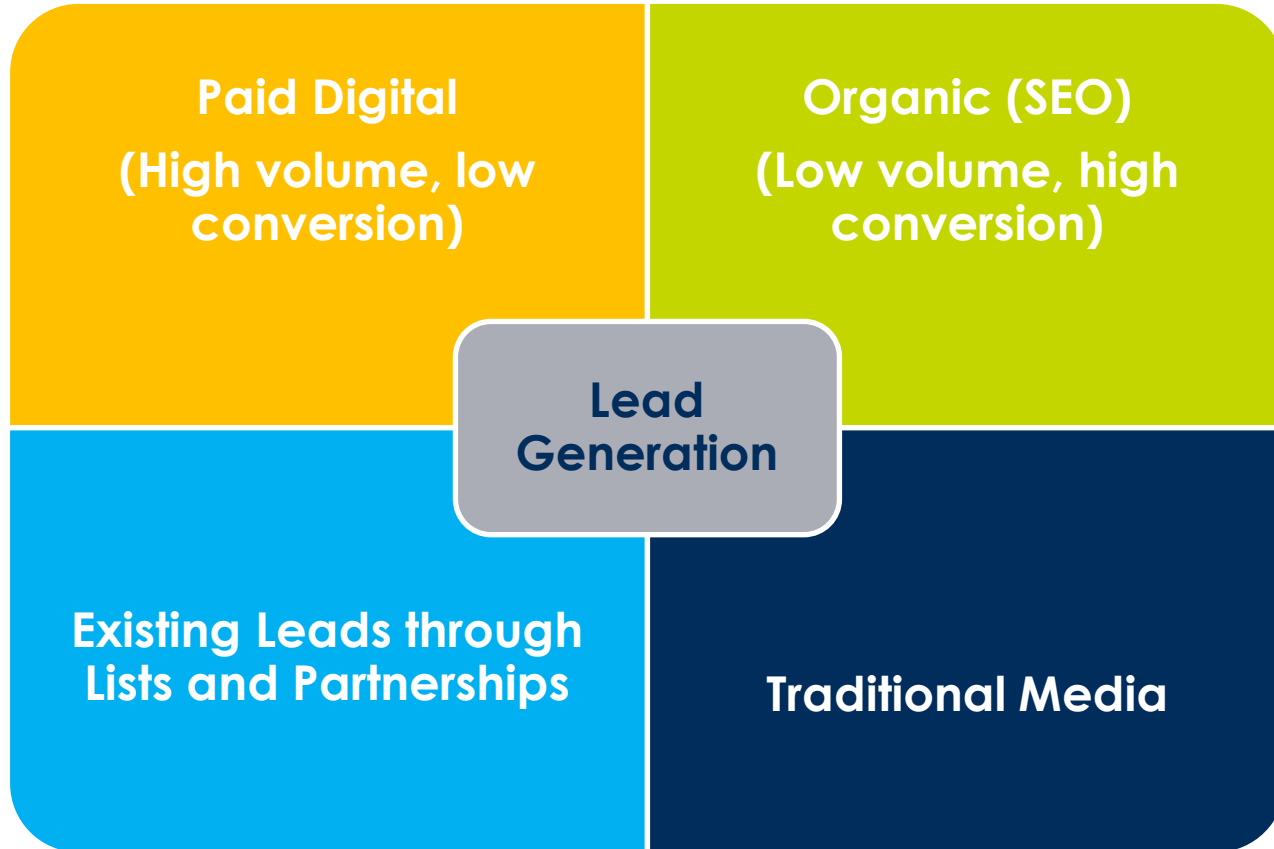




A Holistic View of Generating Inquiries

Integrated Media Strategy



A person wearing a blue checkered shirt is holding a smartphone in their hands, positioned over a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered on the image.

How do you build and track your lead generation strategy to meet enrollment goals across channels?

How do you measure lead generation ROI?

Enrollment Goals Drive Media Recommendations

🏠 Dashboards
🏠 Enrollment Planning
🎯 Goals
📅 Plans
👤 Inquiries
📈 Acuity
🏢 Administration

RNL **Snow Valley University**

INQUIRY GOALS **ACADEMIC PERIOD GOALS**

🏠 ACADEMIC PERIOD GOALS

Name	Code	Start Date	End Date	Helix Start Target	Client Start Target
Summer 2022 11 Session	Summer22Online11	Jul 5th, 2022	Aug 19th, 2022		
Summer 2022 1 Session	Summer22Online1	May 16th, 2022	Jul 1st, 2022		
Summer 2022 DE Session	Summer22OnlineDE	May 16th, 2022	Aug 19th, 2022		
Spring 2022 11 Session	Spring22Online11	Mar 7th, 2022	Apr 22nd, 2022		
Spring 2022 1 Session	Spring22Online1	Jan 10th, 2022	Feb 25th, 2022		
Spring 2022 DE	Spring22OnlineDE	Jan 10th, 2022	Apr 22nd, 2022		
Fall 2021 Session 2	Fall2021Temp2	Oct 18th, 2021	Dec 3rd, 2021	71	71
Fall 2021 Session 1	Fall2021Temp	Aug 23rd, 2021	Oct 8th, 2021	238	238
Fall 2021 Session DE	Fall2021TempDE	Aug 23rd, 2021	Dec 3rd, 2021		
Summer 2021 II Session	SUM21ONL2	Jun 28th, 2021	Aug 13th, 2021	61	71
Summer 2021 DE Session	Summer21OnlineDE	May 10th, 2021	Aug 13th, 2021		
Summer 2021 I Session	SUM21ONL1	May 10th, 2021	Jun 25th, 2021	136	135

<https://svu-egp.prodhelix.com/goals?date=2021-06#tab-academic>

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Media Recommendations Inform Media Spend

🏠 Dashboards ⌵
📊 Enrollment Planning ⌶
Goals
Plans
👤 Inquiries ⌵
📈 Acuity ⌵
🏢 Administration ⌵

