



Enhancing Lead Generation with RNL's Digital Lead Generation Capabilities

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Lead Generation

Integrated Media Strategy



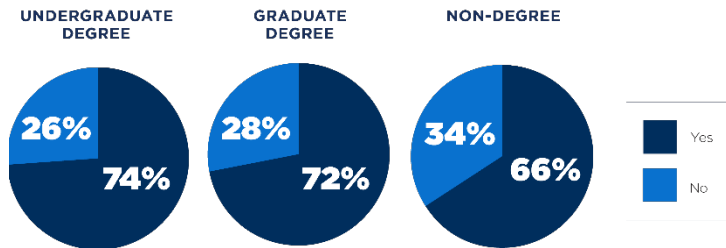
Students most frequently use digital channels to engage with an institution

	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%
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%

Lower usage but important to include in the mix



Online students click ads that speak to their “persona”



MOST COMPELLING REASON TO CLICK ON DIGITAL AD

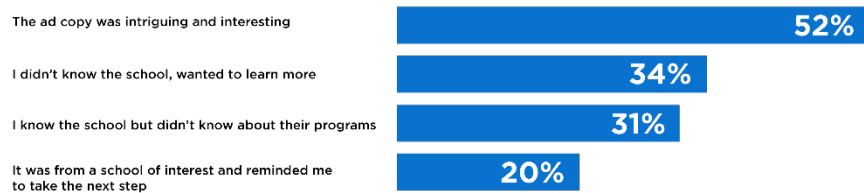
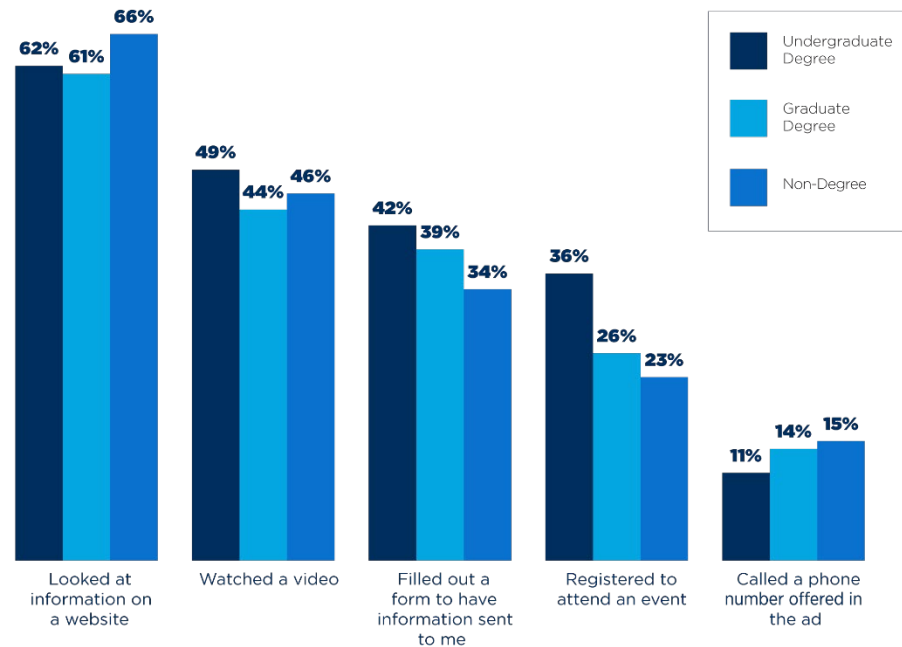


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the center is looking at the document. A woman on the right is also looking at the document. There are papers, a laptop, and coffee cups on the table. The text "Partnering with RNL" is overlaid in white.

Partnering with RNL

The RNL Way of *Lead Generation*:



RNL plans, executes + manages the ad spend on behalf of the institution.



Prospective Students are identified and engaged.

Partnering with RNL

4 ways we operate differently



RADICAL TRANSPARENCY: Total visibility, full control and campus ownership



COMPLETE FLEXIBILITY: The modular options reward your internal capabilities with freedom to choose what you need now and in the future with no long-term contracts



EMPOWERING TECHNOLOGY: Data, intelligence, personalization, and planning that power enrollment growth



TRANSFORMATIONAL PARTNERSHIP: As a fee-for-service model, you retain 100% of your tuition revenue

THE GOAL: A TRUE PARTNERSHIP THAT LEADS TO TRANSFORMATION

Whether it is student transformation, transformational growth on campus, digital transformation, or transformational revenue, your goals are our goals.

Digital Advertising Action Plan

Discovery & Persona Building



Do a deep dive into your program and target audience(s) through interviews and focus groups.

Data & Enrollment Modeling



Leverage existing data for further audience segmentation, while also informing a data-driven enrollment model for success.

Channel Strategy



Based on internal and external insights and data, develop a channel-mix with your target audience and enrollment cycle in mind.

Creative & Messaging



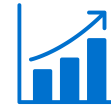
Develop conversion-centered copy and design across your digital ads and landing pages.

