Enhancing Lead Generation with RNL's Digital Lead Generation Capabilities

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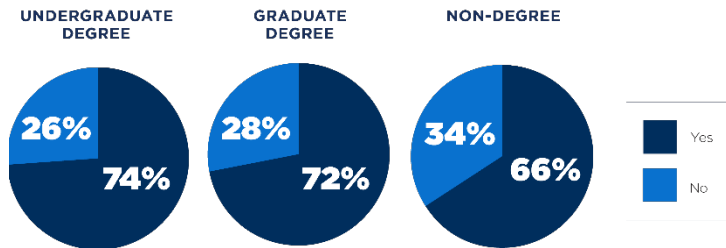
Lead Generation

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

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Online students click ads that speak to their "persona"

UNDERGRADUATE DEGREE
26% No
74% Yes

GRADUATE DEGREE
28% No
72% Yes

NON-DEGREE
34% No
66% Yes

Legend:
- Yes (dark blue)
- No (blue)

MOST COMPELLING REASON TO CLICK ON DIGITAL AD

Reason	Percentage
The ad copy was intriguing and interesting	52%
I didn't know the school, wanted to learn more	34%
I know the school but didn't know about their programs	31%
It was from a school of interest and reminded me to take the next step	20%
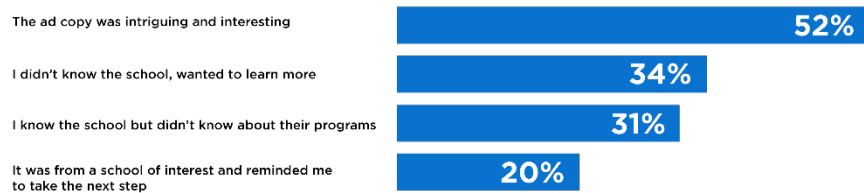
TABLE 19: ACTION AFTER CLICKING DIGITAL ADS
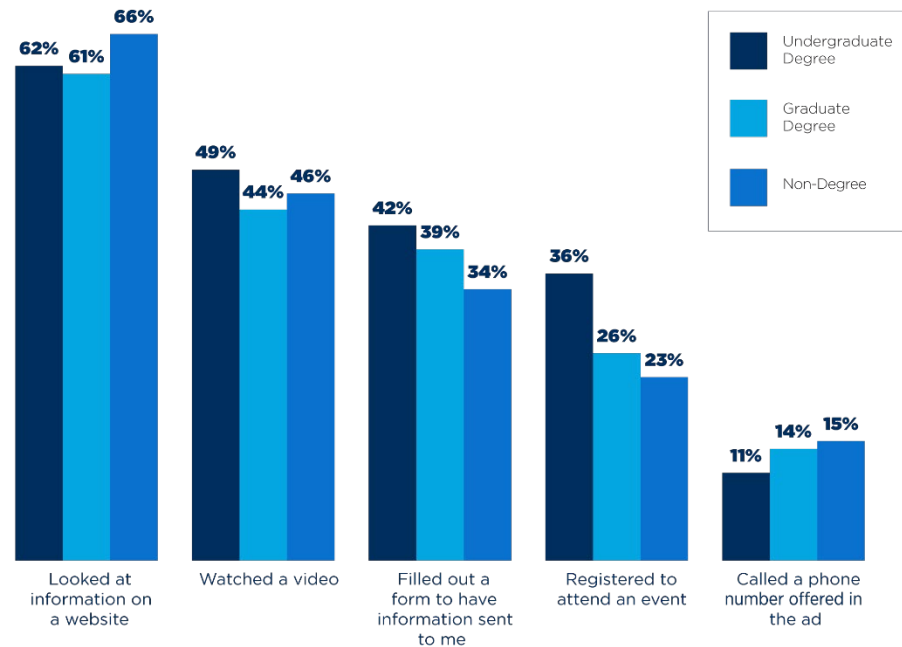
Legend:
- Undergraduate Degree
- Graduate Degree
- Non-Degree

Action	Undergraduate Degree	Graduate Degree	Non-Degree
Looked at information on a website	62%	61%	66%
Watched a video	49%	44%	46%
Filled out a form to have information sent to me	42%	39%	34%
Registered to attend an event	36%	26%	23%
Called a phone number offered in the ad	11%	14%	15%

Source: 2022 Online Student Recruitment Report, RNL

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Partnering with RNL

The RNL Way of *Lead Generation:*

Discovery + Insights

Target Audience

Messaging

Media Strategy

Implementation

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.