☰ RNL **Snow Valley University**

INQUIRY GOALS ACADEMIC PERIOD GOALS

INQUIRY GOALS		2021-06			to			2021-08		
Channel		Jun 2021	Recommendation	Historical	Jul 2021	Recommendation	Historical	Aug 2021	Recommendation	Historical
Totals	Budget	\$235,000.00	\$263,726.31	\$211,944.84	\$0.00	\$206,925.43	\$172,899.71	\$0.00	\$84,649.30	\$155,664.74
	Inquiry	1,325	1,582	1,372	0	1,342	1,205	0	603	1,211
Paid Channels	Budget	\$235,000.00	\$263,726.31	\$211,944.84	\$0.00	\$206,925.43	\$172,899.71	\$0.00	\$84,649.30	\$155,664.74
	Inquiry	1,325	1,395	1,242	0	1,185	1,043	0	496	1,055
Affiliate	Budget	\$10,000.00	\$12,014.85	\$18,088.25	\$0.00	\$6,137.31	\$12,060.20	\$0.00	\$1,495.79	\$10,659.00
	Inquiry	200	202	309	0	119	196	0	25	225
Paid Search	Budget	\$165,000.00	\$179,413.70	\$138,110.46	\$0.00	\$132,495.05	\$113,624.68	\$0.00	\$63,170.86	\$103,534.64
	Inquiry	800	866	680	0	715	604	0	346	561
Paid Social	Budget	\$60,000.00	\$72,297.76	\$55,746.13	\$0.00	\$68,293.12	\$47,214.83	\$0.00	\$19,982.65	\$41,471.09
	Inquiry	325	327	253	0	352	243	0	125	269
	Budget	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Inquiry	0	0	0	0	0	0	0	0	0



Transparent Tracking and Training

- 4  Dashboards
-  Enrollment Planning
 - Goals
 - Plans
-  Inquiries
- 4  Acuity
-  Administration

RNL Snow Valley University

EGP DASHBOARD

ENROLLMENT FUNNEL MEDIA TRENDING CONTACT RATE

Academic Period
Snow Valley University March 2021

Monthly

Milestone	Plan			Actual					Forecast					Helix Benchmark
	Next Milestone Rate	Start Rate	Count	Next Milestone Rate	Start Rate	Count	Variance	% to Plan	Next Milestone Rate	Start Rate	Count	Variance	% to Plan	
Qualified Inquiry	33%	11%	626	39.0%	14.0%	577	-49	92.0%	32.0%	12.0%	708	82	113.0%	65%
Submitted Applicant	56%	36%	207	62.0%	37.0%	227	20	109.0%	62.0%	37.0%	227	20	109.0%	50%
Completed Applicant	90%	63%	117	89.0%	59.0%	143	26	122.0%	88.0%	59.0%	142	25	121.0%	70%
Admitted Student	83%	70%	106	82.0%	66.0%	128	22	120.0%	80.0%	67.0%	126	20	118.0%	95%
Registered	92%	84%	88	93.0%	80.0%	105	17	119.0%	92.0%	84.0%	101	13	114.0%	85%
FDOC	92%	92%	81	86.0%	86.0%	98	17	120.0%	91.0%	91.0%	93	12	114.0%	95%
Start	100%	100%	75 [75]		100.0%	85	10	113.0%		100.0%	85 [85]	10	113.0%	95%



Detailed Monthly Media Plans

- 🏠 Dashboards
- 📊 Enrollment Planning
- Goals
- Plans
- 👤 Inquiries
- 📈 Acuity
- 🏢 Administration

RNL Snow Valley University

📊 PLANNING
June 2021

50% through the month

40% of planned budget spent

		Goals	Planned	Actual	Capped	Uncapped	Recommend	Historical	
Campaign Summary		Budget	\$ 235,000.00	\$ 199,000.00	\$ 80,524.48	\$ 133,876.95	\$ 160,492.82	\$ 263,726.31	\$ 211,944.84
	Inquiry	1,325	918	677	1,021	1,354	1,582	1,372	
Paid	Budget	\$ 235,000.00	\$ 199,000.00	\$ 80,524.48	\$ 133,876.95	\$ 160,492.82	\$ 263,726.31	\$ 211,944.84	
	Inquiry	1,325	918	677	1,021	1,354	1,395	1,242	
Affiliate	Budget	\$ 10,000.00	\$ 15,500.00	\$ 15,390.00	\$ 21,380.00	\$ 30,780.00	\$ 12,014.85	\$ 18,088.25	
	Inquiry	200	233	308	393	616	202	309	
Paid Search	Budget	\$ 165,000.00	\$ 124,500.00	\$ 43,852.96	\$ 77,650.61	\$ 87,706.02	\$ 179,413.70	\$ 138,110.46	
	Inquiry	800	483	252	437	504	866	680	
Brand	Budget	--	\$ 50,000.00	\$ 21,116.65	\$ 32,177.77	\$ 42,233.18	--	--	
	Inquiry	--	211	139	211	278	--	--	
Generic	Budget	--	\$ 10,000.00	\$ 3,067.63	\$ 6,135.36	\$ 6,135.36	--	--	
	Inquiry	--	57	12	24	24	--	--	
Program	Budget	--	\$ 64,500.00	\$ 19,668.68	\$ 39,337.48	\$ 39,337.48	--	--	
	Inquiry	--	215	101	202	202	--	--	
Google: Program		Budget	\$ 64,500.00	\$ 19,668.68	\$ 39,337.48	\$ 39,337.48	Inquires / Day (Avg: 8)		
	Inquiry		215	101	202	202			
	CPI		\$ 300.00	\$ 194.74	\$ 194.74	\$ 194.74			
Paid Social	Budget	\$ 60,000.00	\$ 55,000.00	\$ 19,969.76	\$ 32,778.00	\$ 39,938.46	\$ 72,297.76	\$ 55,746.13	
	Inquiry	325	189	116	189	232	327	253	
Display	Budget	--	\$ 4,000.00	\$ 1,311.76	\$ 2,068.34	\$ 2,068.34	--	--	
	Inquiry	--	13	1	2	2	--	--	
Traditional	Budget	--	--	--	--	--	--	--	



Inquiry Collection

- Dashboards
- Enrollment Planning
- Inquiries
 - [Search](#)
 - [Create New](#)
- Acuity
- Administration

