



PRESENTATION HANDOUT

# A Digital-First Strategy to Market to Gen Z:

## How to Recruit Your Audience Where They Are



# Presenters



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# Agenda

- Generation Z audience profile
- What it means to be “digital-first”
- Aligning a strategic marketing approach through journey mapping
- Developing integrated marketing strategies for all stages of the recruitment funnel
- Results and impact of an integrated approach on priority enrollment metrics
- Key takeaways
- Questions

# Generation Z: Who Are They?



# How Generation Z Feels About College



# Generation Z: Expectations

Most Influential Source: SEARCH

RESOURCE	OVERALL	SENIORS	JUNIORS	SOPHOMORES
The college's website	3.99	3.91	3.91	4.08
Results from a financial aid or scholarship calculator	3.84	3.85	3.77	3.90
Statistics on salaries of recent college graduates	3.69	3.79	3.74	3.65
Videos of campus, classrooms, students, residence halls	3.75	3.73	3.70	3.86
Email from a particular school	3.75	3.70	3.79	3.90
Phone calls from admissions counselors	3.64	3.58	3.80	3.73
Texts or live messages from admissions counselors	3.62	3.54	3.59	3.66
Virtual reality videos	3.50	3.53	3.41	3.43
Social media posts	3.36	3.51	3.46	3.28
Virtual tours	3.51	3.51	3.59	3.78

*RNL 2021 E-Expectations Report*



# Generation Z: Expectations

Most Influential Source: SELECTION

RESOURCE	OVERALL	SENIORS	JUNIORS	SOPHOMORES
More information (digital content) about the school or program you are considering	3.71	3.81	3.69	3.77
Experience during an on-campus visit (either self-guided or guided)	3.68	3.78	3.75	3.96
Visit from/with a school counselor	3.43	3.40	3.44	3.47

*RNL 2021 E-Expectations Report*



# Digital-First Approach to Marketing

## Overview:

- What exactly is “digital-first” – not to be confused with digital only
- Meeting audiences where they are both online and offline
- It’s important to understand the journey and touchpoints across the enrollment funnel

## Alignment of a marketing division to be “digital-first”:

- Evolution from outsource to insource model
- Fully-integrated team across multiple channels
- Brand alignment and control to promote One University
- ROMI impact

# Building a Foundation to a Marketing Strategy: Audience Journey Mapping

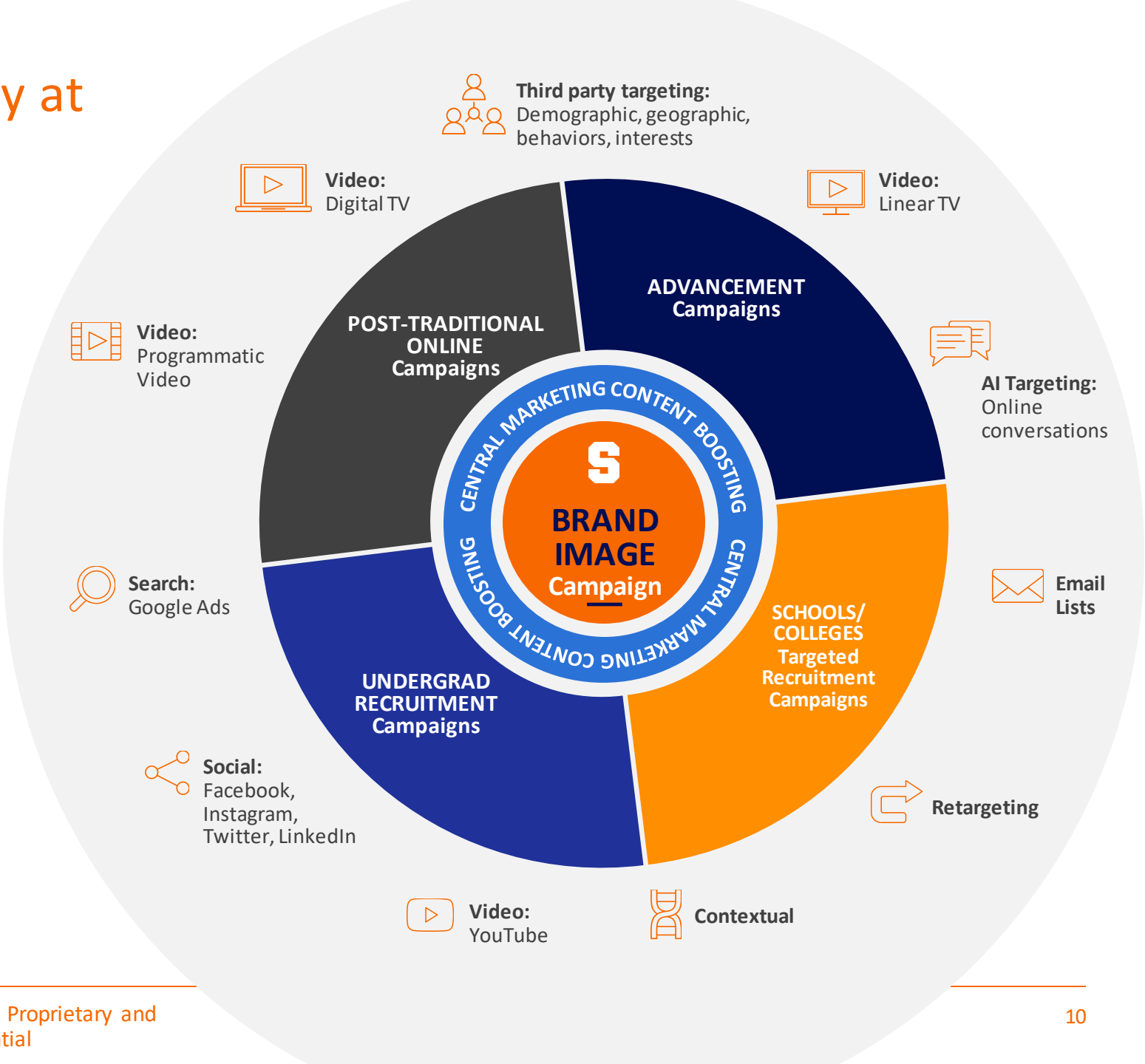
- Why is this important?
- The process and intended output
- Mix of offline and online touchpoints for key audiences
- Paid and owned channels and the role they play
- The result: an “always-on” enterprise marketing strategy