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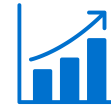
Continuously monitor, measure and optimize your digital campaigns based on conversion-based KPIs.

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.

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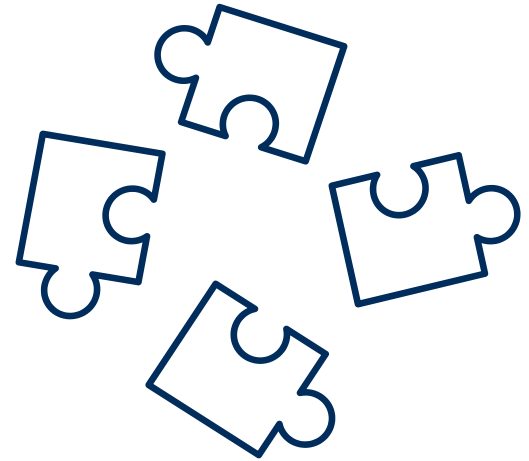
Partnership Overview
Discovery Process

❑ **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

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
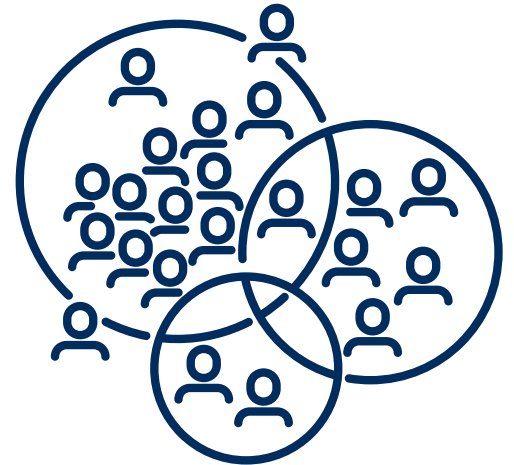
Partnership Overview

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
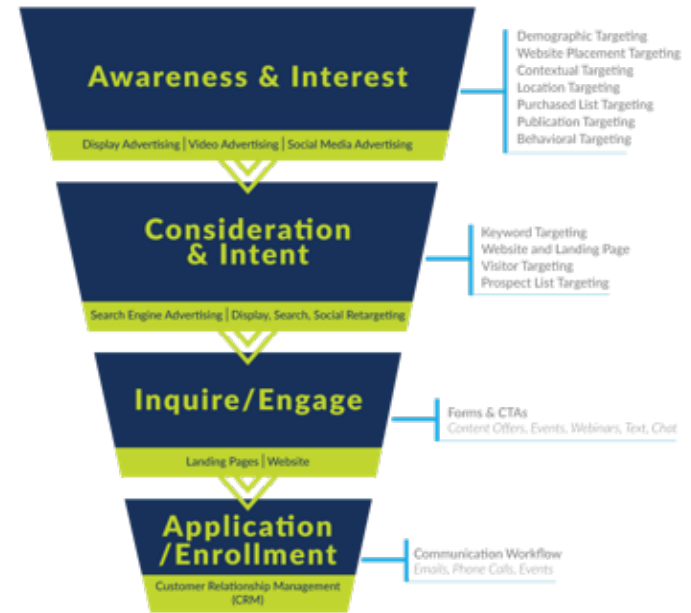
❑ Monthly reporting and optimization

