RNL NC

Right Content, Right Device, Right Time.

**Orchestrating Video & AI Nudges
From Inquiry to Enrollment**

Jonathan Clues – StudentBridge
July 23, 2025

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Welcome to our Backyard!

- **Atlanta wasn't always Atlanta.** Before 1847, it was called Terminus.
- **World's busiest airport (again).** ATL moved **~108M passengers in 2024**—more people than many countries.
- **Where Coke first fizzed.** The first glass of Coca-Cola **was poured in downtown Atlanta in 1886** at Jacobs' Pharmacy.
- **City in a Forest.** With an urban tree canopy approaching **50%, top in the US.**
- **CDC...thanks to mosquitoes (and Coke money).** The nation's disease front line set up HQ in Atlanta.
- **Hollywood of the South.** Georgia ranked **#1 in U.S. film production (2024)**
- **Music City?** Urban legends and hip-hop royalty like OutKast, T.I., and Ludacris have roots here.
- **Home of Dr. King.** The **Martin Luther King Jr. National Historical Park** preserves his birth home, Ebenezer Baptist Church, and more—35 acres of civil-rights history right in the city.

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On To Today

- Colleges and Universities have **big stories to tell**
- Video is the **#1 storytelling** medium
- Luckily, your audience **love** video
- Videos are an **investment**
- But not all videos are the same. You need a **strategy**

- I'm **Jonathan Clues**
- CEO & Founder of **StudentBridge**
- From London, now live in **Atlanta**
- Online video since 2000. **HigherEd since 2007**
- Helped over **500** institutions with video storytelling
- Deliver over **7m** video stories to students **every year**

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Let's Set The Scene

Video is critical in today's enrollment strategy

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Today's Reality

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Video in 2025 = Table stakes

But Can You Keep Up?

3 hours – Gen Z spends watching short form video per day

360 hours of video uploaded to YouTube every minute.

57% of Gen Z prefer short-form video to research products & schools.

16,000 TikTok videos go live every minute. (**960,000** per hour, **34 M** per day).

6.6 hours – average daily media consumption for Gen Z

2-3 months – How long it takes to plan and produce marquee video

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Some Quick Questions

1. Is your video strategy helping you achieve your enrolment goals?

2. How are you measuring it?

3. Do you wish you were doing more?

4. What is holding you back?

When your budget gets cut, but your enrollment goal increases.

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One Size RARELY Fits All

What Content Drives Engagement?
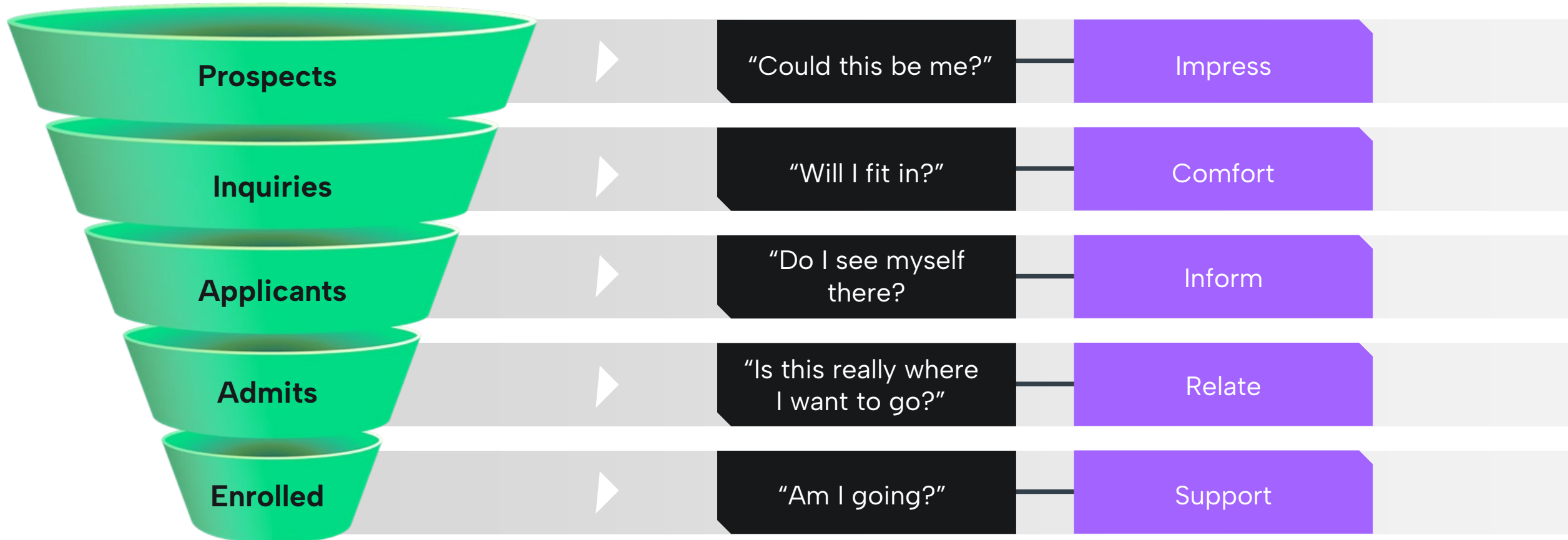
Top 5 topics for video content students want to see