Snow Valley University

INQUIRY SEARCH

Search Results Search Title: Channel / Vender View X First Name/Inquiry Id/Queue Id Last Name Inquiry

Last 30 +

<input type="checkbox"/>	Inquiry Id	Received Date ↓	First Name	Last Name	Inquiry Id	Channel Name	Source/Vendor	Source Campaign	Program
<input type="checkbox"/>	72128057	06/13/2021 06:51:15 am	K	Evans	72128057	Search	Google	Program	Bachel Science Special Educati
<input type="checkbox"/>	72128053	06/13/2021 06:46:57 am	G	Swancy	72128053	Paid Social	Facebook	Microsite	Undecic
<input type="checkbox"/>	72128043	06/13/2021 06:35:25 am	M	Howard	72128043	Affiliate	Campus Explorer	0	Bachel Busines Admins
<input type="checkbox"/>	72128020	06/13/2021 06:12:26 am	M	Marshall	72128020	Search	Google	Program	Undecic
<input type="checkbox"/>	72127888	06/13/2021 03:46:55 am	E	McDonald	72127888	Search	Google	Generic	Undecic
		06/13/2021							Bachel



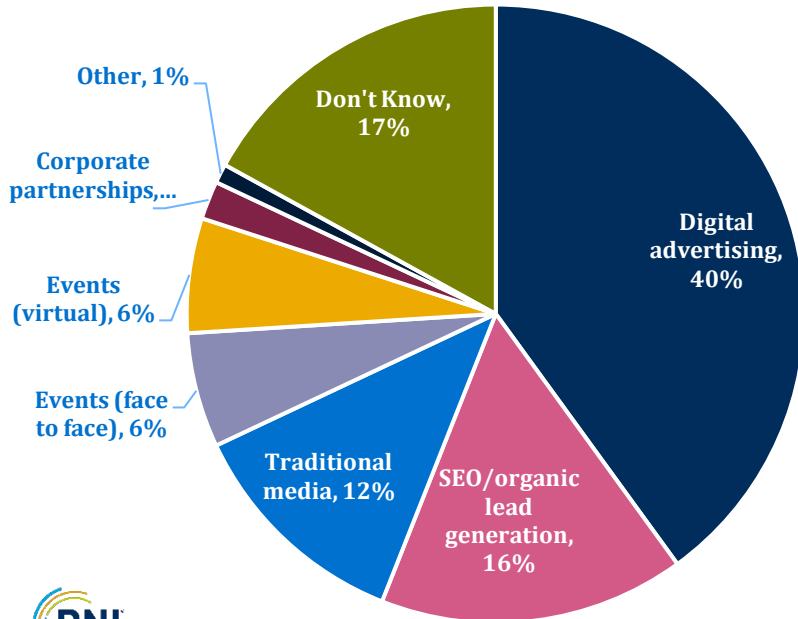
A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "How do you generate leads on your campus?" is centered in white, sans-serif font.

How do you generate leads on your campus?

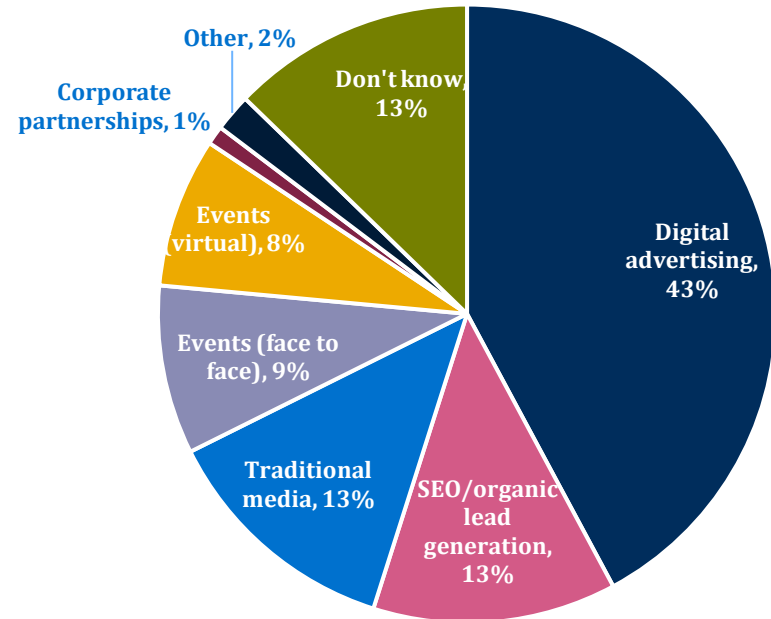
How the typical marketing budget is being spent