Awareness & Interest
Display Advertising | Video Advertising | Social Media Advertising
- Demographic Targeting
- Website Placement Targeting
- Contextual Targeting
- Location Targeting
- Purchased List Targeting
- Publication Targeting
- Behavioral Targeting

Consideration & Intent
Search Engine Advertising | Display, Search, Social Retargeting
- Keyword Targeting
- Website and Landing Page Visitor Targeting
- Prospect List Targeting

Inquire/Engage
Landing Pages | Website
- Forms & CTAs
- Content Offers, Events, Webinars, Text, Chat

Application /Enrollment
Customer Relationship Management (CRM)
- Communication Workflow
- Emails, Phone Calls, Events

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

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
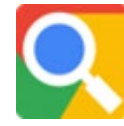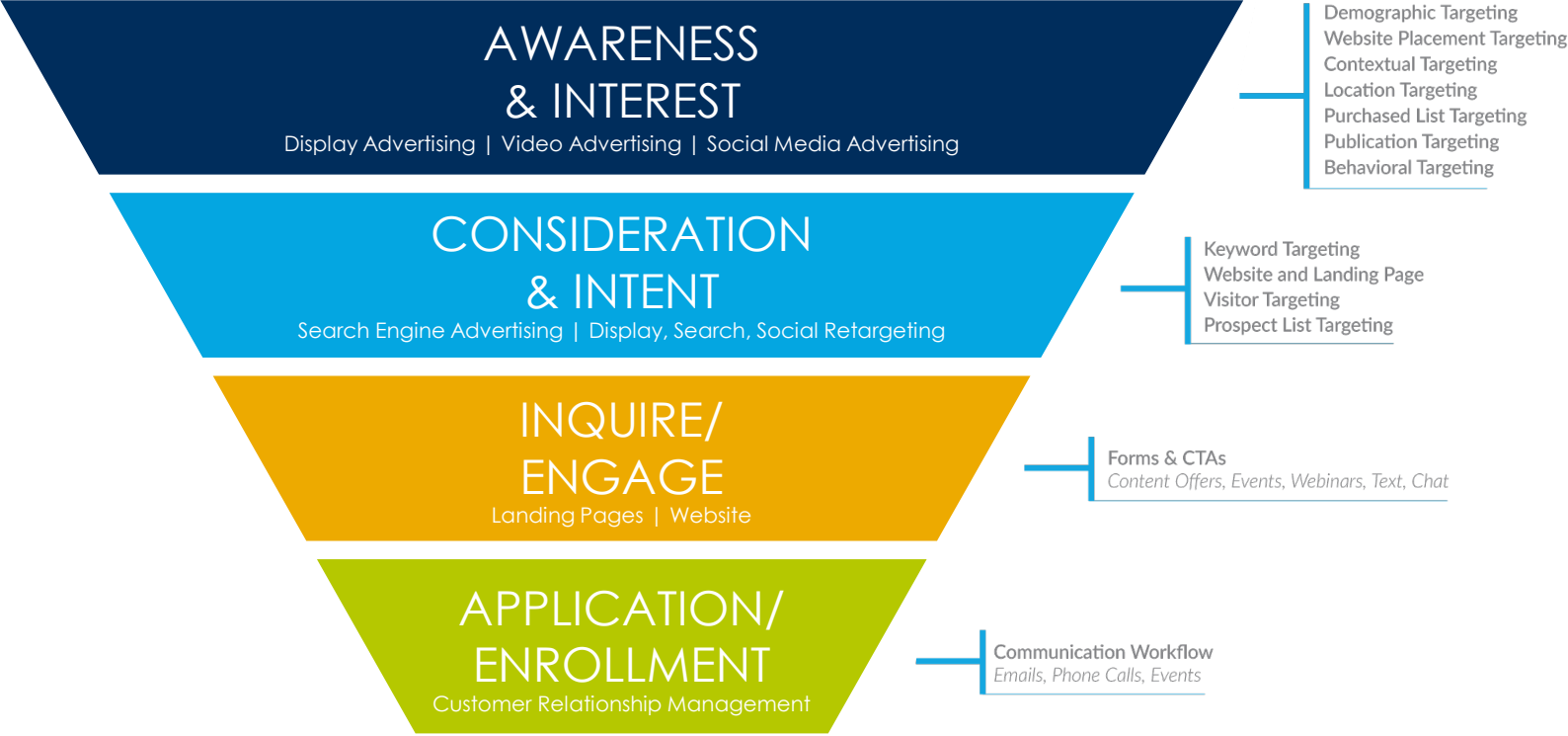
Lead Generation: Paid Channel Management