41% – Current students talking about their **experiences** in the classroom and on campus

36% – Recent graduates discussing their **outcomes**

34% – Videos showcasing **campus life** and extracurricular activities

34% – Videos showing the **campus, buildings**, and **classrooms**

31% – Videos **customized** to match the programs and campus activities to the them

Source: 2023 *E-Expectations Trend Report*. Ruffalo Noel Levitz.

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Enrollment Funnel at a Glance

- **Awareness → Consideration → Decision**
- Each stage answers a different student question
- Content & device preferences shift every step

Funnel Stage	Student Question	Goal
Prospects	"Could this be me?"	Impress
Inquiries	"Will I fit in?"	Comfort
Applicants	"Do I see myself there?	Inform
Admits	"Is this really where I want to go?"	Relate
Enrolled	"Am I going?"	Support

Why This Matters

- Gen–Z attention span ≈ **7 seconds**

- Average summer melt: **10%–20%**

- Wrong content at wrong time =
  - Irrelevant student experiences
  - Disjointed content journeys
  - Funnel drops
  - Lost deposits
  - Low yield

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Remember…

PEOPLE WILL FORGET WHAT YOU SAID. PEOPLE WILL FORGET WHAT YOU DID. BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.

Maya Angelou

From Online to On-Campus
Right Content, Right Device, Right Time

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Awareness: "Could This Be Me?"

- **Style:** **Hype video / 'Sizzle' reel**
- **Format:** Short <20s – Consider 'video 90º' (portrait) or square output for device/channel
- **Tempo:** Energy, upbeat music, fast transitions
- **Content:** Mostly of b-roll, bold graphics, short rushes and effects
- **Primary device:** Mobile first
- **Channels:** Social media / YouTube
- **Metric:** Traffic to landing pages

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Social Media & YouTube Are Hooks, NOT Delivery Platforms

If Content is King then
Content Delivery is The Crown

YouTube: Great search engine, horrible content strategy

Distracting content as click bait. It's how they make their money $$

No brand protection. Negative content, competitor adverts

It's a hook: Use CTA to drive them **OFF** social media to an environment you control

