/program is not without discernment and thought.

How do we know?

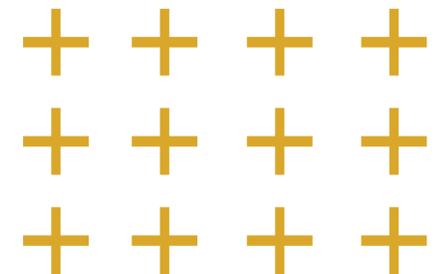
AVERAGE # OF COLLEGE CHOICES ON COLLEGEEXPRESS BY COLLEGE GRAD YEAR

2024: 5.64

2023: 6.82

2022: 7.93

2021: 8.92



Credibility of an objective third party

No one school is better than another.

For students who do not know what school they are interested in, simple searches on programs of interest provide them clear options without bias.

All graduate schools/programs have the same set up and data options to present to students.

And for students who used these websites in their undergraduate search, a trust has been established.

The screenshot shows a 'Graduate Program Search' interface. On the left, there are search filters: 'Program' (Education & Teaching), 'Specialty', 'Master's', 'Campus', 'Choose states...', and 'Housing Offered?'. A green 'Search' button is at the bottom of the filters. The main area shows '262 Results' and three program listings:

Program Name	Institution	Tuition	Degree Type	Format	Enrollment
Adult Education	Teachers College, Columbia University New York, NY	\$17,039	MASTER'S	CAMPUS	5,845
Bilingual Education	North Park University Chicago, IL	VARIES BY PROGRAM	MASTER'S	CAMPUS, HYBRID	1,200
Bilingual Education	Southern Connecticut State University New Haven, CT		MASTER'S	CAMPUS	2,750



Access

College search engines like CollegeXpress maintain data as students age. When a site has millions of high school students finding colleges in their system, those names will make their way to the graduate level in just a few years.

This provides graduate schools the ability to outreach to an in-college population much earlier on in the graduate program search process.

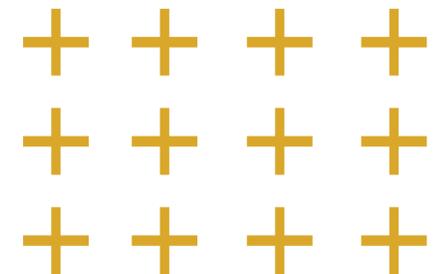
It also provides graduate schools the ability to outreach to an out-of-college population as well. Those high school students from 10 years ago are now adults that might be looking for new opportunities.

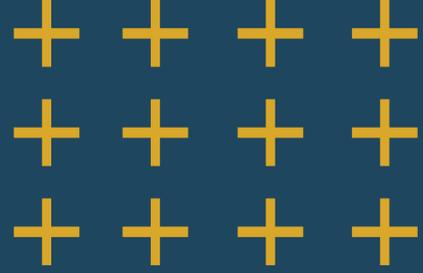
- + **Students in college**
- + **Students who were interested in your school (or competitor schools) as an undergrad prospect**
- + **Older students out of college**



Always On + Multi Cycle

- If you aren't showing up on the first three pages of a Google search, search sites are a great back up; they are working for you **24/7** in the absence of a strong SEO strategy
 - Our research tells us that **77% [of respondents] said that they don't scroll past page three of search results**
- Offering a specific environment which provides **free access information** about **graduate schools and programs, the admissions process, financial aid**, and more
- It a place to put the best of what you have to offer on display and be visible when students are searching





Leveraging the College Search Site

- + Profile enhancements**
- + Look for on-site advertising opportunities**
- + Inbox (email) advertising**

On-site advertising opportunities

Target your exact audience.

Ask your own questions to get the data you need.

22% conversion rate.