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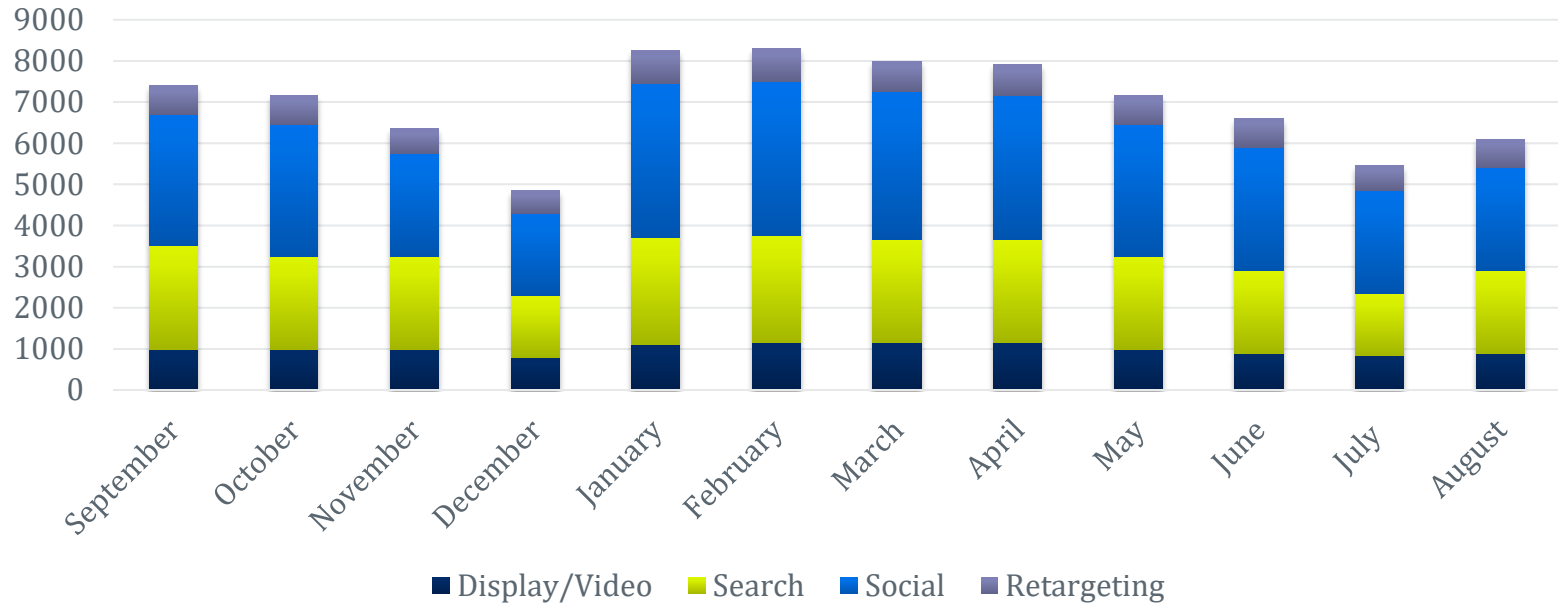
RNL executes and manages the marketing spend on behalf of the institution.

