

Building Connections That Convert 5

Graduate Enrollment Success Stories and Segments

Zachary Rhodes, Client Solutions Consultant Catie Connolly, Client Solutions Consultant

Welcome!

Catie Connolly

Ruffalo Noel Levitz

Client Solutions Consultant at

Zachary Rhodes

Client Solutions Consultant at Ruffalo Noel Levitz



Agenda

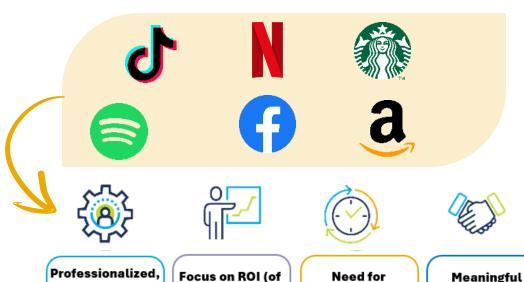
- 1. Impact of Personalized Marketing
- 2. Discovery and Build Process
- 3. Enrollment Outreach and Managing Campaigns
- 4. Key Takeaways



Does your campus market to distinct demographics within your funnel?

Expectations Have Changed within Higher Ed

Today's students expect higher ed to keep up



A majority of graduate education students are Millennial and GenZ

65%

of graduate students are Millennials (and GenZ exceeds GenX in numbers)

Source: RNL 2023 Graduate Student Recruitment Report

Focus on ROI (of their studies)

digitized

processes

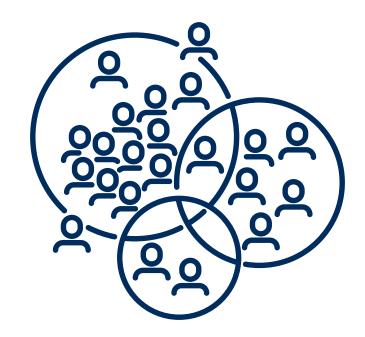
Need for speed Meaningful connections

Segmentation of Target Demographics



Segmentation of Target Demographics

- Identify current trends of demographics/ geographics for enrolled students.
- Look at possible new targeted demographics that fall within your current market.
- Review digital trends in given program for potential overlap.





When building a new digital campaign what questions do you ask?

Discovery and Build Process: Questions for Discovery



Is this a new program or existing?

If new how does this stand out from existing programs?



Who are the main target audience groups for this program?

Look to speak to multiple within your efforts.



What are the programmatic outcomes?

Any specific data points, job placement rates, income/earning potential?

Target Audience Persona

Your Prospective Student



Goals and Drivers:

- 1. I want to find a career that will utilize my undergraduate degree and positively impact people's lives.
- 2. I want to obtain an advanced business degree for professional or personal reasons.
- 3. I want to work as an advisor and need to develop the skills required, including completing the Certified Financial Planner education requirements so I can take and pass the CFP exam.



Challenges and Barriers:

- 1. Is graduate school worth the investment of my time and money, or is my undergraduate degree enough to enter the workforce?
- 2. I don't have an undergraduate degree in a business-related area. Do I have the education and experience for this kind of program?
- 3. I'm already a working professional. Can I afford to take a year off to go back and enroll in an on-campus degree program?

Messaging Themes

Your Prospective Student

Why Master of Science in [YOUR PROGRAM HERE] from [YOUR SCHOOL NAME HERE]

Expand Your Horizon. Transform Your Career.

Go beyond your business or non-business degree and experiences. Grow your skillset for a rewarding wealth management career. Gain cutting-edge insights to serve as a trusted financial planner and guide others in making sound financial decisions.

Earn an Advanced Degree with a Great ROI

Invest just one year into completing your master's at a highly ranked Big 10 school. Position yourself to succeed in passing the widely recognized [EXAM NAME HERE] Develop technical knowledge, industry perspectives, and soft skills employers are seeking.

Enhance Your Skillset. Build Your Network.

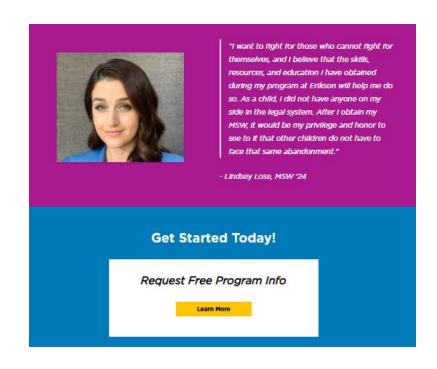
Expand on the skills you developed as an undergraduate to boost your career options and job opportunities. Make industry connections to build your professional network. Engage in classes focused on real-world examples.

Additional Messaging Callouts

- Access XYZ, an annual networking event with many local planning firms.
- Collaborate and build professional relationships through the active student group.
- Complete your degree in eight months.
- Flexible curriculum allows you to meet your specific career goals.

