Proven Digital Strategies to Boost New and Current Student Enrollment

DEMONSTRATING ROI FOR ENROLLMENT MARKETING

February 2025

Kristy Phillips, Ed.D.

+ Senior Director, Community College Solutions

+ Former campus enrollment + marketing leader

+ Ed.D. in Educational Leadership, with research focused on prior learning to recruit adult learners, particularly the Some College, No Degree population

CLARUS
A CARNEGIE COMPANY

Gain actionable strategies and a clearer understanding of how to optimize your college's marketing efforts for measurable success.

+ today's agenda

1. Funnel Marketing Strategies

2. Effective Use of Targeted Digital Ads

3. Live Reporting Dashboards

4. Enrollment Matching Techniques

2X to 2.6X | Media spend for boring ads to achieve same impact as interesting ads.

CLARUS
A CARNEGIE COMPANY

5-25X

Industry cost estimates for attracting a new student verses retaining an existing one.

Funnel Marketing

Community College Marketing Funnel

DISCOVER

LEARN

APPLY

REGISTER

BRANDING

+ Display + Social Media Outreach
+ Addressable Geofencing
+ Streaming Audio
+ Traditional Media (Billboards, Radio, TV)
+ Digital Video + OTT

REACH AND ENGAGE

+ Display + Social Media Outreach
+ Cross-Channel Retargeting
+ Paid Search Ads (PPC)
+ List-Based Campaigns (Prospects/Inquiries)

LEAD NURTURE

+ Cross-Channel Retargeting
+ List-Based Campaigns (Inquiries/Started Apps/Stopouts)
+ Paid Search Retargeting (RLSA)

REGISTER

+ Geofencing (Applicants/Stopouts)
+ Cross-Channel Retargeting

Refining Your Target Audience: Key Questions

+ What is your audience doing right now? Are they current high school students, attended some college, or part of the workforce?

+ What has your audience done in the past? Do they have specific skills or an educational background that you want to include as part of your targeting?

+ What information is your audience sharing on social media? What type of content may they be sharing with their own network that indicates that they're open to certain higher education opportunities?

+ What ads have your audience clicked on before? Can you re-engage this audience with customized messaging?

+ What pages are your audience engaging with?

Targeted Digital Ads

Benefits of Household-Level Targeting
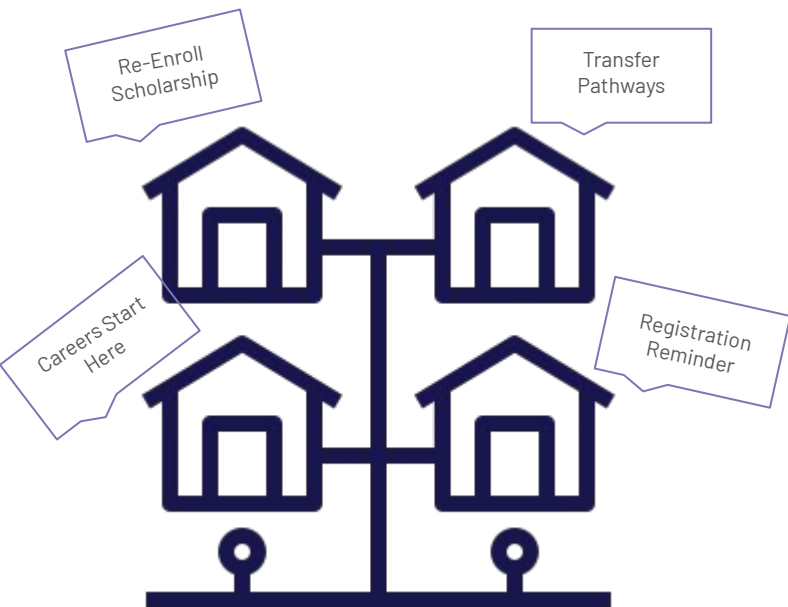
- **Analyze Media Spend**: Measure conversions across households to assess media spend effectiveness.
- **Tailor Messaging**: Send the right message at the right time to reduce noise and increase conversion.
- **Use Shared Devices**: Target households on shared devices (e.g., CTV) and retarget based on initial exposure.