Digital Media | Recruitment Funnel

AWARENESS & INTEREST
Display Advertising | Video Advertising | Social Media Advertising

- Demographic Targeting
- Website Placement Targeting
- Contextual Targeting
- Location Targeting
- Purchased List Targeting
- Publication Targeting
- Behavioral Targeting

CONSIDERATION & INTENT
Search Engine Advertising | Display, Search, Social Retargeting

- Keyword Targeting
- Website and Landing Page Visitor Targeting
- Prospect List Targeting

INQUIRE/ENGAGE
Landing Pages | Website

- Forms & CTAs
Content Offers, Events, Webinars, Text, Chat

APPLICATION/ENROLLMENT
Customer Relationship Management

- Communication Workflow
Emails, Phone Calls, Events

Media Spend Recommendations

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

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

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Onboarding & Launch Timeline

Standard Digital Lead Generation Timeline

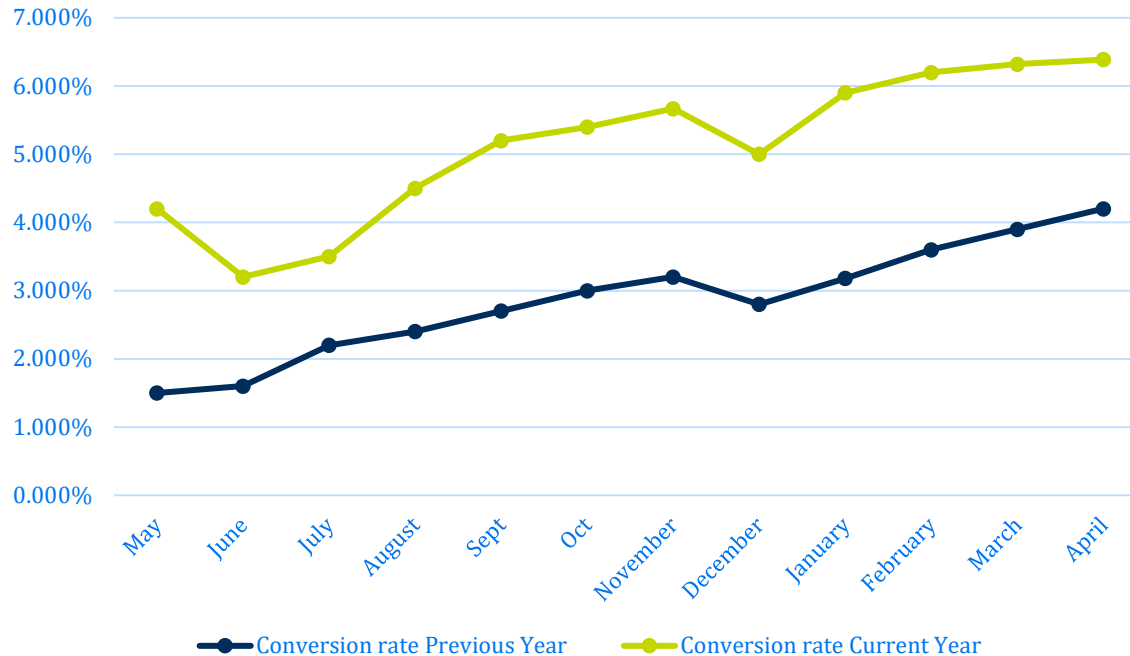| Weeks 1- 2	Weeks 3-5	Weeks 6-9	Weeks 10-11	Weeks 12+
1. Project Kick-Off 2. Program Discovery	1. Create Target Audience Personas, Messaging Architecture & Campaign Strategy 2. Campaign Strategy Presentation 3. Revisions & Approval	1. Creative Drafting: Ad & Landing Page Copy & Design 2. Revisions & Approval (Up to 2 Rounds of Review)	1. Landing Page Development & Approval 2. Campaign Builds & QA	1. Campaign Launch! 2. Monitoring Campaign for Optimization & Success

Assuming timely collection of assets and platform access and 1-2 business day(s) turnaround on feedback/edits/communication.