# Always-on Marketing Strategy at Syracuse University

In addition to elevating the profile of Syracuse University, an enterprise-level Image campaign and a continuously optimized content strategy **provides the foundation for all other integrated advertising campaigns.**

This includes campaigns supporting:

- Undergraduate student recruitment
- School/College targeted recruitment (Graduate)
- Post-traditional online student recruitment
- Advancement campaigns



# Integrated Undergraduate Recruitment Marketing: Alignment Across the Funnel



# Integrated Undergraduate Recruitment Marketing: Inquiries and Applications

Sophomore, Jr. and Sr. Searches



Inquiry Retargeting

Early Decision Marketing



Always on Image Campaign & Content Strategy



Viewbooks/Program Guides



Sticker Postcard



Paid Search & Re-marketing



Campaign Landing Pages

Inquiries and Applications



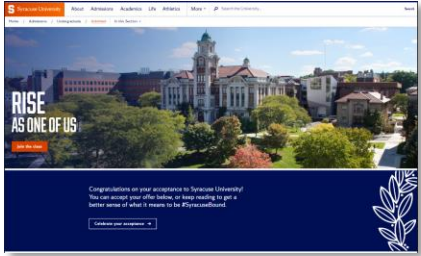
# Integrated Undergraduate Recruitment Marketing: Yield