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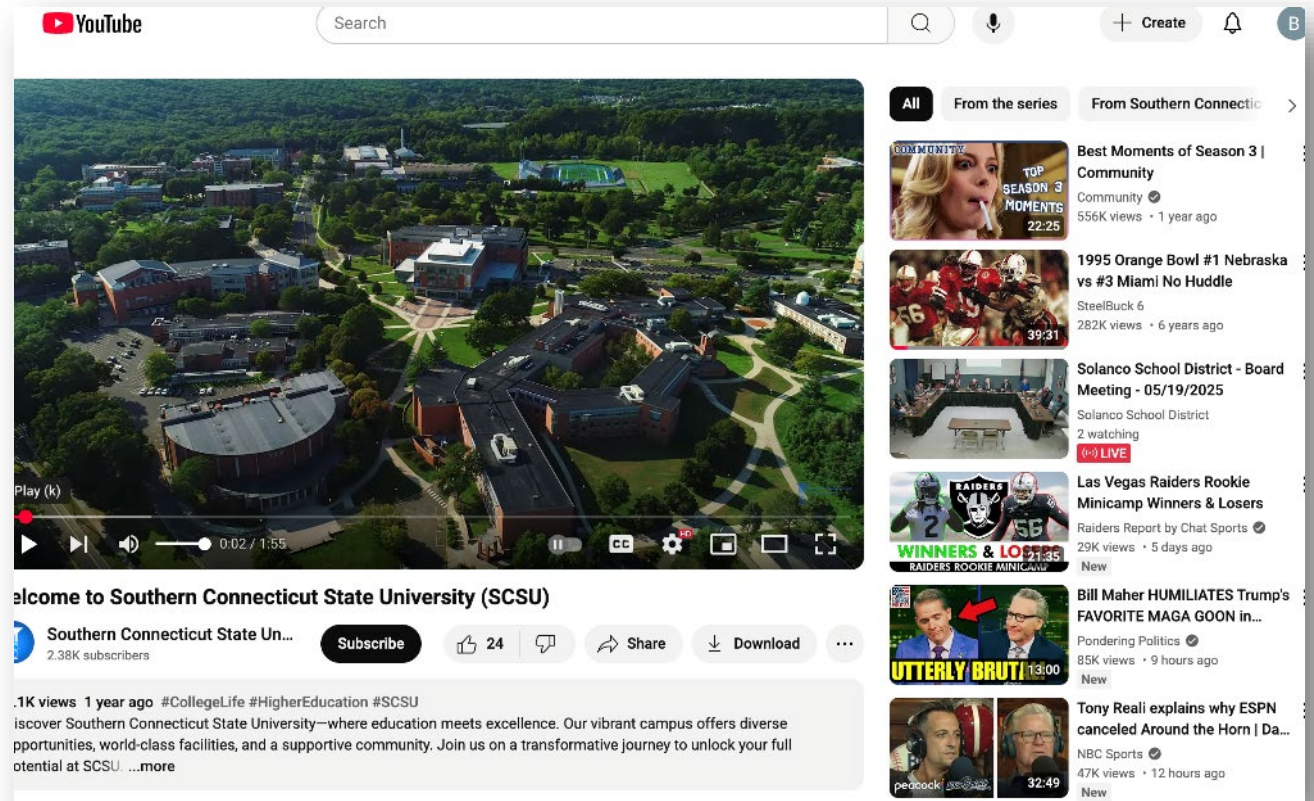
Application: "Do I See Myself There?"

- **Style:** **'Tour Style' Campus Stories**

- **Format:** 60–90s. – landscape

- **Tempo:** Fun and inviting, warm and welcoming, upbeat with lots of motion

- **Content:** Tour style videos – **a–roll** looking **right into the camera** – showing real people around campus. Use b–roll if campus life is quiet that day

- **Devices:** Mobile and desktop

- **Channels:** Your .edu site

- **Metric:** Click through to schedule a visit

Virtual tours are used
by **77%** of students,
with **84%** finding them helpful.