Execution



Implement your channel strategy and creative assets within various platforms with additional best practices in mind.

Optimization & Measurement

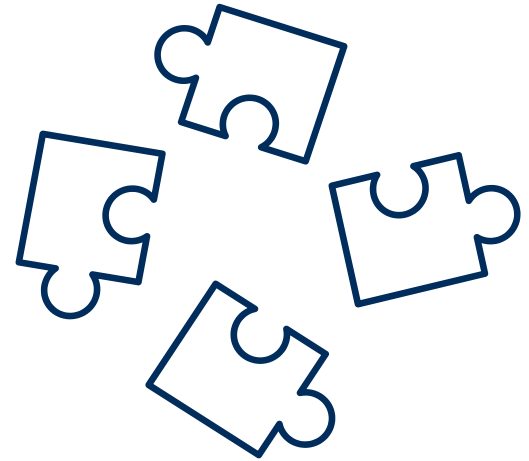


Continuously monitor, measure and optimize your digital campaigns based on conversion-based KPIs.

Partnership Overview

Discovery & Planning

- ❑ **Program-Specific Discovery Sessions:**
Key details of your program, messaging points, competitive advantages and target audience.
- ❑ **Enrollment Operations:**
Admissions process to best understand requirements, process and timelines, stakeholders, and more.
- ❑ **Technology + Data Integration:**
Codes and descriptions, data workflow, and determine best next steps to align with your technology and our deliverables.



Partnership Overview

Discovery Process

- ❑ Campus Completes Discovery Worksheet(s)
- ❑ Discovery Session(s)
 - Thorough and engaging discussions with key stakeholders (admissions, marketing, faculty) to gather insight on:
 - ✓ Ideal student & most successful student
 - ✓ Why students choose your school/program
 - ✓ Competitive advantages & differentiators
 - ✓ Potential outcomes of graduating
 - ✓ Successful & unsuccessful marketing tactics

Overall Marketing and Enrollment Discovery Questionnaire

The purpose of this questionnaire is to gather key information that will be used to develop marketing strategies and campaigns for Charlotte College. We ask that you be as detailed and specific as possible. Please do not be limited by the size of the response space – the cells expand to please do elaborate. The more information you provide, the better. Thank you for your assistance!

General Information

Please note: text in gray for direction/examples/requests.

University/Collage Name and/or Department	Ex: Institution of Higher Education/College of Business
Preferred Admission URL	From institution landing page. Please include details per program/department.
Preferred Contact Info	Please include details per program if applicable.
Social Media Links	Facebook: https://www.facebook.com/ Instagram: https://www.instagram.com/ Twitter: https://twitter.com/ LinkedIn: http://www.linkedin.com/ YouTube: https://www.youtube.com/
Editorial Tone & Visual Identity	Describe your your editorial tone, your program's visual style. Please provide 1-3 brandable guide if available.
What are your institutional differentiators?	Add response here:
What recruitment/marketing challenges affect your enrollment goals?	Add response here:
What's worked best in past recruitment efforts?	Add response here:

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Program Discovery Questionnaire

The purpose of this discovery questionnaire is to gather key information to be used in developing academic program webpage content and to other marketing efforts for [INSTITUTION NAME]. To go work through the questions, think about unique opportunities and resources your program offers that are valuable to students and differentiate the educational experience at [INSTITUTION NAME] from other colleges and universities.

We ask that you be as detailed and specific as possible, focusing on the unique benefits and attributes of the program. Please do not be limited by the size of the response space—the cell expands to please do elaborate. The more information you provide, the better.

We ask that you not cut and paste from the existing website or other online information. Instead, share your insights in your own words, with examples and outcomes if available. If you are providing information for multiple degrees, please complete a separate worksheet for each degree. Thank you for your assistance!

Program Information

Please note: text in gray for direction/examples/requests.

Program Name	Ex: Bachelor of Science in Management Information Technology (B.S. in Management Information Technology)
Current URL	Ex: University of Iowa, Upper College of Business
Top Competitors	Identify competing schools and program names. Where do students with similar interests currently attend? Why students choose 1 competitor over any other? How long for each item if completed (optional).
Program Description	Describe the program. Think "elevator speech." How do you sell about this program to prospective students to get them interested/enrolled?
Program Details	Is this a brand new or existing degree? Existing, include approximate age of new, answer explains what inspired the program creation. Ex: a changing industry, student request, new/More Programs, keep pace with transportation.