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Campaign Performance

Year-Over-Year Conversion Trends

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

Inquiries prior Year · Inquiries This Year
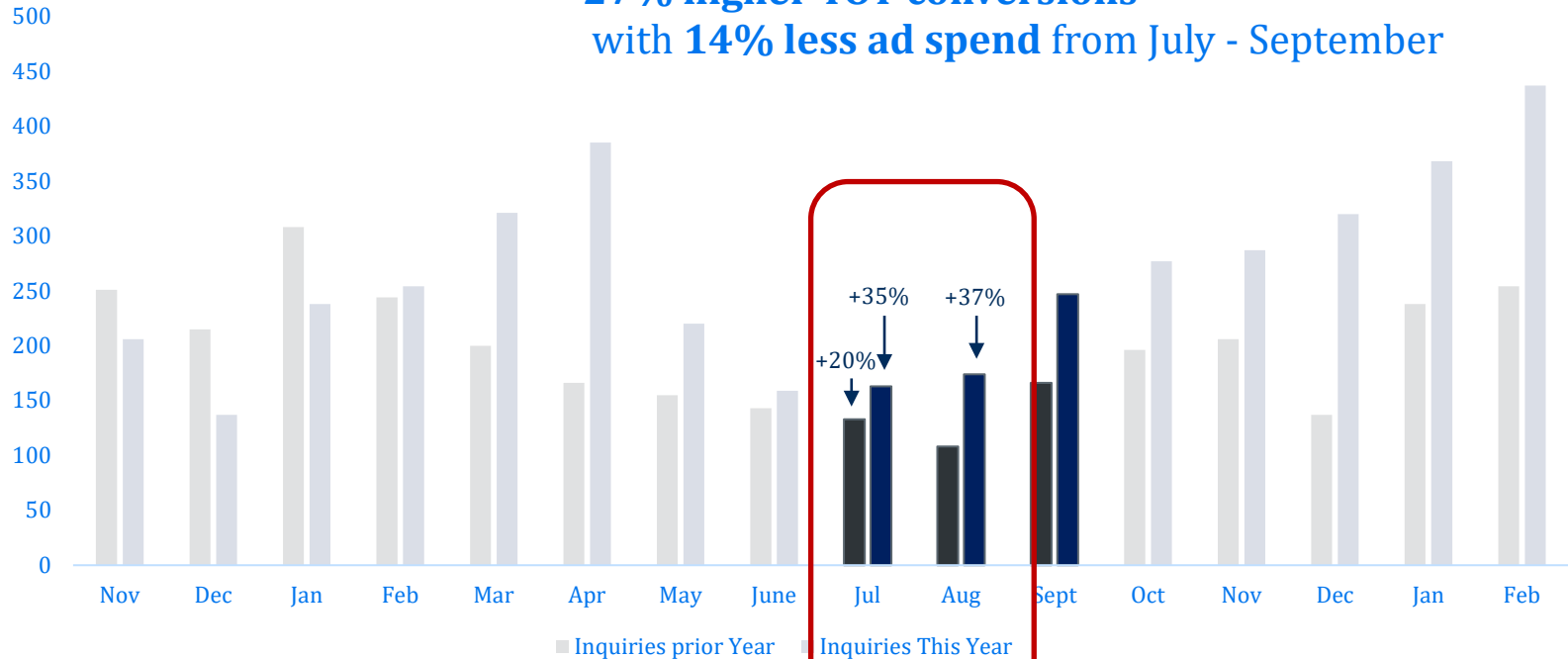
Year-Over-Year Comparisons

Conversion Rate

72% growth in CVR

FY-23: 5.5%

FY-22: 3.2%

Legend: ●— Conversion rate Previous Year   ●— Conversion rate Current Year

Year-Over-Year Comparisons

Cost-Per-Lead (Conversion)