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Admit: "Is This Really Where I Want To Go?"
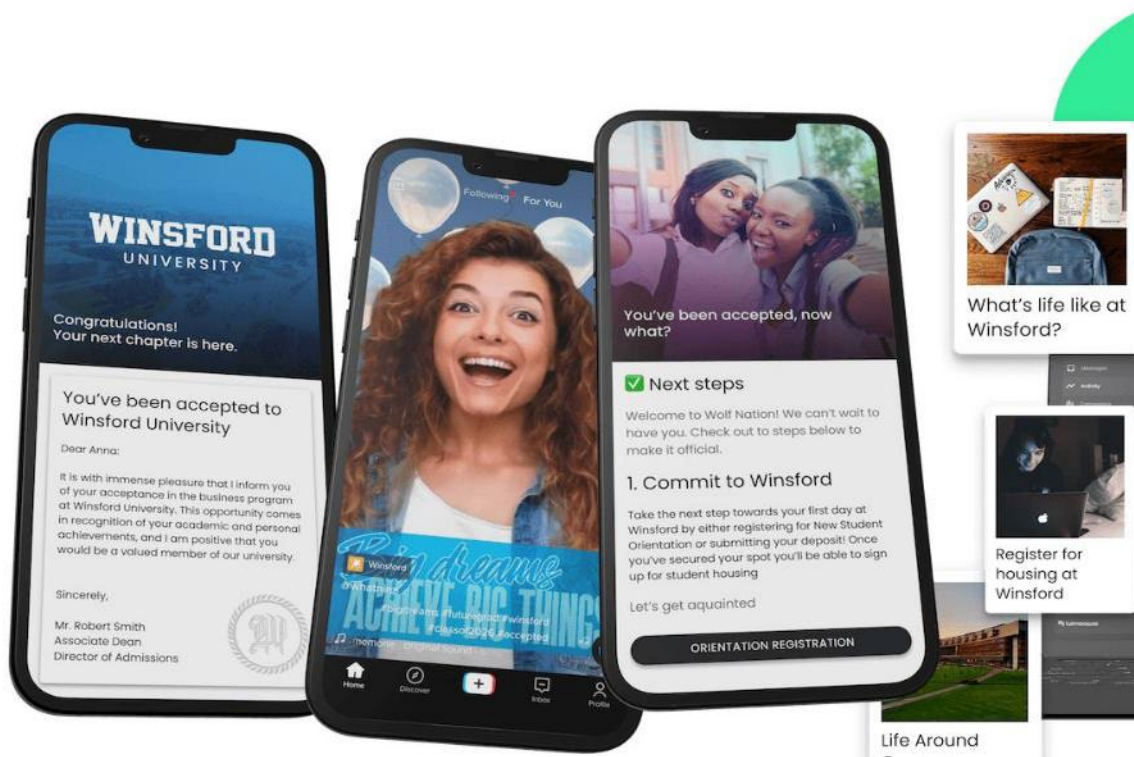
- **Style:** '**Congratulations – You're In'**
- **Format:** 30–45 – 'Video 90º' or square
- **Tempo:** Celebratory, fun, then reassuring
- **Content:** Very personal with pieces to camera (a–roll), encourage sharing and some guidance /next steps
- **Devices:** Mobile
- **Channels:** Outbound messaging (SMS/email)
- **Metric:** Reaction time and share the news

We can't be there when a student receives their acceptance –
but we can do the next best thing,
tell you how they reacted.