The marketing and recruitment budgets for graduate and online programs by 100%

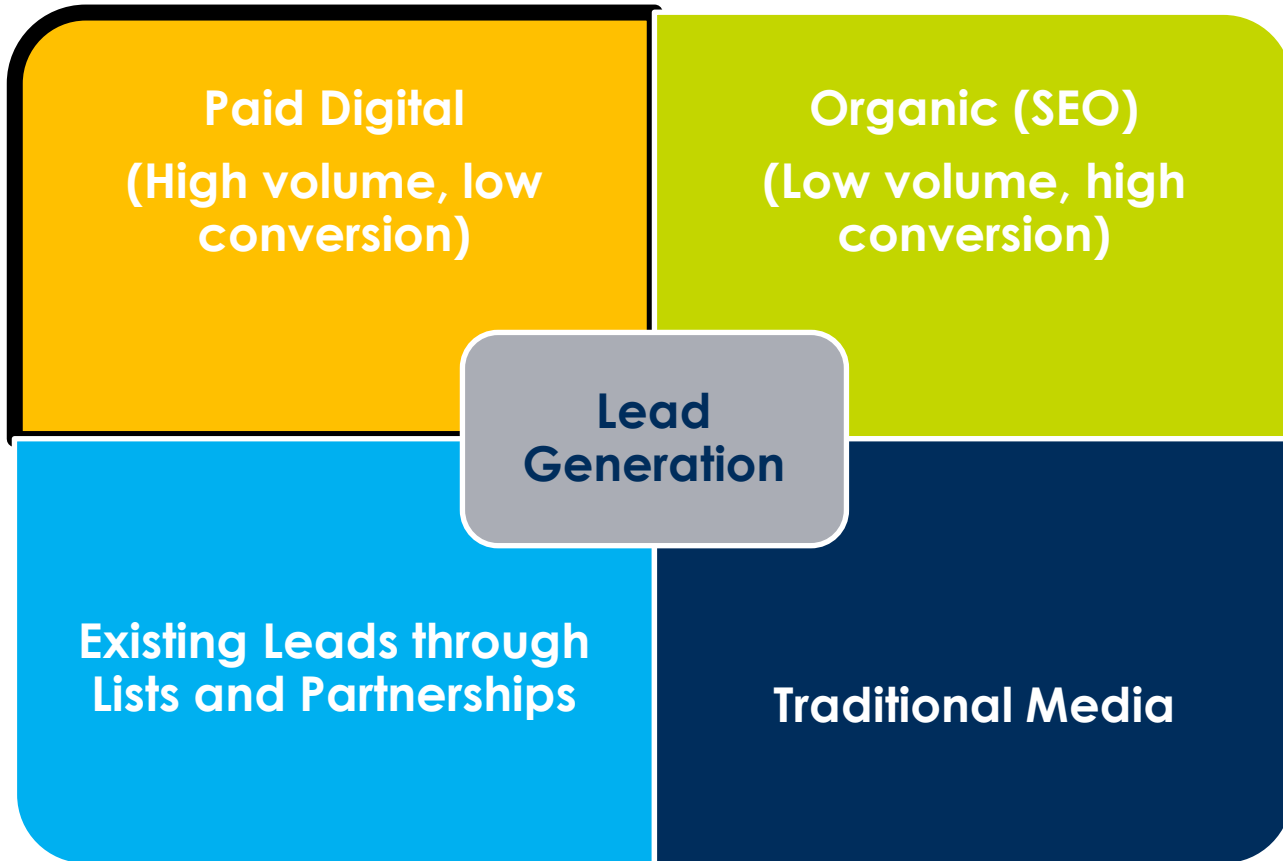
Private
Allocation of Marketing Dollars



Public
Allocation of Marketing Dollars



Integrated Media Strategy – Deeper Dive Paid Digital

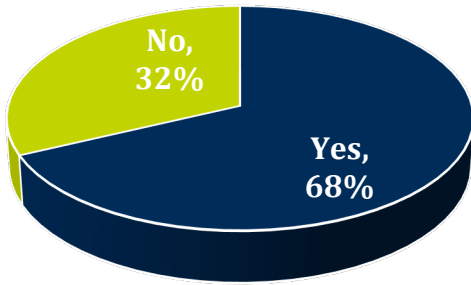


Paid Digital Lead Gen Trends

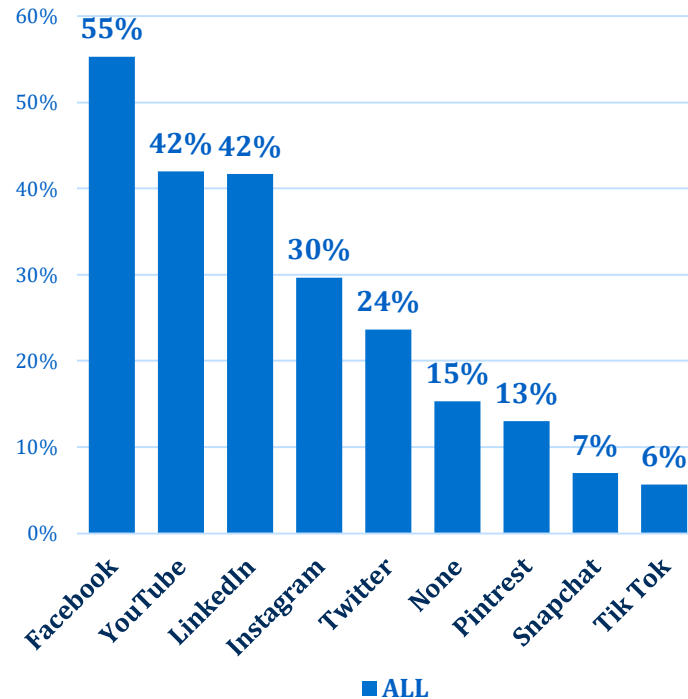
- Increasing investment from campuses in digital and social channels
 - CPL's are increasing across the board
- A focused strategy is important to deliver a high ROI
 - Persona specific communication resonates in the market
- High level of optimization leads to better results
- Digital channels should include social, IP targeting, video, new and next channels
- Ever changing regulations

Social Media is an increasingly accepted way for schools and programs to advertise.

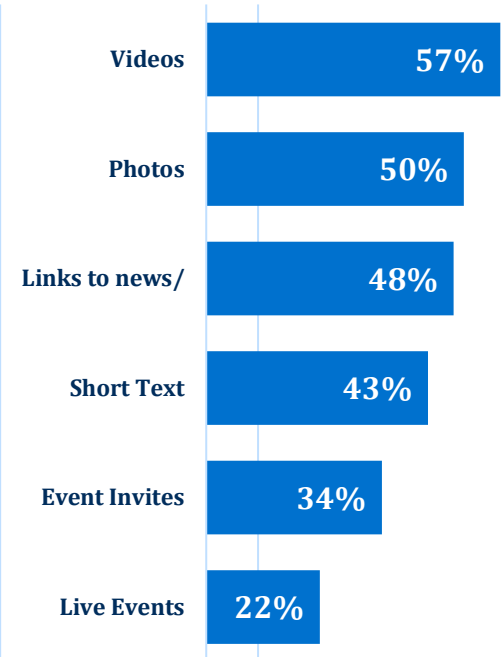
Used Social Media in Search



Preferred Social Media for Graduate Program Info



Preferred Content on Social



Online student most frequently use digital channels to engage with an institution.

TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Search engines	89%	85%	95%
College/program search sites	77%	78%	61%
Ads on social media	58%	73%	57%
Someone I know	53%	56%	56%
Ads on websites	54%	52%	46%
Ads on streaming TV	51%	47%	36%
Ads on broadcast or cable TV	46%	50%	39%
Videos on YouTube or elsewhere	44%	48%	48%

Clicked on Digital Ad			
	Undergrad. Degree %	Graduate Degree %	Non-Degree %
Yes	74%	72%	66%
No	26%	28%	34%

Lower usage, but important to include in mix.

TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Printed materials from institutions	38%	36%	31%
Ads in newspapers, magazines, etc.	34%	38%	27%
Printed rankings guides	32%	31%	27%
Ads on streaming radio	28%	27%	18%
Billboards/other outdoor ads	28%	24%	19%
Ads on local broadcast radio	26%	26%	13%
Ads on podcasts/other streaming audio	26%	18%	18%



Online students click ads that speak to their “persona.”

TABLE 18: CLICKED ON DIGITAL ADS FOR ONLINE PROGRAMS

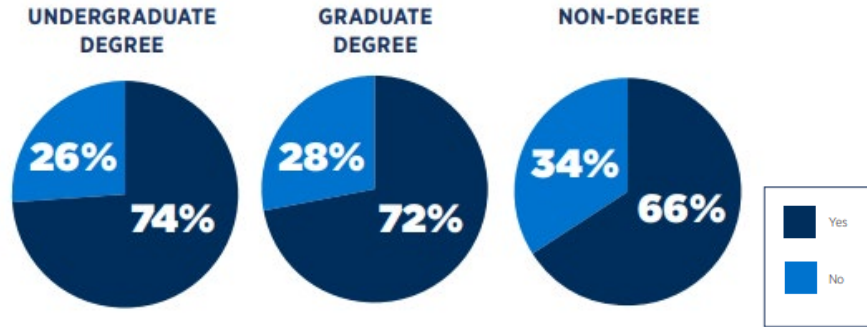
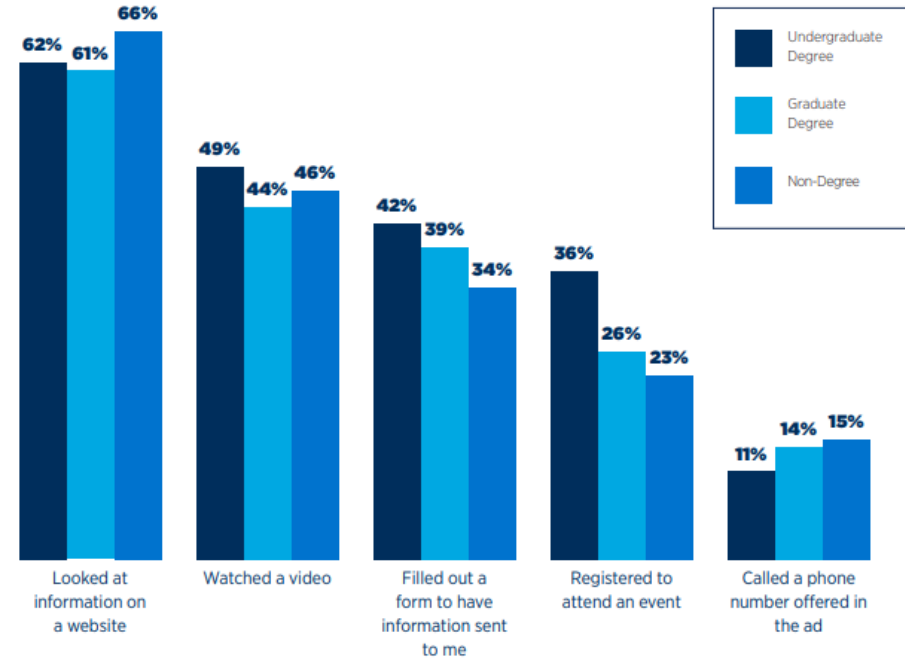
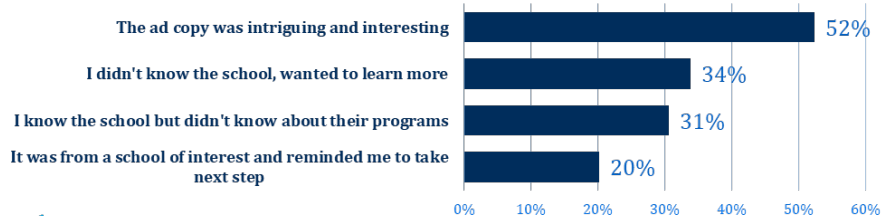


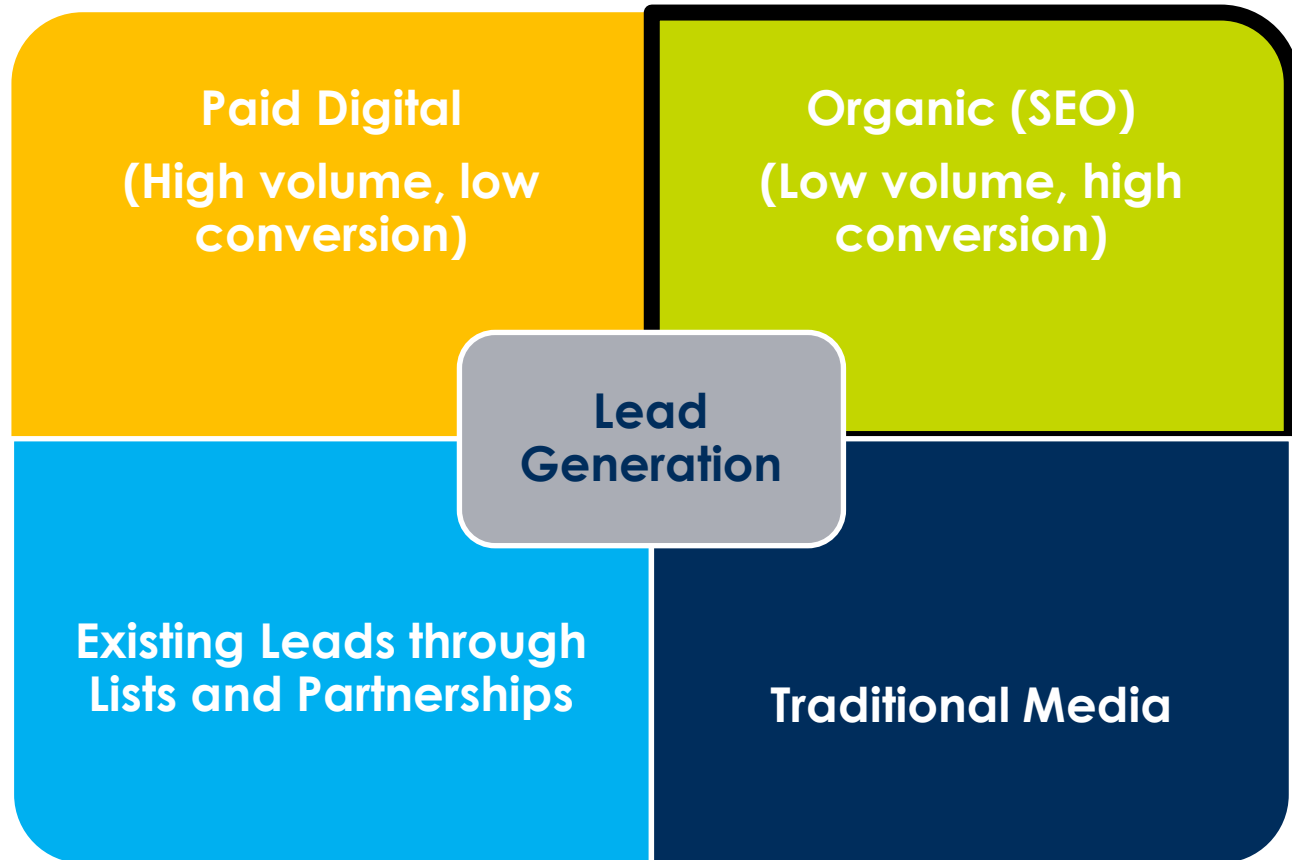
TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