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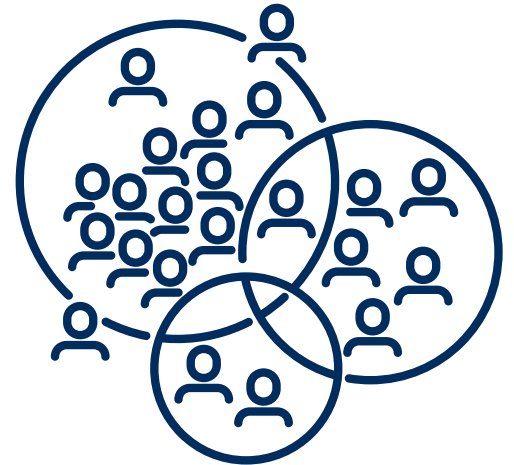


Partnership Overview

Digital Lead Generation: Target Audience Personas & Messaging Architecture

Target audience personas and a **messaging architecture** serve as the foundation of our marketing and recruitment efforts. Using knowledge gained through discovery and onboarding, we develop strategy deliverables to:

- ❑ Illustrate our target audience persona's demographic and behavioral details, along with key motivators and barriers
- ❑ Highlight 3 key messaging themes that capture the essence of your institution and programs
- ❑ We will create up to three target audience personas per campaign



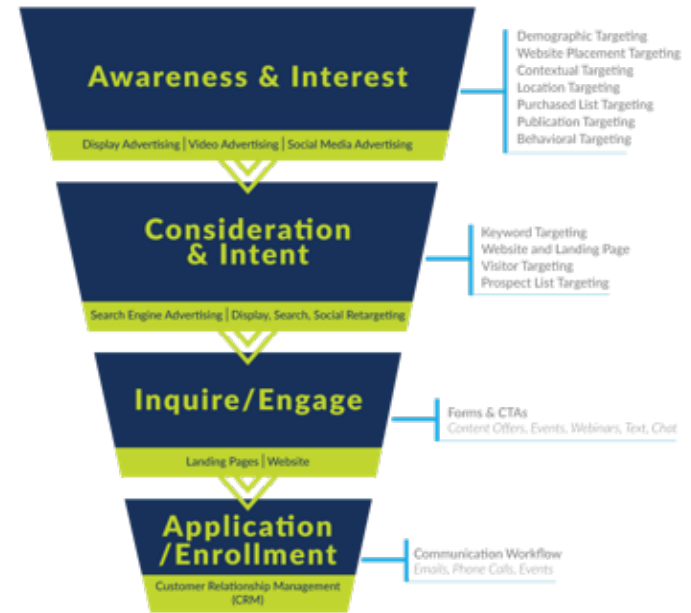
Partnership Overview

Digital Lead Generation: Campaign Strategy & Creative

We develop and launch various paid channels and campaigns to generate prospective student inquiries.

To employ our Digital Lead Generation solution, per campaign, we will deliver:

- ❑ Digital advertising strategy and media plan (i.e. custom audience targeting, geo-fencing, retargeting)
- ❑ Landing page(s) copy, design and development
- ❑ Digital ads (copy and design)
- ❑ Campaign implementation and launch
- ❑ Monthly reporting and optimization



A blue-tinted photograph of three people in a meeting. The central figure is a woman with curly hair, smiling and looking towards the left. To her right, a man is looking down, possibly at a document. To her left, another man is partially visible, looking towards the center. The text "Messaging Themes" is overlaid in white, sans-serif font across the middle of the image.

Messaging Themes

TARGET AUDIENCE | MSW

Master of Social Work (MSW)



Demographics

Age: [20 - 45 Years]

Gender: Men & Women

U.S. Locations: Indiana, Michigan, Illinois, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Ohio

Additional Demographics

Education Level: Bachelors Degree, Masters Degree

People who match:

Interests: Social Issues

Job title: Child and Family Social Worker, School Social Worker, Mental Health or Clinical Social Worker, Healthcare Social Worker

And must also match:

Interests: Empowerment, Community issues, Coaching, Social movement, Volunteering, counselor, Activism, Psychology, Fundraising, Philanthropy, Development studies, Charity and causes, Social change or Developmental psychology

Field of study: Social Work, BSW - Bachelor of Social Work, Social Work (BSW) or Bachelor's Degree in Social Work

Education Level: In college or college grad

TARGET AUDIENCE | MSW



Goals & Drivers

1. I'm eager to put my passion for social justice and helping people into practice in the real world.
2. I hope to learn from professors experienced in health settings and clinical mental health who will mentor me.
3. I'd like to build a strong network of peers to lean on throughout my career.
4. I want to increase my salary.



Challenges & Barriers

1. Can I afford this program? Do I want to add to my student debt?
2. How will I balance work, home, and learning?
3. Is this the right program for me? Are there better options for me out there?

Why an MSW from Your College?

Earn a Degree With A Call To Social Justice

Learn to promote social justice and find practical solutions to social problems and pressing issues facing the most vulnerable. Prepare for socially responsible work and leadership roles in mental health, healthcare, and public service. Develop skills for any field requiring a deep understanding of human behavior.

Experience Real-World, Hands-on Learning

Choose from Social Work tracks in Health Care, Mental Health, and Health with an emphasis on aging. Build relevant and specific experience with classroom learning complemented with professional placements in the field each semester.

Get Exceptional Faculty and Alumni Support

Elevate your potential by learning from industry experts focused on your success. Receive the support you need to navigate this challenging academic experience. Benefit from our strong alumni network that provides lifelong career support and resources.