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Yield: "Am I Going?"
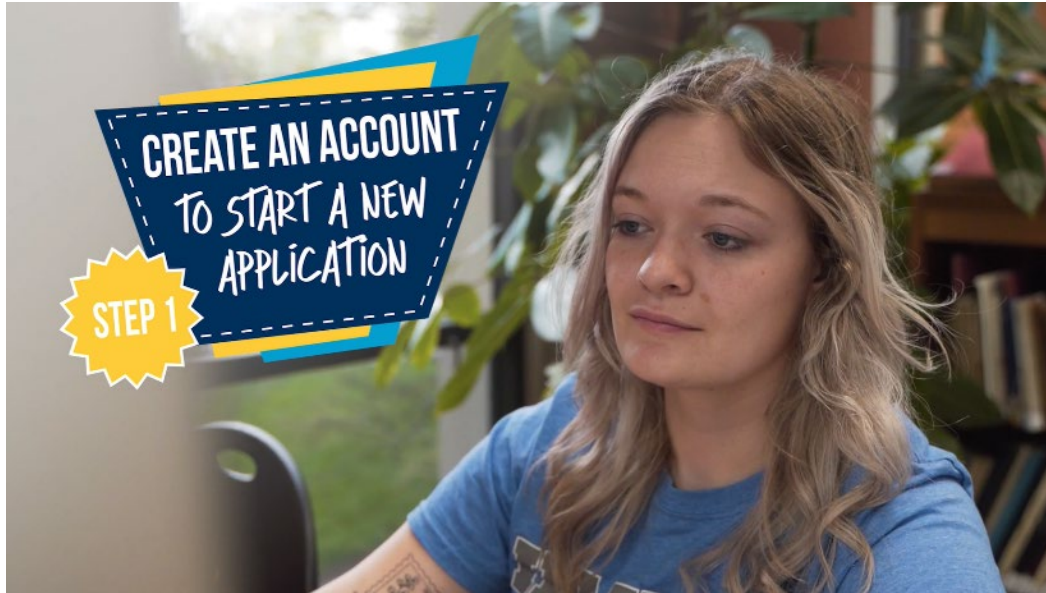
- **Style:** **'How To' Videos**

- **Format:** 60–90s – landscape

- **Tempo:** A library of variety. Some hype still required in some playlists – slower, informative in others.

- **Content:** Personal, campus life, but also screengrabs and walk throughs of any forms they need to complete

- **Devices:** Desktop

- **Channels:** Push messaging to drive traffic to .EDU, delivered through a dedicated **virtual event platform**

- **Metrics:** Reaction time, engagement on platform and call to action (i.e. housing?) – ultimately to reduce summer melt

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Right Content: Consider "Production Value"

- **User Generated**
- **Professionally Produced**

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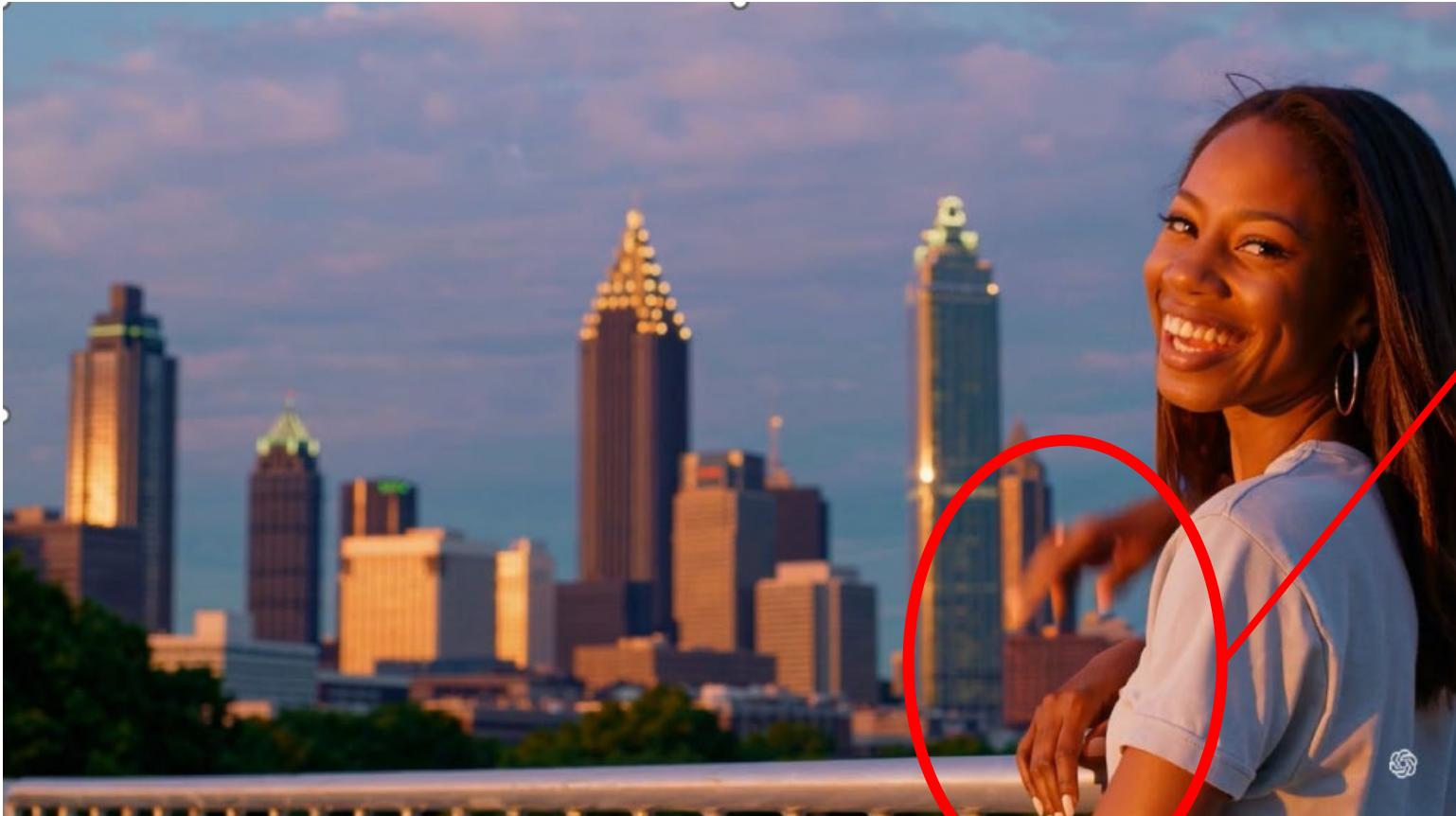
Right Content: Is AI Video Ready for Primetime?