Most Compelling Reason to Click on Digital Ad

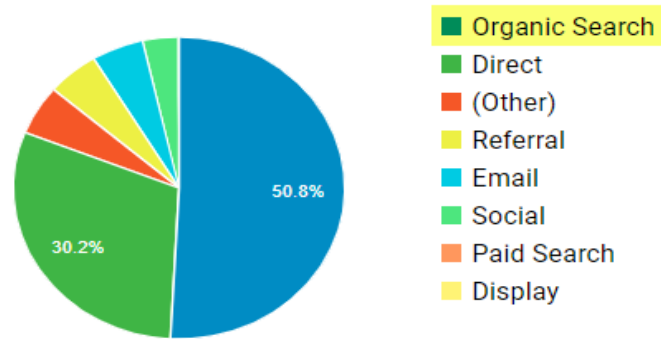


Integrated Media Strategy – Deeper Dive Organic SEO



Organic Lead Generation is a Lower Volume but Higher Converting Lead Source

Top Channels

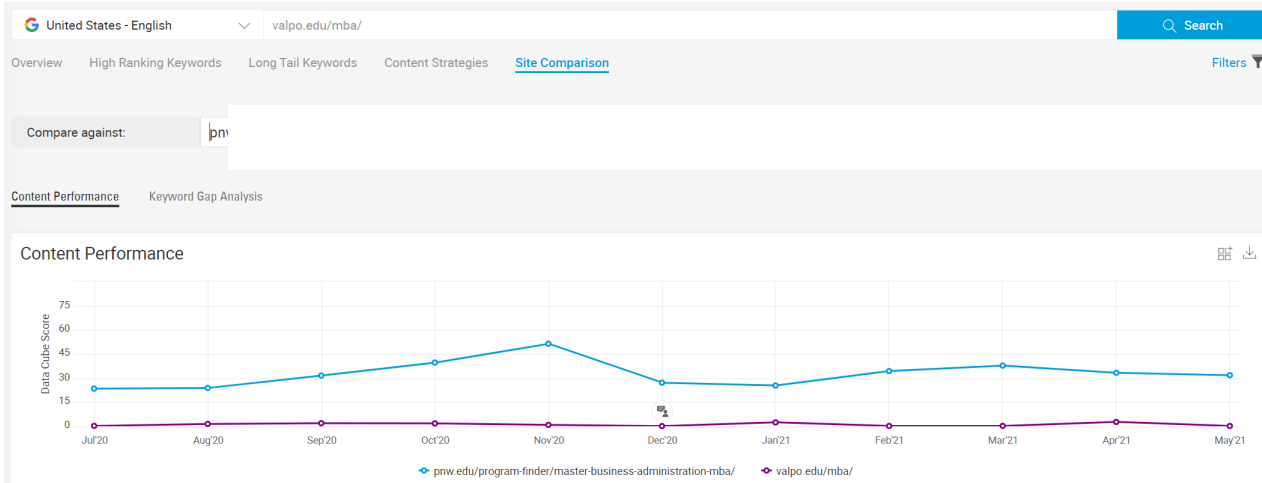


- Approximately **50%** of all higher education website traffic comes from search engines.
- **77%** of students will use a search engine to access a website **EVEN** if they know which school they want to look up.
- Organic leads are approximately **7X** more likely to convert compared to other sources.

Key Performance Indicators - SEO

RNL State University vs. RNL College

Site	Total Organic Keywords	Ranked on Page 1	Ranked on Page 1 % Change	Ranked on Page 2	Ranked on Page 2 % Change
rnlstate.edu/mba	33	0	100.00% ▼	1	No Change
rnlcollege.edu/mba	26	10	28.57% ▼	4	42.86% ▼