Cost Per Lead Trends
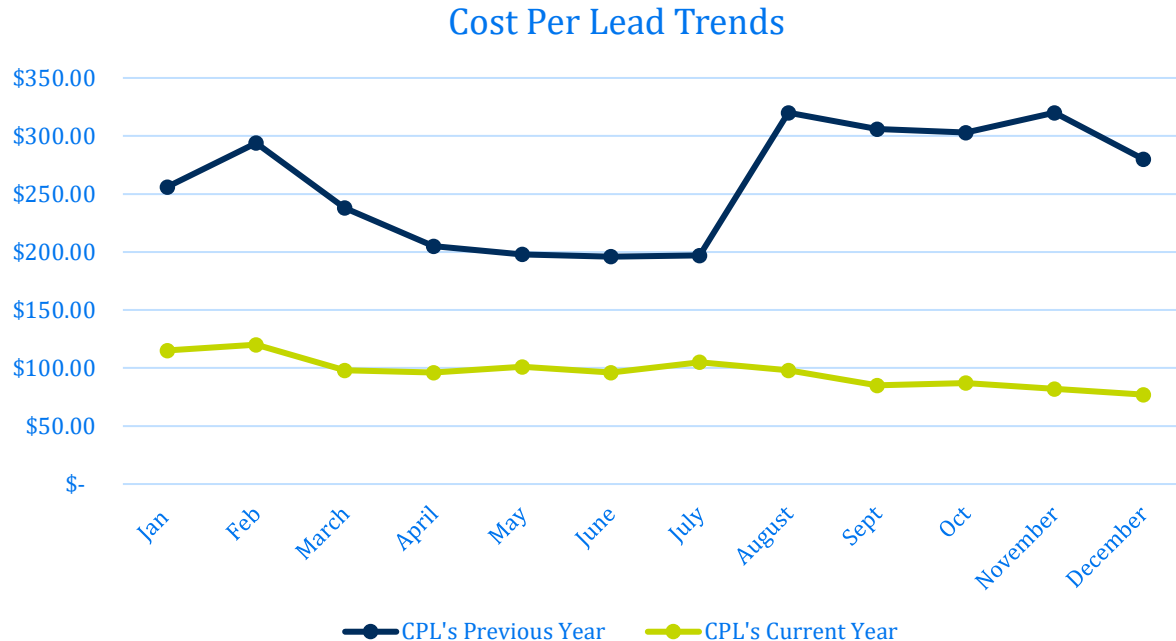
107% Reduction in CPL

FY-23: $103.00

FY-22: $306.00

Legend: CPL's Previous Year, CPL's Current Year

Program Conversions Monthly Overview

Program + Channel View

Program + Channel Performance
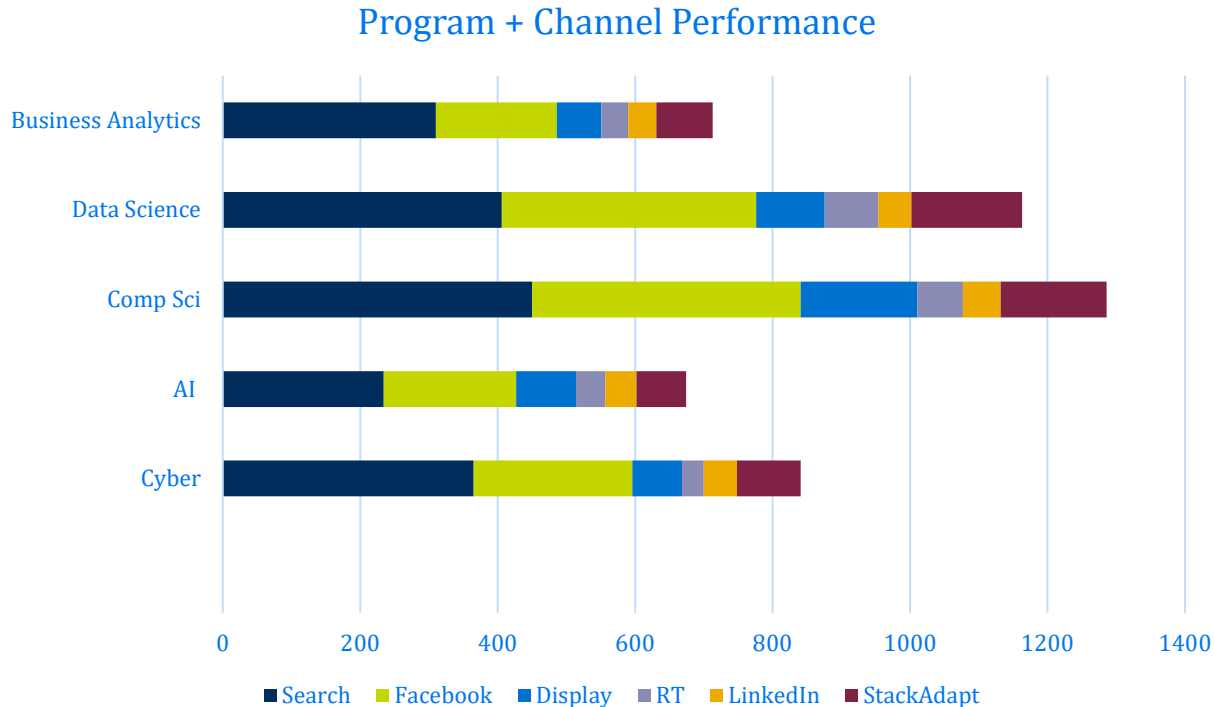
Program: Last Month's Overall Performance