- **Prompt:** Produce me a quick video of "Welcome to our backyard", introducing the viewer to Atlanta. Show someone on the Jackson Street Bridge

Yikes, I have three arms!
- It's coming, but not there yet
- Must keep thinking authentic
- Your audience can smell fake miles off = **#CancelCulture**
- Use AI to help behind the scenes
  - Content strategy/framework
  - Creative/ideation
  - Talking points

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Right Content: Let's Talk Personalization

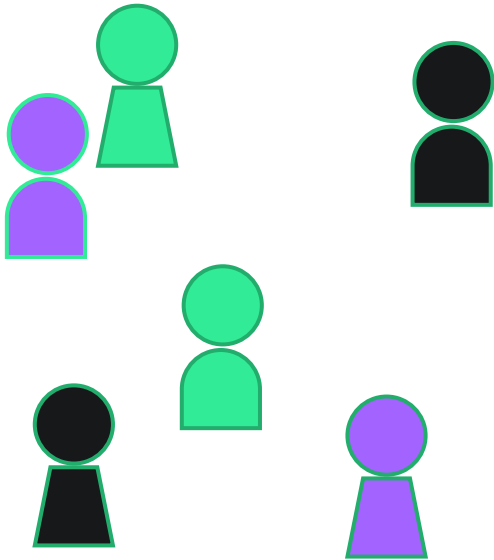**There's a clear personalization preference:**

- **61%** favor personalized content
  - Notably prefer user–controlled filtering (**45%**)
  - Over automatic personalization (**16%**)

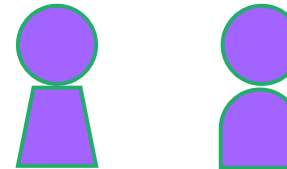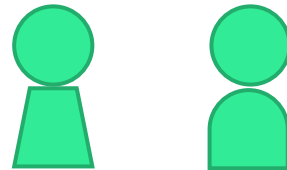Source: 2025 *E-Expectations Trend Report*. Ruffalo Noel Levitz.