Leveraging Data for Precision Marketing

+ Your Current & Historical Student Enrollment Data
+ List Purchases
+ Retargeting
+ First-Party Cookie Data
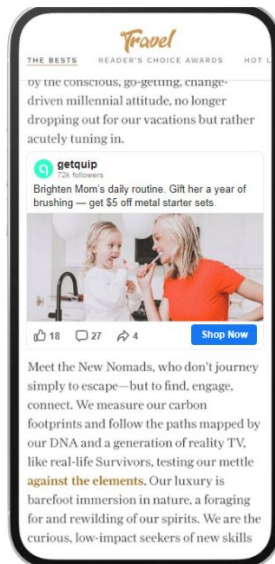
Smarter Digital Advertising: Power of Programmatic

CLARUS
A CARNEGIE COMPANY

DISPLAY

VIDEO

SOCIAL DISPLAY

Tactic Spotlight: Social Display Ads

CLARUS
A CARNEGIE COMPANY

Facebook

+ Users experience Social Display ads as social media "in the wild" and engage at a higher rate.
+ We're conditioned to engage with social media at a higher rate.

Convert Anonymous Visitors into Qualified Leads

Key Benefits of Using WebID:

+ **Identify Qualified Leads**: Turn anonymous traffic into real prospects.
+ **Enhance Geofence Campaigns**: Use visitor data for highly targeted outreach.
+ **Boost Traditional Marketing**: Generate direct mail lists for effective offline engagement.
+ **Hyper-Targeted Program Campaigns**: Focus on users based on their webpage activity.

Tactic Spotlight: WebID in Action

+ Define the specific group you want to reach.
+ Leverage WebID to capture & analyze data.
+ Download & utilize audience lists for targeted outreach.
+ Deliver tailored messaging to this unique audience.

|	
/Main/Academics/Areas-of-StudyHealth-Human-Services	813
/Main/Apply-NowPathway-to-Illinois	794
/Main/AcademicsDepartmentsHealth-Professions	694

Funnel Optimization

The Challenge:
+ Capturing the attention of prospects, applicants, current students, and StopOuts is harder than ever.

The Solution:
+ Deliver digital ads directly in the apps and websites they visit most.
+ Acts as a gentle, persistent reminder—more effective than email or text.
+ No Personally Identifiable Information (PII) required.
+ Similar to a virtual postcard, but more cost-effective and impactful.

Key Audiences:
+ **Stopouts:** Ads encouraging return to campus.
+ **Applicants:** Push them to complete their enrollment process.
+ **Current, Not Enrolled Students:** Promote continued education and next steps.
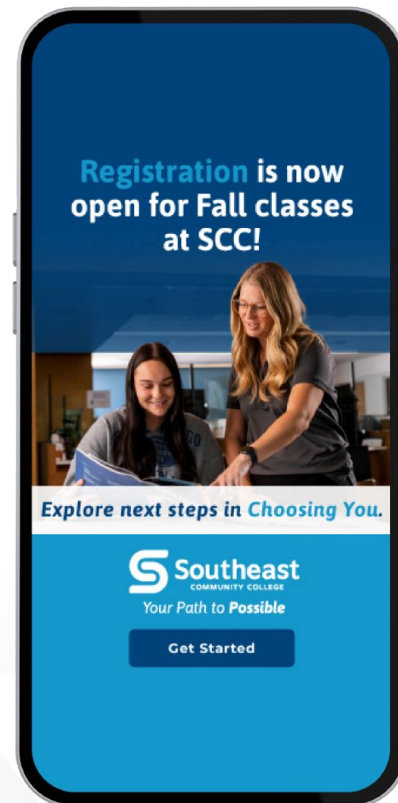
Live Reporting Dashboards

Optimize Campaigns with Data-Driven Decisions

Metrics to Pay Attention To:

+ Total number of people reached.
+ Number of clicks to your website.
+ Number of RFI submissions on your website or leads generated in-platform.
+ The click-through rate of your ads.
+ Overall "engagement" (e.g., likes, comments, shares).