Acceptance Videos



Downloadable Swag

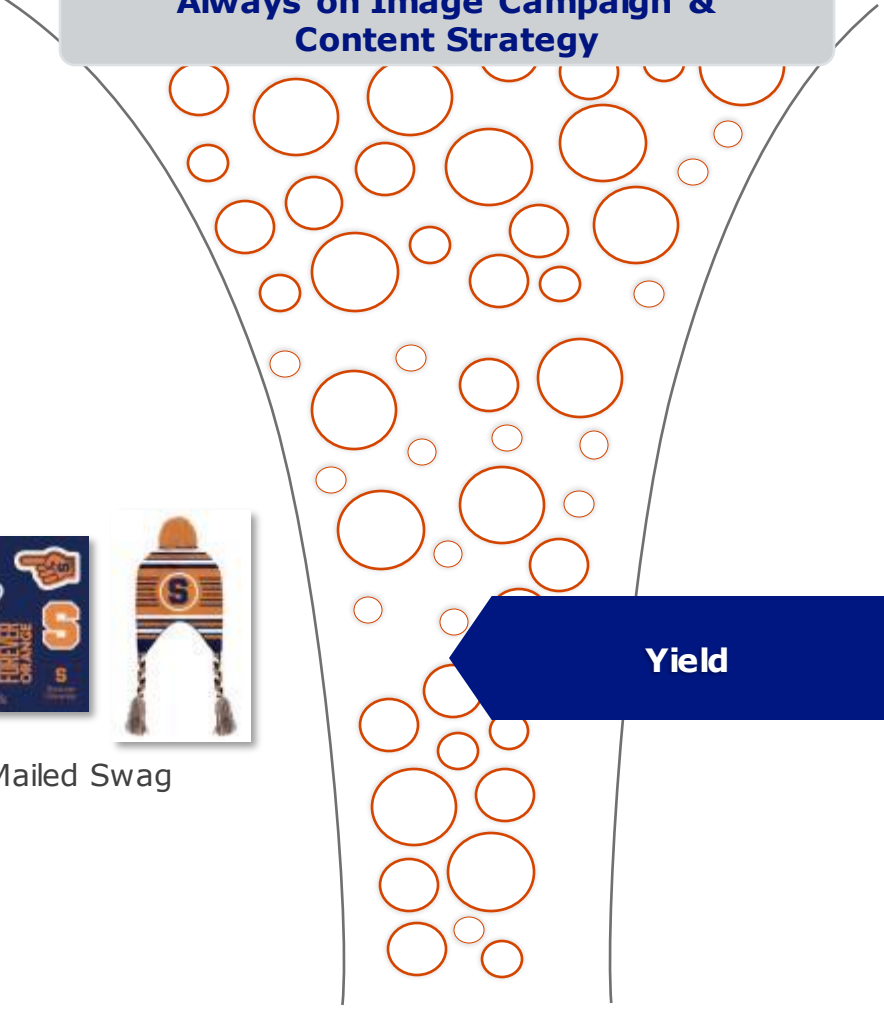


Web



Mailed Swag

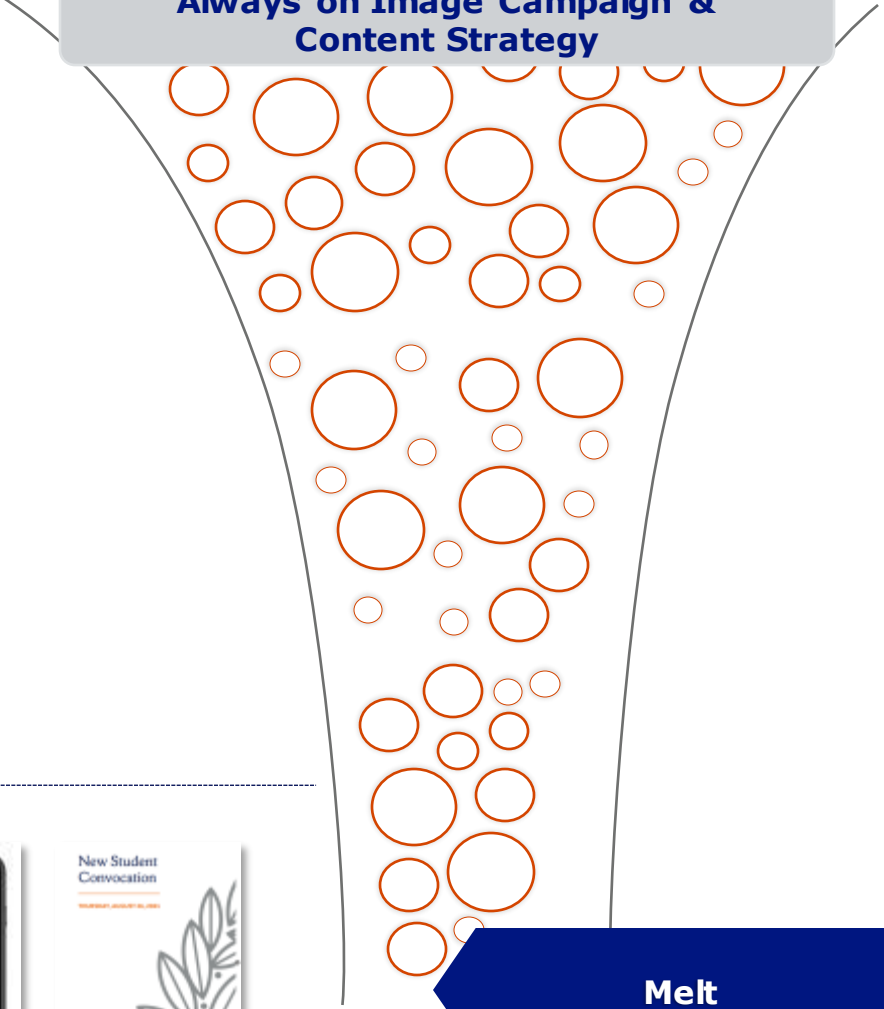
Always on Image Campaign & Content Strategy



Yield

# Integrated Undergraduate Recruitment Marketing: Melt

Always on Image Campaign & Content Strategy



Melt



Melt Digital Campaign



Orientation Materials





# Integrated Undergraduate Recruitment Marketing: Impact & Results for FY22

Targeted outreach to over **600K Prospects** to convert to **Inquiries** – Junior and Senior Search