Additional Messaging Callouts

- Flexible, hybrid format
- 1-2 years full-time, 4 years part-time
- 3+1 (BSW to MSW)
- No GRE required
- \$1,066 per credit hour
- Free online application. Fast admission decisions (usually 1 week)
- Scholarships available

Conversion-Driven Creative



social media & display ads | landing page | mobile landing page



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Media Strategy

Lead Generation

Increase qualified leads through compelling digital marketing and search engine optimization that engages the right students for your programs.

- In-house digital advertising agency focused on higher education
- Search Engine Optimization (SEO) to optimize organic lead generation



Lead Generation: Paid Channel Management

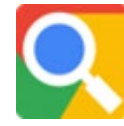


How it helps

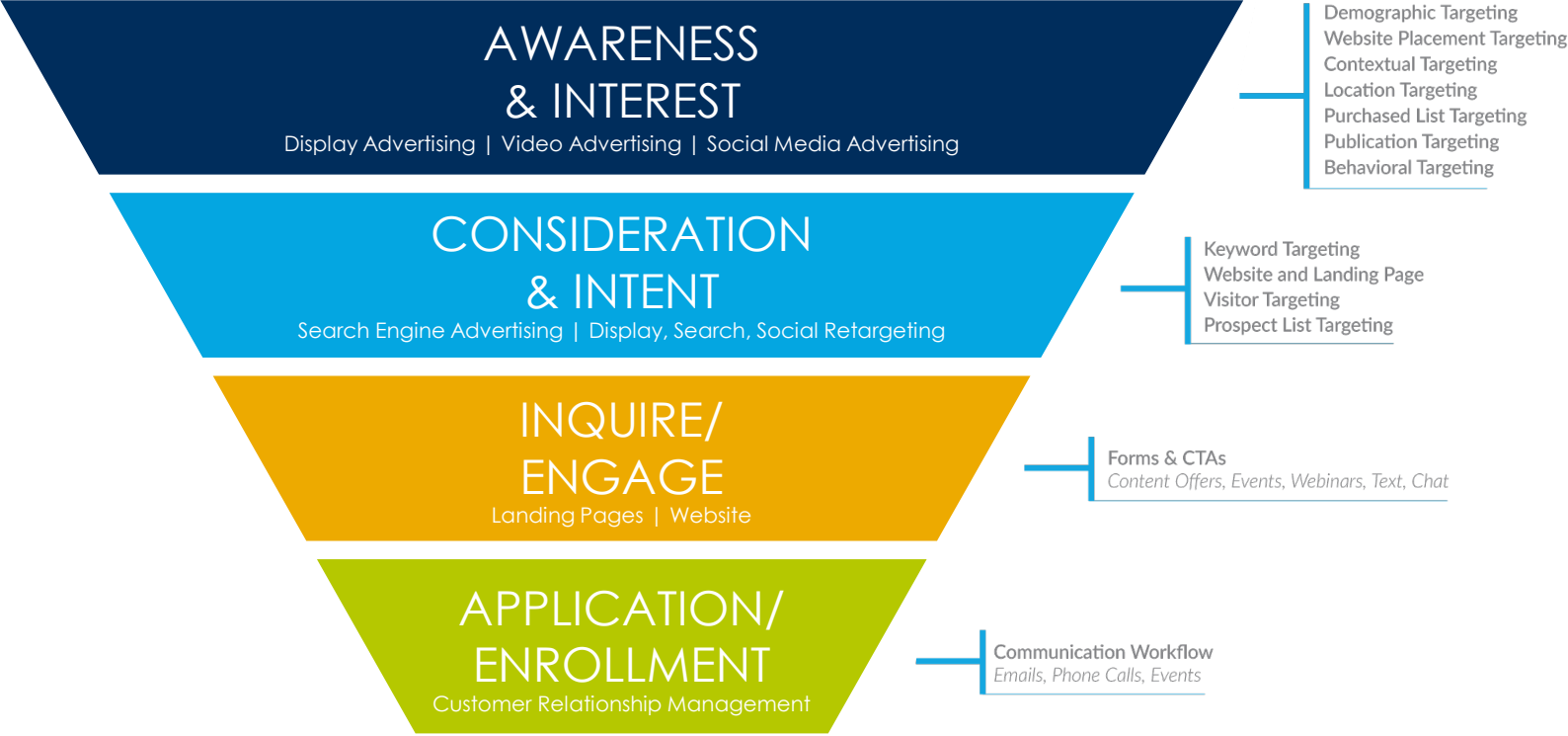
Prospective students are identified and engaged

Based on institutional goals, target audience personas, and Anticipated Start Period (ASP) objectives, we develop the integrated media strategy, plan, and corresponding creative assets needed to generate inquiries including microsites and landing pages.