144	$35K	$243.70	1.14%
Leads	Spend	Average CPL	Average CVR

Leads By Platform

- Google Search
- Bing Search
- LinkedIn
- Google Display
- Stackadapt Display

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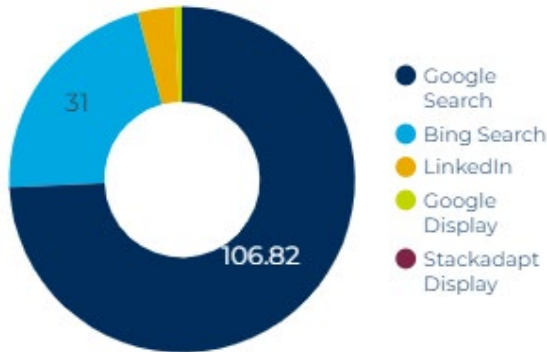
Channel	Leads	CVR	CPL
Google Search	106.82	4.17%	$187.88
Bing Search	31	1.66%	$85.26
LinkedIn	5	0.07%	$1988.72
Google Display	1	0.10%	$1792.42

Program: Last Month's Conversions & Costs
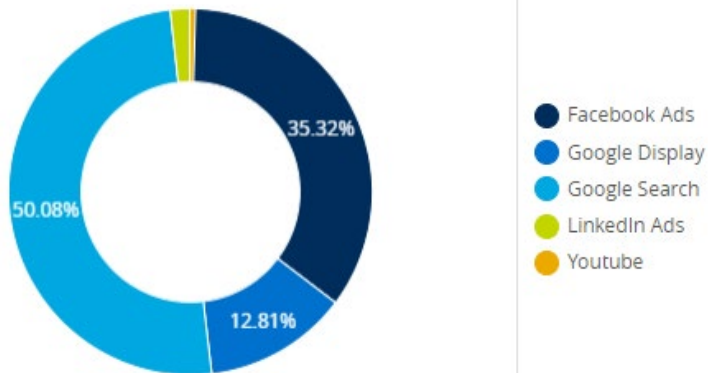
Vendor Name	Impressions	Clicks	CTR	Form Conversions	Conversion Rate	Cost Per Conversion
Facebook Ads	1,419,435	10,833	0.76%	634.00	5.85%	$42.15
Google Display	286,445	3,330	1.16%	230.00	6.91%	$24.43
Google Search	394,816	16,105	4.08%	899.04	5.58%	$96.37
LinkedIn Ads	785,077	4,156	0.53%	31.00	0.75%	$243.93
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