*Goal: Deliver impressions and drive clicks to website through paid campaigns and offline tactics.*



Encouraged more than **55K instances of student movement** across the funnel (66% increase y/y)

*Goal: Deliver impressions to Inquiries and drive to application starts; convert app starts to application completes.*

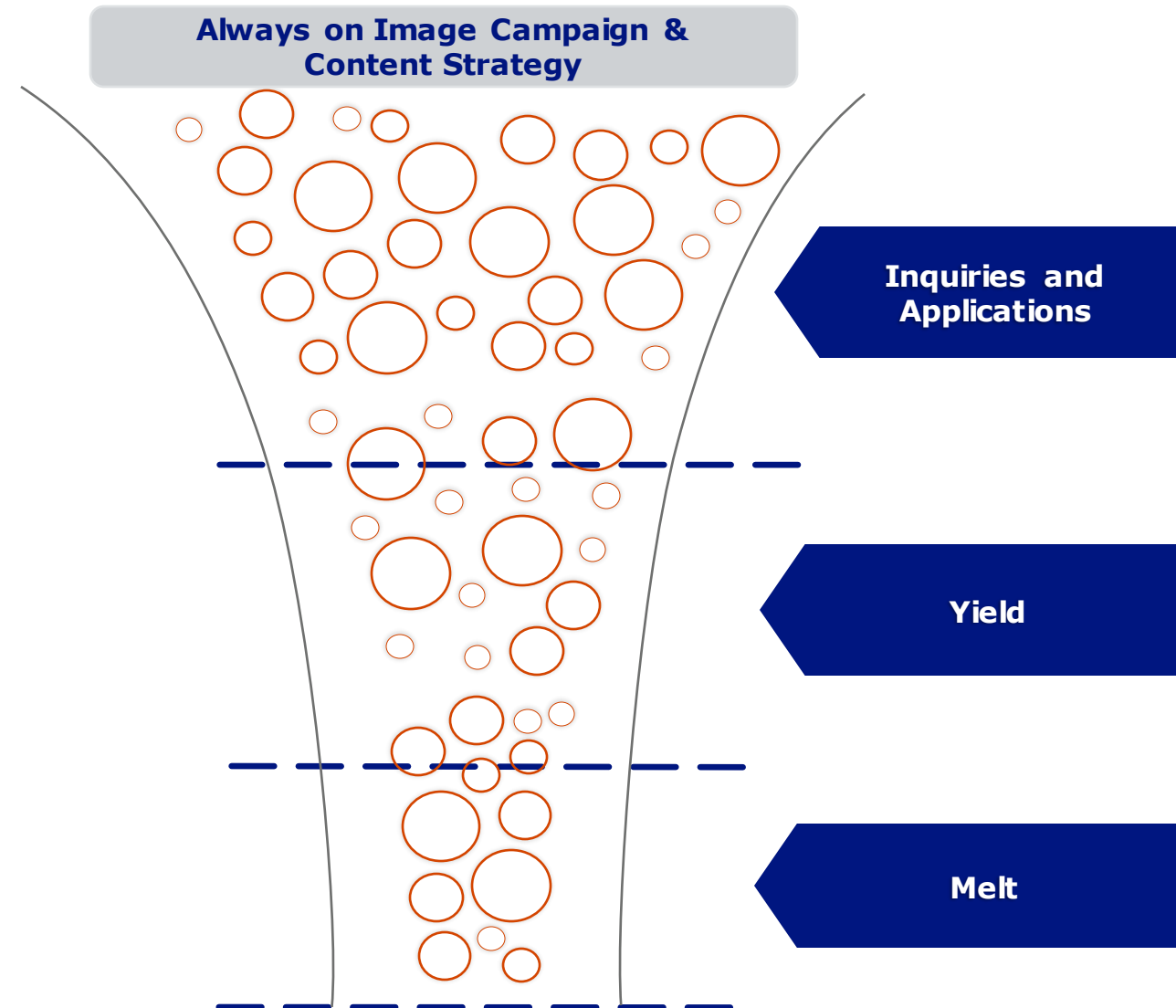


Back-to-back, two record year of applications, **applications increased 5% from 2021**



**Deposits increased 9% from 2021**

*Goal: Focused impressions and engagement with Admitted students and their families.*



## Key Takeaways

- Understanding your audience where they are is the foundation for any marketing strategy.
- Digital-first does not mean digital *only*.
- An “always-on” marketing approach leverages online and offline tactics as levers to pull at strategic points in the user journey.
- While each stage of the recruitment funnel is unique, looking holistically at your recruitment strategy and the online and offline assets used at each stage is critical to ensure a consistent experience with your brand.

# Questions