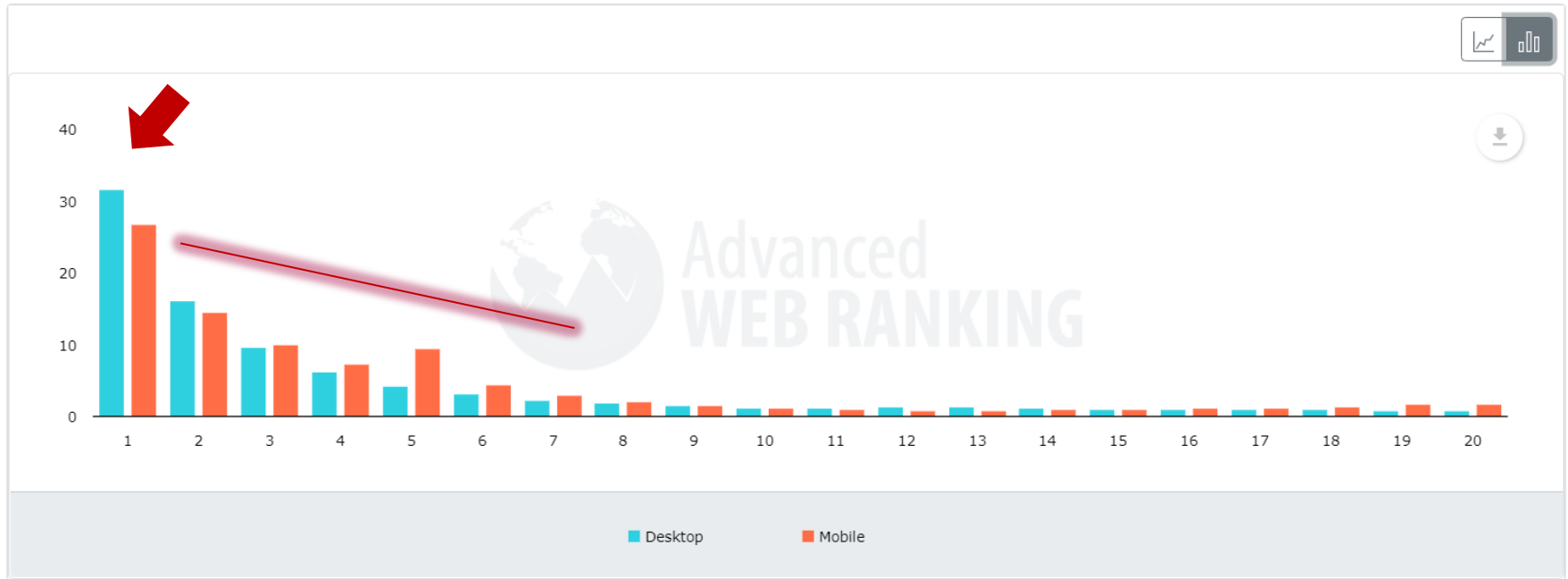
RNL State

RNL College



Comparison of academic **search engine footprint**, based on the keywords each institution ranks for, the position they rank in, and the related search volume.

National click-through rates per ranking position





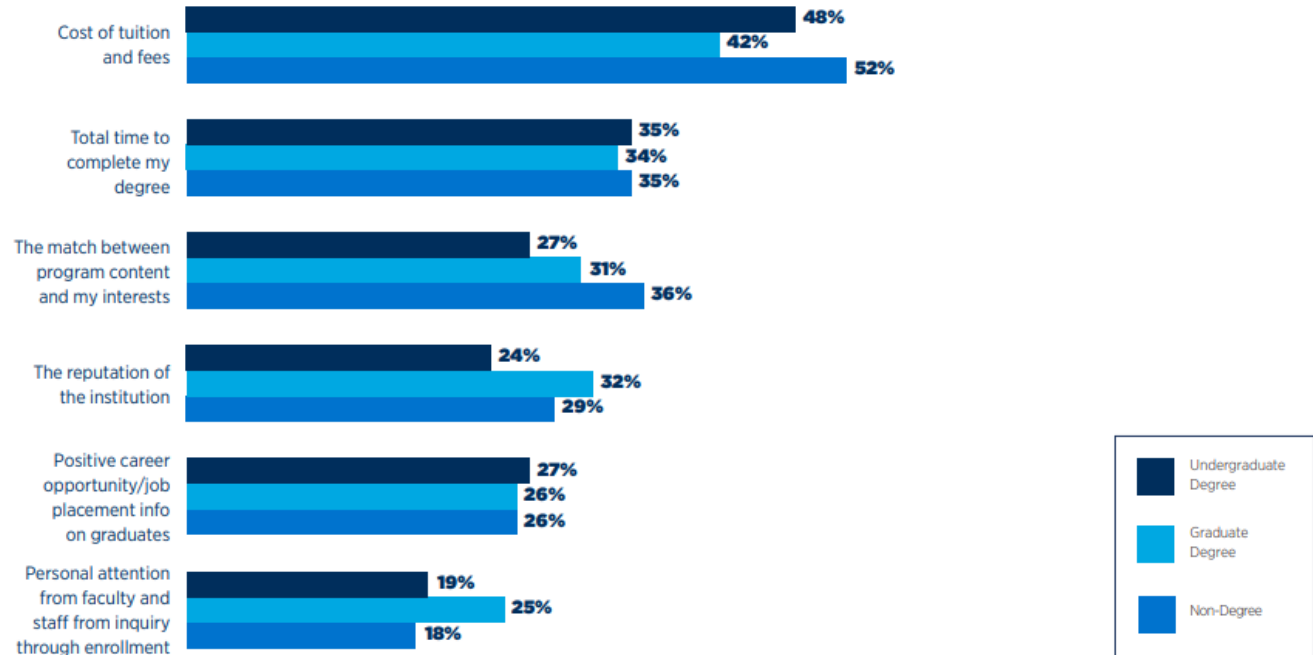
What does SEO look like on your campus –
web copy or optimized content?

Is SEO generating quality leads on your
campus? Why or why not?

Online students are focused on practical factors.

TABLE 26: MOST IMPORTANT ENROLLMENT FACTORS

(Respondents chose their three most important factors.)



Great example of utilizing SEO to drive leads.

Google search results for "how to pay for my masters degree".

URL: <https://www.franklin.edu> > blog > how-to-pay-for-a-ma...

How to Pay for a Master's Degree: 6 Big Tips For Working Adults

Look for scholarships and grants that match your personal background, industry and experience. Start with professional associations you belong to and branch out ...

People also ask:

- How do people pay for a master's degree?
- How can I not pay for my masters degree?
- Does FAFSA cover a master's degree?

Feedback

Search results for "How To Pay For Grad School - Forbes Advisor".

URL: <https://www.forbes.com> > advisor > student-loans > ho...