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Right Content: Build The Relationship – Don't Rush It!

One-to-Many	One-to-Some	One-to-One

Choose your own adventure

May we recommend

We know what you want

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Using AI Nudges

- **AI nudges are tiny, data–driven prompts: videos, texts, emails, portal pop–ups, auto–delivered at the precise moment a prospect's behavior signals curiosity or hesitation.**
  - Think of them as the enrollment version of Amazon's "Customers who bought…," but powered by student–centric signals like watch–time, page depth, or replay loops.

Step	Behind–the–scenes action	Example trigger
Sense	Streaming analytics watch a handful of low–cost signals (page depth, replay, share, revisit, skip).	A student replays a 360° housing tour twice.
Predict	A lightweight ML model scores likelihood to advance (or melt) based on similar past cohorts.	Replay × 2 + no CTA click → "medium hesitation."
Select	Rule engine picks the *next–best* clip or message matched to funnel stage + device.	Picks 45–sec "Residence–Hall Q&A" short, mobile-optimized.
Send	Nudge goes out via SMS, email, or in–portal banner—branded, trackable.	Text: "Need more on housing? Watch how Emma chose her dorm."
Learn	Model records open rate, watch–thru, melt outcome → refines future picks.	Student watches 90 %; score improves → next nudge delayed.

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Using AI Nudges – Stage by Stage Examples

Stage	Behind–the–scenes action	Example trigger
Awareness	TikTok–style teaser auto-inserts a program-specific end–card if visitor's geo = Pacific NW.	Click to program page
Consideration	Revisit to Athletics page triggers 60–sec student-athlete story via Instagram DM.	Fill out "interests" form
Application	Abandoned app after FAFSA question? Email with 40–sec FAFSA walk–thru hits inbox within 2 h.	Resume application
Admit	High replay of ROI explainer + no deposit → personalized video from career services lands next morning.	Pay deposit
Yield	Portal inactivity 10 days + admitted status → SMS with 1–min "Move-in day" clip and RSVP link.	Complete housing form

No extra staff time: the system "listens" and acts in minutes

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90-Day Pilot Plan (Three Sprints)

Days 1–30:

- Map out current content strategy
- Audit what is currently working, what isn't
- Gap-fill priority stages

Days 31–60:

- Publish some new content
- Start testing some trigger rules
- Look for quick wins

Days 61–90:

- Measure (A/B test if able)
- Optimize what's working, change what isn't.
- Socialize wins

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Key Takeaways

Match story to stage relevance and channel:
Right Content, Right Device, Right Time

Consider the importance of production value:
It's not what you say, it's how you say it"

Packaging and delivery are critical to success:
Have a strategy on the student's content journey

Now what to look for:
Watch engagement signals and act fast

Make it easy on yourself:
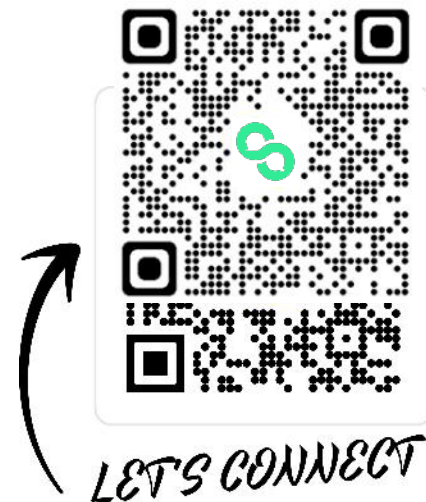Automate nudges to scale without extra spend

Always be improving:
Test, produce, distribute, measure, and adjust

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Thank You!

Any Questions?

Jonathan Clues
CEO & Founder
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LET'S CONNECT

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Welcome to our Backyard
Visit our digital experiences

Virtual Experience
Video Viewbook &
Interactive Map

In Person Experience
VisiTOUR – walking
tour experience

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