Reporting and Data Management

LinkedIn Talent Pool Report
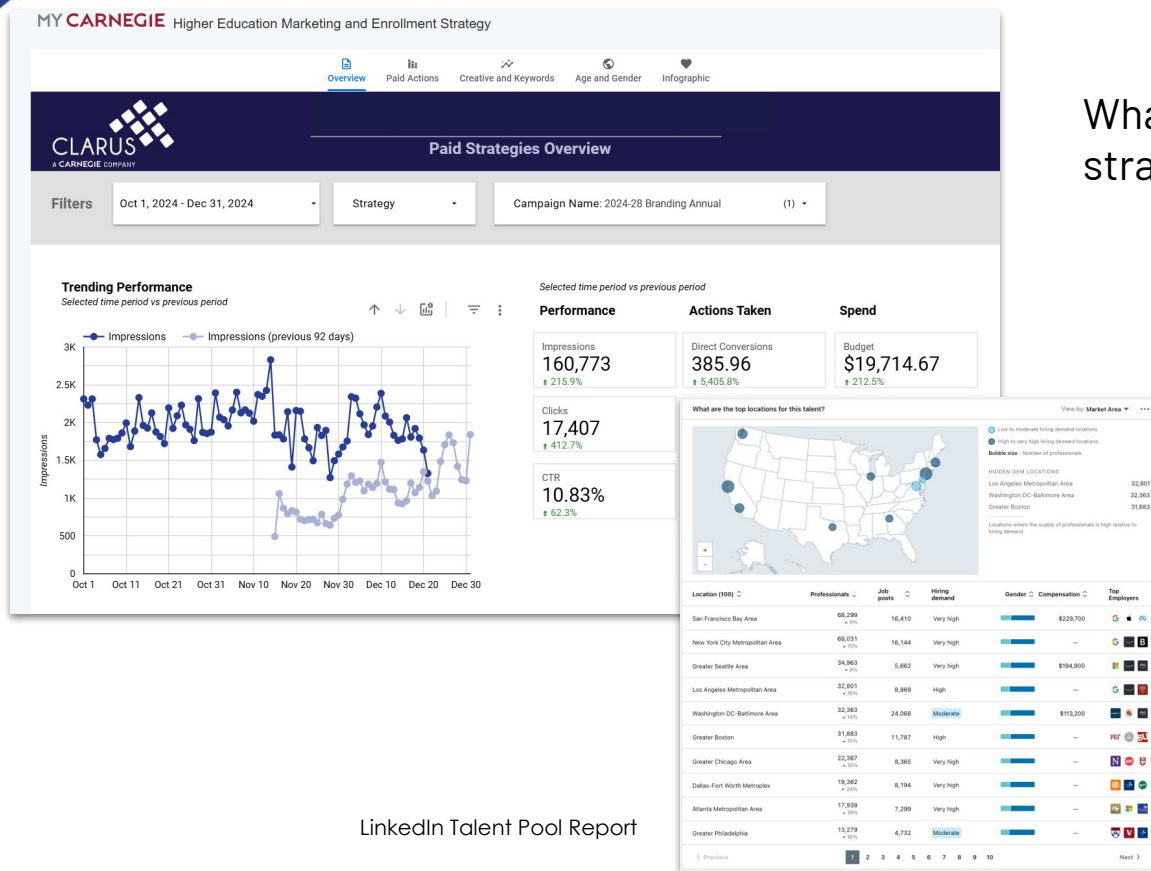
What do we mean by data-informed strategy and analysis?