How To Pay For Grad School - Forbes Advisor

Aug 11, 2021 - **How To Pay** For Grad School · 1. Start Looking for Free Money · 2. Apply for Assistantships · 3. Utilize the Federal Work-Study Program · 4. Research ...

[Compare Student Loan Rates...](#) · [Federal Loans For Graduate...](#) · [Private Loans For Graduate...](#)

URL: <https://www.usnews.com> > paying > articles > 2013/03/12

Use These 5 Strategies to Pay for Graduate School

Mar 12, 2013 - Get an employer to **pay** for **graduate** school. Secure a **graduate** school scholarship. Work for the **graduate** school. Borrow smart. Use available ...

[Work For The Graduate School](#) · [Borrow Smart](#) · [Find The Best Student Loans...](#)

FRANKLIN UNIVERSITY | DEGREES | ONLINE DEGREES | ADMISSIONS | TUITION & FINANCIAL AID | TRANSFERRING CREDIT | THE FRANKLIN EXPERIENCE

Back To College Blog

BROWSE BY: Program Program Type Academic Level Topic



How to Pay for a Master's Degree: 6 Big Tips For Working Adults



Master's Degree | Paying for School

You know a master's degree can be pivotal to your success. You've read how it can help advance your career, increase your salary, or transition into a brand new field. But, how will

Request Information

STEP 1 STEP 2 SUBMIT

What type of program are you seeking?*

-- Select Program Type --

What is your program of interest?

-- Select Program --

Step 1 of 3

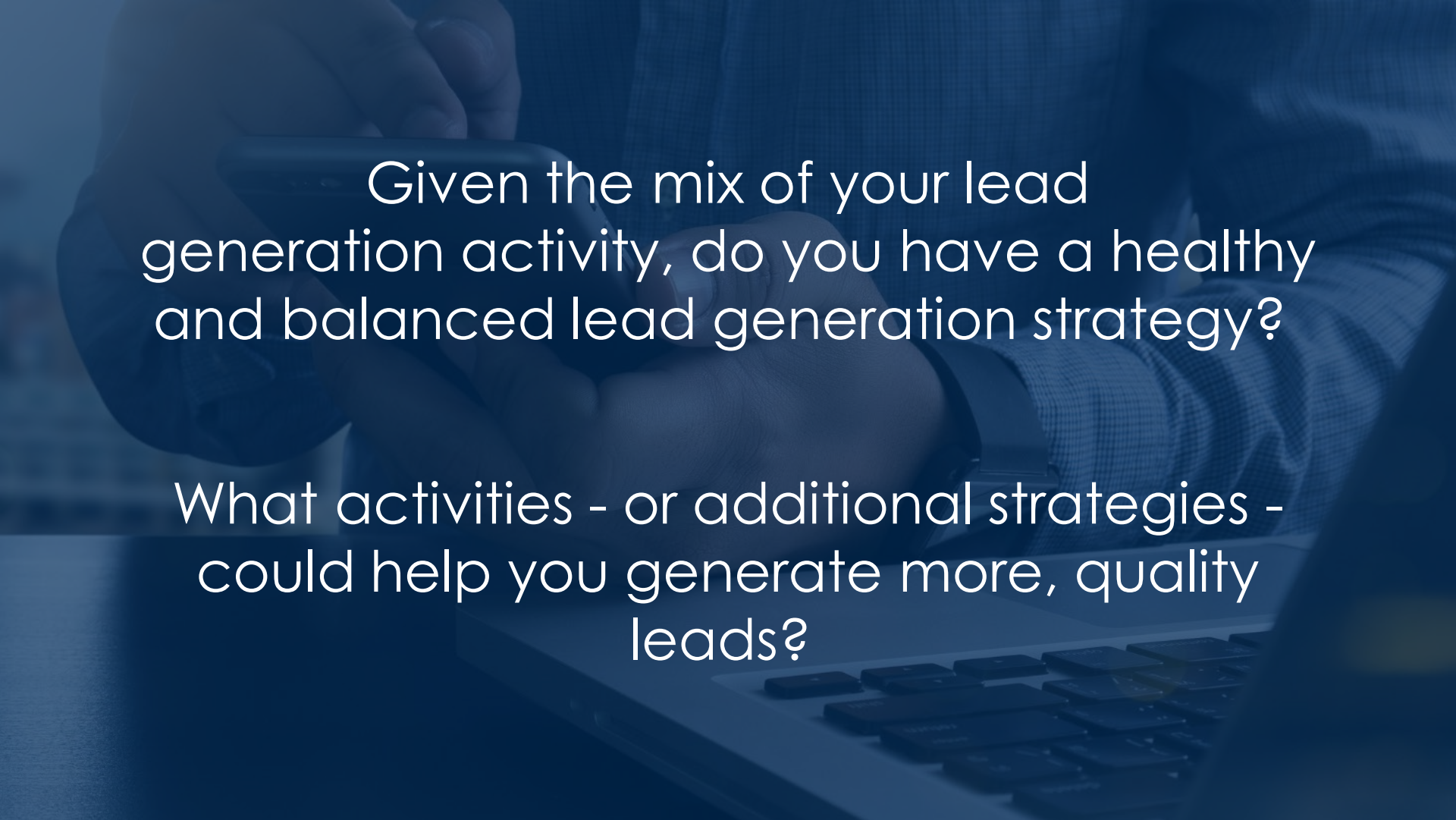
GET STARTED >

In submitting my contact information, I understand that I will receive phone calls, text messages and email about attending Franklin University. I may opt out of these communications at any time.

Your privacy is important to us. [Privacy Policy](#)

POPULAR POSTS

1 What Exactly Can You Do with A Business Degree? Quite a Lot.

A person's hands are shown holding a smartphone, with the device positioned over a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered and rendered in white.

Given the mix of your lead generation activity, do you have a healthy and balanced lead generation strategy?

What activities - or additional strategies - could help you generate more, quality leads?

Key Takeaways

- Leverage multiple lead gen sources to increase ROI on lead gen investments
- Use a targeted approach to ad spend strategies
- Always evaluate new sources for leads – think outside the box
 - Corporate partnerships
 - Alumni lists by program
 - New social channels
- What are other key takeaways from this session?