The screenshot shows a mobile-optimized advertisement for Waynesburg University. At the top, the 'collegexpress' logo is in the upper right. Below it, a personalized message reads: 'Welcome back gibby! Here's a match just for you...'. The main content features a header image with the university's logo and a brief mission statement: 'Waynesburg's mission of making connections between faith, learning, and serving helps build the foundation for students to transform their communities and the world.' This is followed by a section titled 'Graduate and professional studies' which describes the university's focus on quality academic programs. At the bottom, there is a form with fields for 'First Name', 'Last Name', 'E-mail', 'College Grad Year', and 'Company'. A dropdown menu for 'Program of Interest' is set to '[select one]'. Two buttons are at the bottom: a prominent blue 'YES, SEND MY INFO' button and a smaller, greyed-out 'No, thanks' button.

The screenshot shows a mobile-optimized advertisement for Iowa State University. It features the 'collegexpress' logo and a personalized message: 'Welcome back gibby! Here's a match just for you...'. The main content includes a header image with the university's logo and a section titled 'What would you do as an Engineering graduate student at Iowa State?' with the text: 'Lead innovative research. Create knowledge. Become an expert in your field.' Below this, there are two paragraphs of text describing the university's graduate programs and research opportunities. At the bottom, there is a form with fields for 'First Name', 'Last Name', 'E-mail', and 'Mobile Phone'. Two buttons are at the bottom: a prominent blue 'YES, SEND MY INFO' button and a smaller, greyed-out 'No, thanks' button.



Inbox Advertising

- Students opt in to receive emails with graduate school suggestions
- Email offers both brand awareness and lead generation opportunities
- Graduate school search engines get you exposure to students who otherwise might not have awareness of you
- And they are comfortable connection with you because they trust the platform/us

collegexpress

LOOKING INTO GRAD SCHOOL? LOOK NO FURTHER!
Find your best-fit grad school!

To learn more about a school all you have to do is click the "Yes, connect me" button.

<p>Yes, connect me!</p> <p>Fordham University Graduate School of Education New York, NY</p>	<p>Yes, connect me!</p> <p>Iowa State University Engineering Graduate Studies Ames, IA</p>
<p>Yes, connect me!</p> <p>Lynn University Boca Raton, FL</p>	<p>Yes, connect me!</p> <p>Waynesburg University Waynesburg, PA</p>
<p>Yes, connect me!</p> <p>Wentworth Institute of Technology Boston, MA</p>	<p>Yes, connect me!</p> <p>Asbury University Wilmore, KY</p>
<p>Yes, connect me!</p> <p>Fresno Pacific University Fresno, CA</p>	<p>Yes, connect me!</p> <p>Marx School of Public and International Affairs - Baruch College New York, NY</p>
<p>Yes, connect me!</p> <p>Holy Family University Philadelphia, PA</p>	<p>Yes, connect me!</p> <p>Canisius College Buffalo, NY</p>
<p>Yes, connect me!</p> <p>Anderson University Anderson, SC</p>	<p>Yes, connect me!</p> <p>Miami University Oxford, OH</p>

VIEW MORE SCHOOLS

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A College Search Site That is Optimized for Lead Generation

Tools + Tactics

College Search Sites

Profile Enhancements

Inbox Advertising

On-site Advertising

Goals

- Ensure your institution is found by active searchers
- Will connect with students in high intent moments
- Will build early pipeline and multi-cycle lists
- Will offer conversion opportunities when the student is ready
- Will yield educated leads/hand raisers
- Will provide rich content in multiple formats
- Will provide cost efficient, always on brand exposure



Takeaway

1. Our landscape has changed
2. Optimize your website for conversions
3. Make lead generation part of your digital ad plan
4. Add/Enhance college search platforms
5. Now is the time to diversify your lead sources, track, measure and optimize your strategy

5

Questions + Answers

Resources

Dive Deeper

[It's a New Day for Student Search in Higher Education](#)

[Streamline Your Student Lead Generation](#)

Learn More

[Carnegie's Student Search](#)

[Optimize Your Third-Party Lead Generation Strategy](#)

Explore

[Partner with Carnegie](#)

CARNEGIE

Thank You!

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