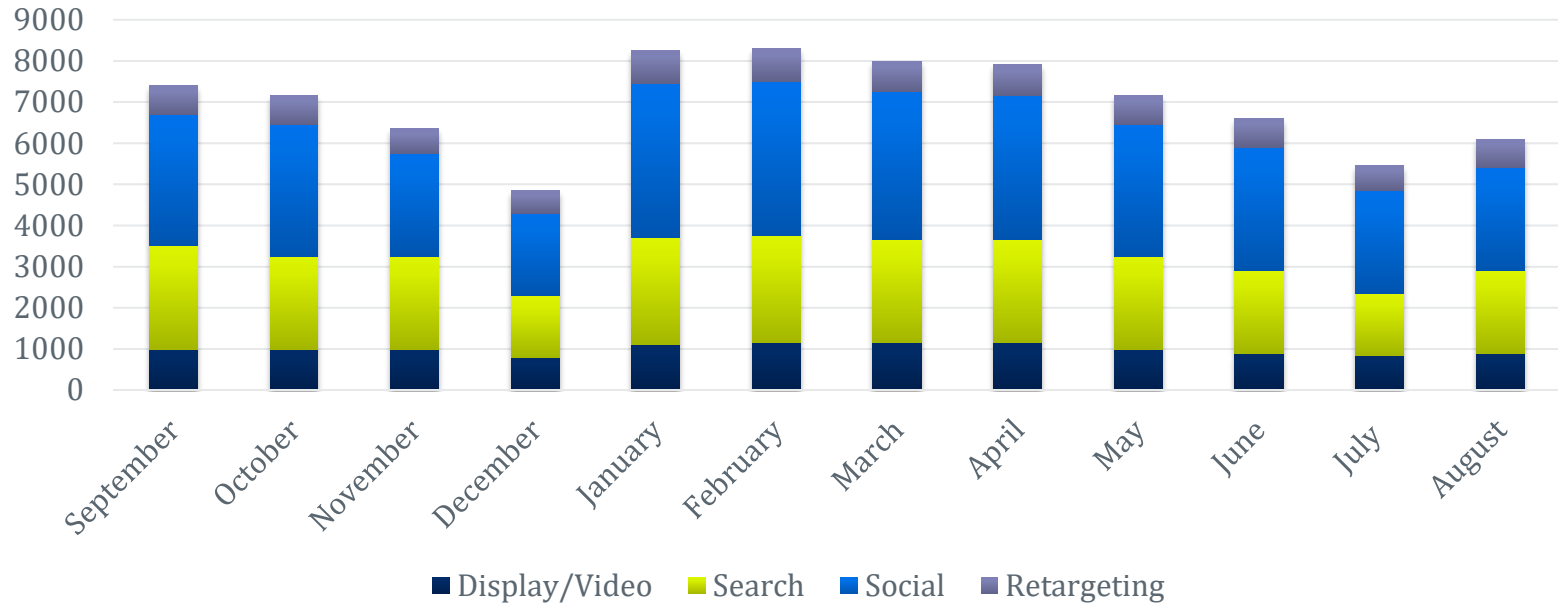
RNL executes and manages the marketing spend on behalf of the institution.



Digital Media | Recruitment Funnel



Media Spend Recommendations



We can scale based on recruitment goals, start dates, geography, target audience, and budget direction.

A blue-tinted photograph of three people in a meeting. A woman on the left is leaning over a table, pointing at a document. A man in a plaid shirt is looking at the document. A woman with glasses and curly hair is also looking at the document. In the foreground, the legs of a fourth person are visible, suggesting they are standing and observing the meeting. The background shows a window with a view of a building.

Onboarding & Launch

Onboarding & Launch Timeline

The Collaboration Center



Timeline: visibility into the status of your campaign in real time



Files: upload and download files securely including meeting notes and agendas



Deliverables: review your creative assets and other files in one place



Communication: view and reply to conversations with your RNL team

Clicking on a project from the homepage brings you to the project dashboard

22-001074

Sample Project A / Test Company

Project Details	Upcoming Due Dates
Project Status Production	May 11, 2022 Creative Review (round 1) [DELIVERABLE]* Creative Drafts: Client Reviews
Files	▶ May 18, 2022 Creative Review (round 2) [DELIVERABLE] Creative Drafts: Client Reviews
Deliverables	▶
To Dos	▶ May 24, 2022 Final Creative Drafts APPROVAL (round 3) [DELIVERABLE]* Creative Drafts: Client Reviews
	June 17, 2022 Data File Sent to RNL Senior Phase 1
	June 28, 2022 Phase Launch Date Senior Phase 1
	July 06, 2022 EM Call Start Date Senior Phase 1

[show more](#)

Conversations [+](#) 1 Posts

Search

Creative Approval Reminder
Rhiannon O'Shea
April 15, 2022 / 9:31 AM

Hello! Friendly reminder that Round 1 is due by end of week so we can continue progressing towards launch. Thank you!