+ Live comprehensive campaign dashboard.
+ Personalized platform-specific data from our partners (i.e., Google, Linkedin).
+ Channel specific benchmarking updated quarterly.
+ Regular campaign testing around audiences, creative, keywords, placements, etc.
+ CRM data insights to inform lead quality.

Enrollment Matching

Results that Matter: See a Return on Your Investment

Every campaign you run with a geofence list is an opportunity to measure ROI. We provide you with:

- + **Enrollee Data:** A clear breakdown of students who were on your geofenced list and received your ad.
- + **Calculated ROI:** We determine your return on investment for the campaign.
- + **Revenue Analysis:** We calculate total revenue generated based on enrollment numbers and credit hour costs.

College Spotlight: Pueblo Community College

"Career in a Year" Campaign

2K
Total Enrolled
(Number of Enrollees on
Geofenced List who
Received Ads)

12K
Total Hours Enrolled
(Number of Credit Hours
for those Enrolled and
Geofenced)

$3.6M
Total Revenue
(Total Hours
Enrolled x Per Credit
Hour Cost)

52K%
ROI
(Total Revenue
Less Cost of Campaign /
Cost of Campaign)

Sample Campaign Enrollment Match Infographic

Our live dashboard reports provide a highly visual presentation of the metrics that matter in your campaigns.
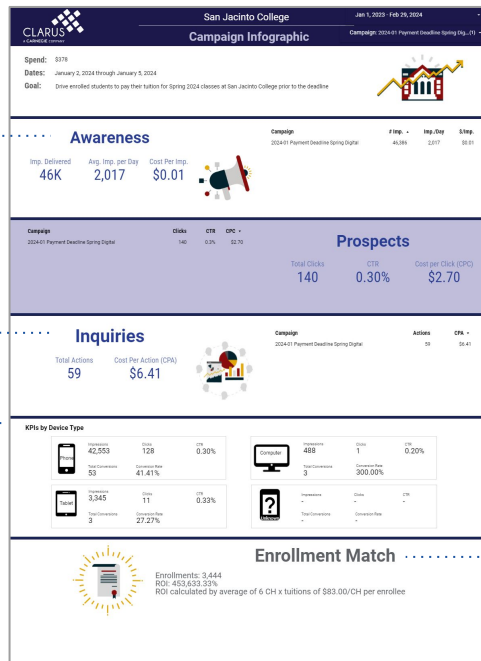

CUSTOMIZABLE DATE RANGES
You can view the performance of your campaigns for any periods of time that campaigns are running.

AWARENESS METRICS
Total impressions, average impressions per day, and cost per impression give you a sense of reach.

CLICK METRICS
We provide full visibility into the number of clicks, click-through rates (CTR) and cost per clicks (CPC).

INQUIRY METRICS
Total actions and cost-per-action (CPA) numbers show you how many people decided to engage.

KEY PERFORMANCE INDICATORS
Presented by device, these metrics show how effective your campaigns are based on different technology tools that your audiences are using.

BOTTOM-LINE RETURN ON INVESTMENT
Our reports show you your ultimate **ROI** for each campaign.

Final Takeaways

+ Full-Funnel Engagement

+ Targeted Digital Ads

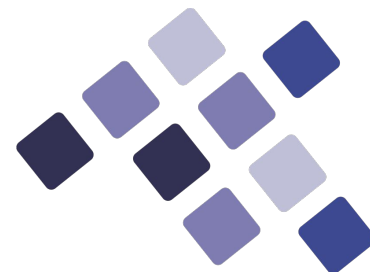+ Live Data Tracking

+ Enrollment Matching Insights

CLARUS
A CARNEGIE COMPANY

Dive Deeper

CLARUS Blog

Download

WebID Overview
Enrollment Match Fact Sheet

Explore

Partner with CLARUS

Thank you!

Kristy Phillips, Ed.D.

kphillips@claruscorporation.com

claruscorporation.com

carnegiehighered.com