Current Students and Alumni Impact

- Use of student testimonials:
 - Providing a looking into real life experience.
 - Help prospective students see themselves at your institution.
- Alumni Impact:
 - Testimonials.
 - Q&A.
 - Possible webinars.



Current Students and Alumni Impact

Meet Our Students

"Being able to pursue a Managerial Leadership Degree within LCU's Adult Degree Completion program is a wonderful opportunity for non-traditional students. The future leaders and managers of our world and the companies they represent will benefit from the comprehensive course of study and accomplished professors of LCU who are committed to student success. To gain in-depth, broad-based knowledge in a Christian environment in my career field is truly a gift. Beyond the importance of having an impressive degree, the academic experience is something I will treasure the rest of my life."

- Linda Ferguson

Connect With Us Today!

Request Info

Highlighting Program Differentiators



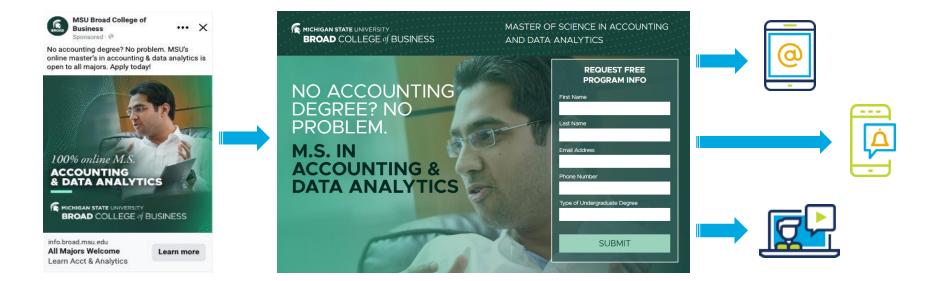




LEARN MORE



Consistent Imagery Throughout Campaign

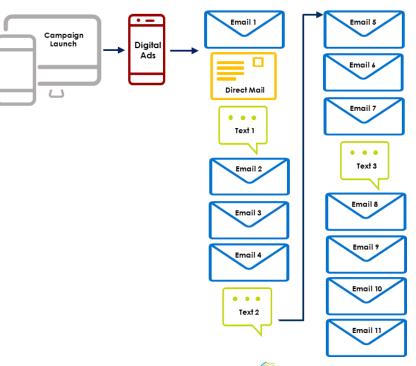




Do you have a one-size-fits-all approach across your recruitment team?

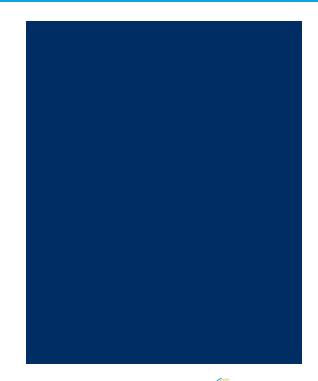
Recruitment Efforts & Aligning with Marketing

- How admissions/enrollment offices can tailor their approach to outreach based on personas.
 - Personalized outreach should be done and can use established personas.
- Use of consistent branding and tone throughout all marketing aspects:
 - Constant value points across your team need to be established.
 - Your counselors' recruitment should flow from what is in market for digital efforts.



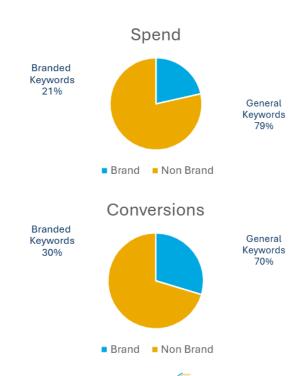
Diverse Marketing Creative

- Utilization of videos, motion graphics, and animation for increase impressions with digital ads:
 - Up to 25% increase in impressions over static ads*
- Use of video can help showcase a key/notable aspect of your program in action.
- Look to implement A/B testing within campaigns to see what resonates best with your target audiences.



Managing Campaigns

- Consistent review of campaign performance key to success:
 - Sharing performance across all key departments is vital.
 - Looking at which personas or creative is performing.
- Program-driven vs. general brand awareness discussion:
 - What's the true goal of campaign, drive overall awareness or program-specific growth.
- Look to establish consistent monitoring of campaigns and pull together MoM and YoY data for strategic planning.





Key Takeaways

- Use consistent imagery, language, and tone from prospect to enrolled student.
- Ensure your messaging and creative speak to program differentiators and how it stands out.
- Include current students or alumni in your creative in a meaningful way.
- Review and optimize continually for long-term growth.

Do we have marketing speaking to specific aspects of the program?

How can we infuse current students and alumni in our marketing?

Do we have a firm sense of what students are looking for in a given program?

How do we track success within our digital campaigns?

Thank you!

Questions and Next Steps

We're Here to Make Higher Education Institutions Successful and Vibrant Through Inspired and Relevant Engagement



8.3M

Inquiries generated & managed over the past 3 years



3,000+

Institutions have partnered with us



More

experienced experts than any other higher education firm



The 39th Annual National Higher Education Conference