[Reply to this post](#) [Subscribe](#)

1 Unread

Onboarding & Launch Timeline

Standard Digital Lead Generation Timeline



Weeks 1-2

1. Project Kick-Off
2. Program Discovery

Weeks 3-5

1. Create Target Audience Personas, Messaging Architecture & Campaign Strategy
2. Campaign Strategy Presentation
3. Revisions & Approval

Weeks 6-9

1. Creative Drafting: Ad & Landing Page Copy & Design
2. Revisions & Approval (Up to 2 Rounds of Review)

Weeks 10-11

1. Landing Page Development & Approval
2. Campaign Builds & QA

Weeks 12+

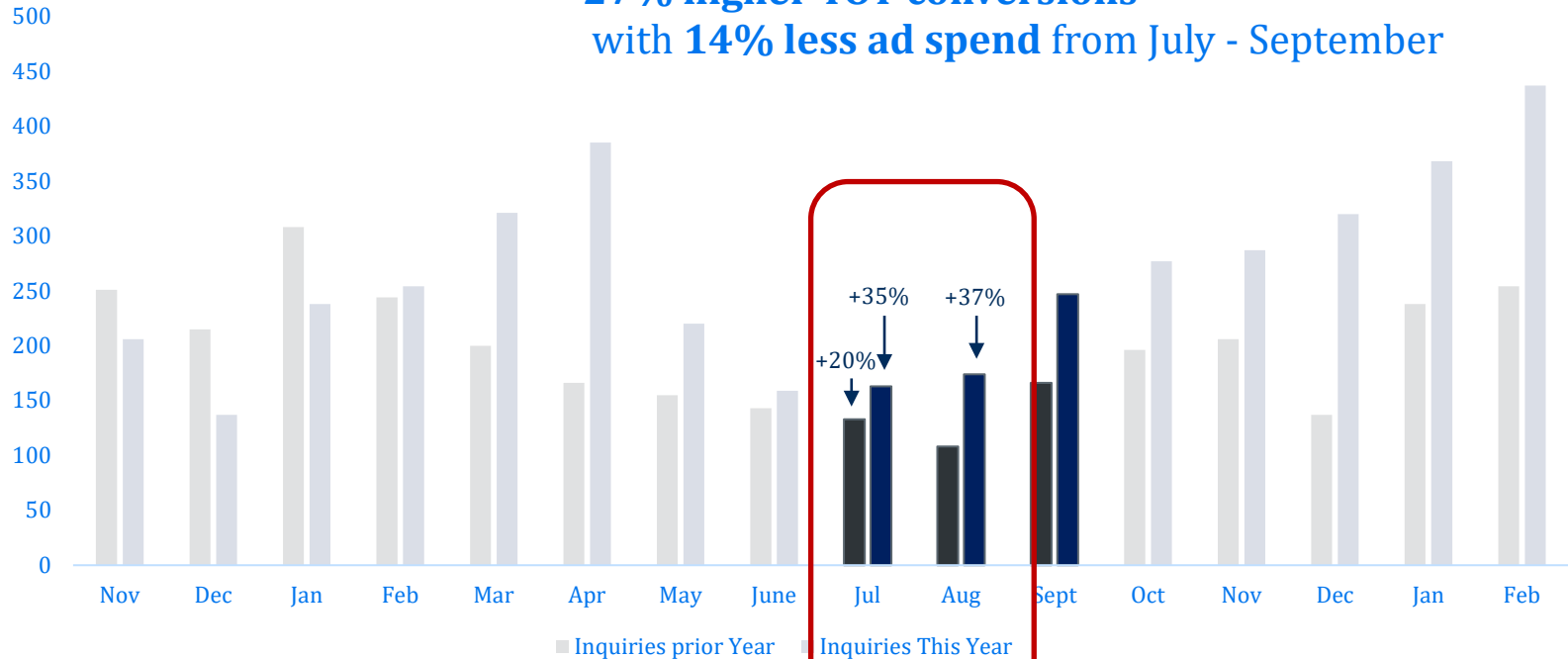
1. Campaign Launch!
2. Monitoring Campaign for Optimization & Success



Campaign Performance

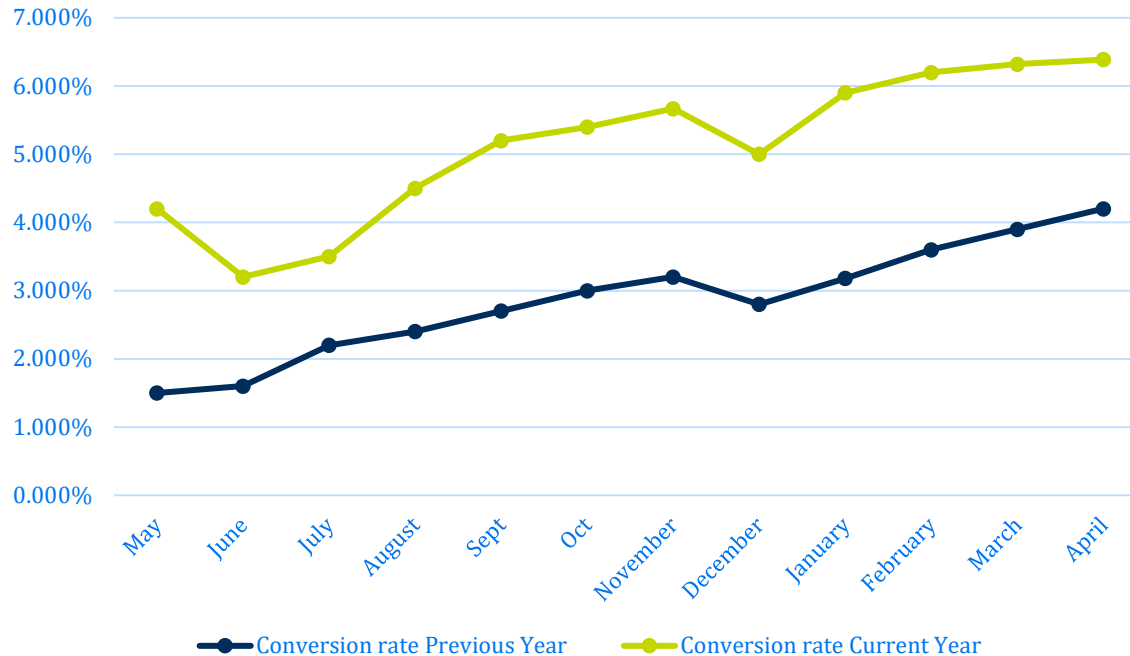
Year-Over-Year Conversion Trends

27% higher YOY conversions
with **14% less ad spend** from July - September



Year-Over-Year Comparisons

Conversion Rate



72% growth in CVR

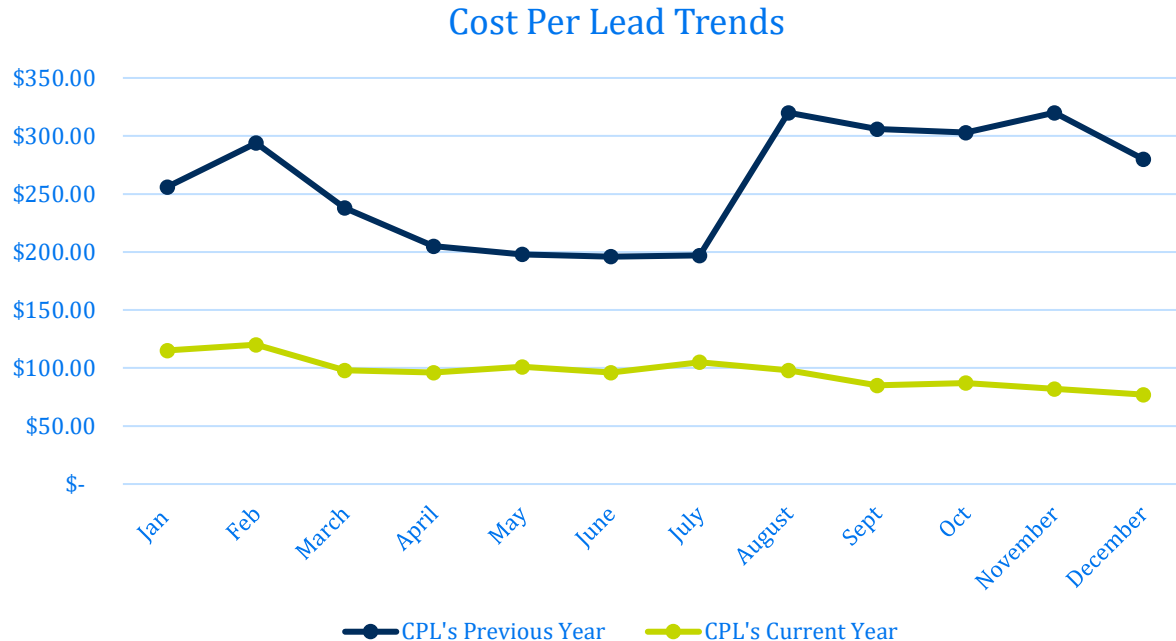
FY-23: 5.5%

FY-22: 3.2%



Year-Over-Year Comparisons

Cost-Per-Lead (Conversion)



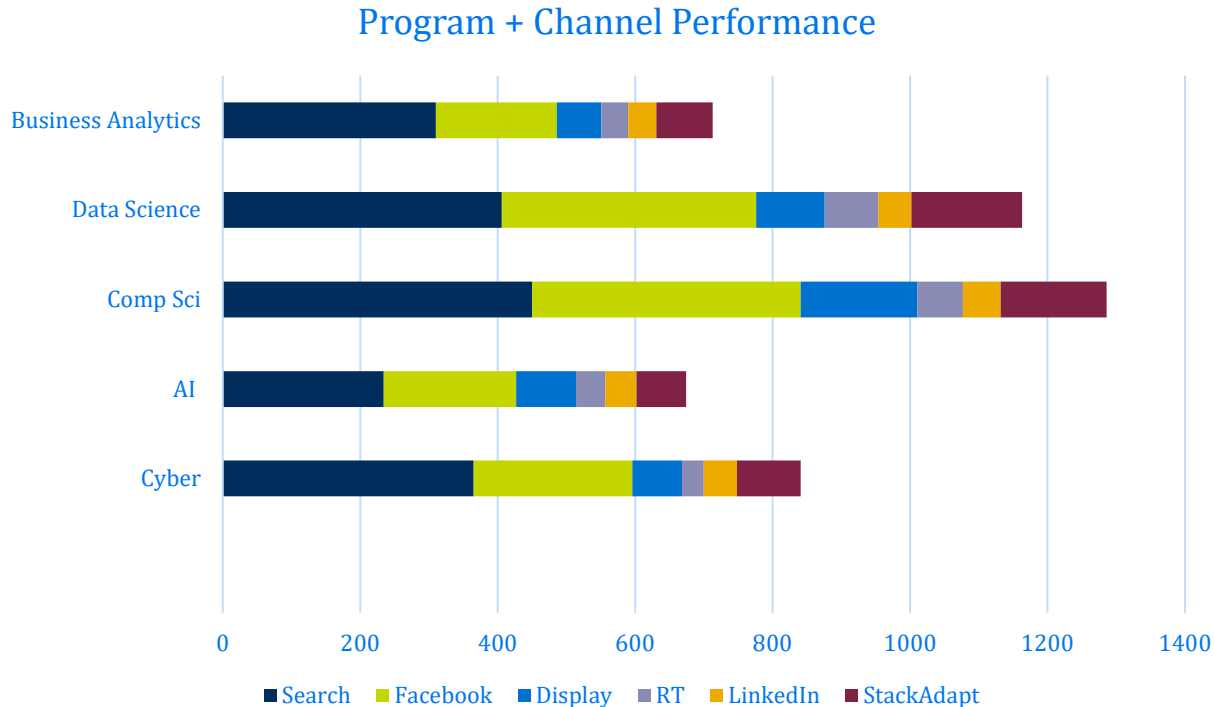
**107% Reduction
in CPL**

FY-23: \$103.00

FY-22: \$306.00

Program Conversions Monthly Overview

Program + Channel View



Program: Last Month's Overall Performance

144

Leads

\$35K

Spend

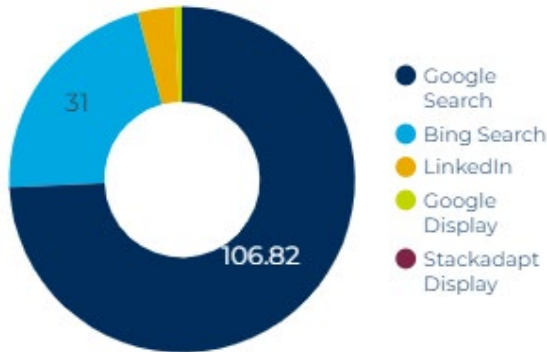
\$243.70

Average CPL

1.14%

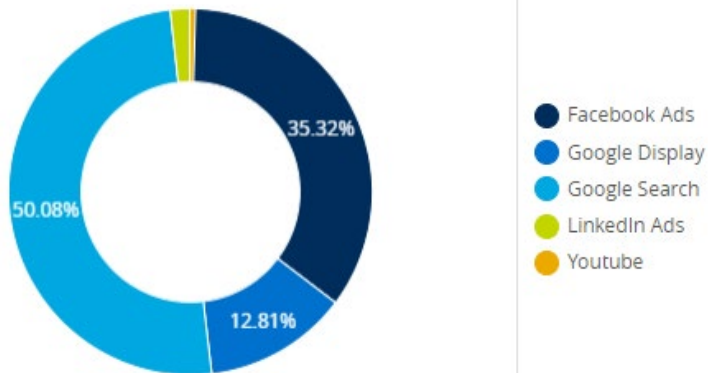
Average CVR

Leads By Platform



Channel	Leads	CVR	CPL
Google Search	106.82	4.17%	\$187.88
Bing Search	31	1.66%	\$85.26
LinkedIn	5	0.07%	\$1988.72
Google Display	1	0.10%	\$1792.42

Program: Last Month's Conversions & Costs



Vendor Name	Impressions	Clicks	CTR	Form Conversions	Conversion Rate	Cost Per Conversion
Facebook Ads	1,419,435	10,833	0.76%	634.00	5.85%	\$42.15
Google Display	286,445	3,330	1.16%	230.00	6.91%	\$24.43
Google Search	394,816	16,105	4.08%	899.04	5.58%	\$96.37
LinkedIn Ads	785,077	4,156	0.53%	31.00	0.75%	\$243.93
Youtube	16,887	33	0.20%	1.00	3.03%	\$120.98
	Σ 2,902,660	Σ 34,457	{ } 1.19%	Σ 1,795.04	{ } 5.21%	{ } \$70.56



Thank You

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