

# From Clicks to Campus: Cracking the Code on Enrollment Conversions

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# Welcome!



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# Agenda

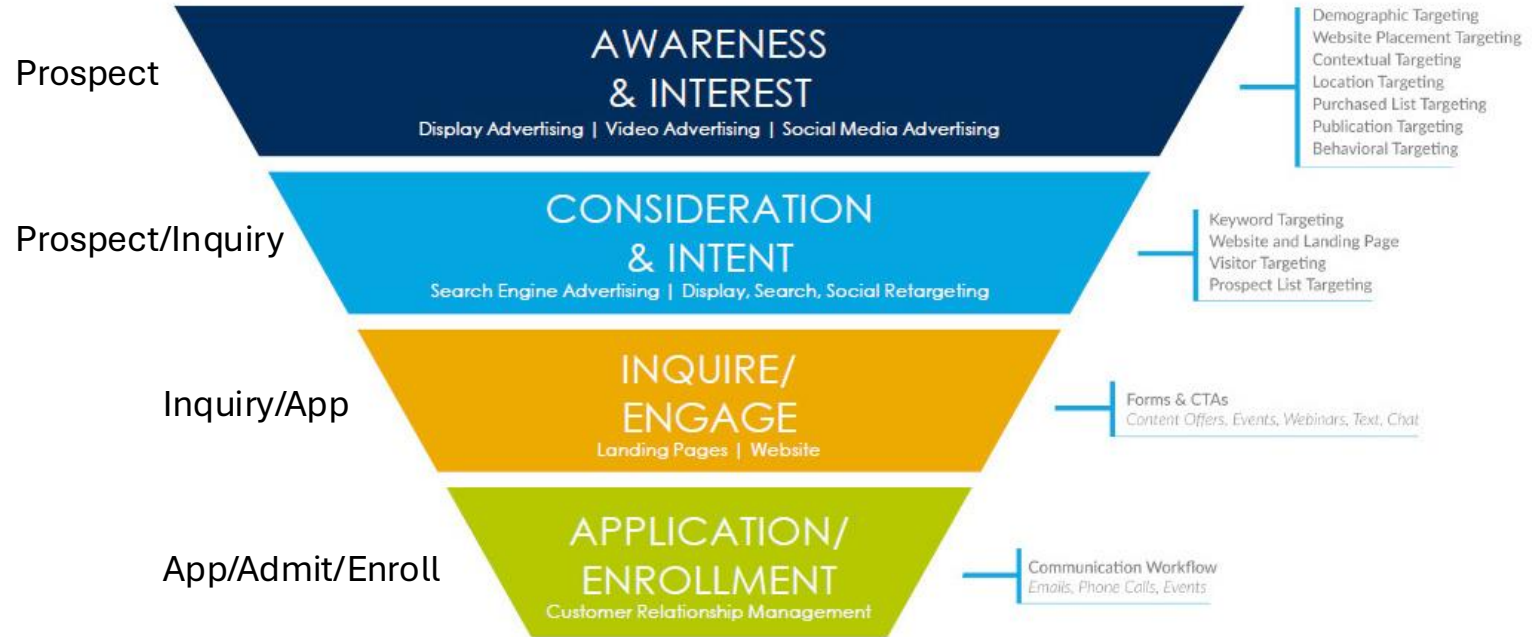
1. Utilizing the full funnel perspective
2. Recruitment efforts and strategies
3. Communication between marketing and admissions
4. Key takeaways



# **The Full Funnel Perspective**

**1**

# Digital Media | Recruitment Funnel



# Full Funnel: Metrics & Conversions

- The data you choose to focus on may be institution- or department-specific. Examples:
  - Application rates for *returning* inquiries (top priority for continued/adult education-focused campuses).
  - App to admit rates for a graduate program that's heavily advertised on LinkedIn. (Are the students you're reaching on LinkedIn actually qualified for the grad program?)
- **Metrics that matter** — data that should always be top priority:
  - Inquiry to App %, App to Admit %, and Admit to Start %.
  - Volume of leads vs. efficiency of leads.



**What's one conversion rate your team tracks regularly?**

# 45%

of higher education marketers report that **conversion rate analysis** is the most effective tool or method to enhance the success of their current recruitment strategies.



# Full Funnel: Tracking by source

**Why does source tracking matter? The importance of knowing source-to-enroll pathway:**

- Strategies vary by channel or platform.
  - Example: Google PPC vs. Meta.
- Student priorities and motivations shift as they move through the funnel.
  - Awareness vs. applicant.

**Tracking channel attribution + analyzing funnel status = greater insights into *what* drives conversions and *when***



# 42%

of enrollment management marketers said they do not have visibility into the performance of their leads within the funnel.

# Full Funnel and Competitive Markets

Large (30,500 students), private university in Maryland with a goal of increasing the academic profile while generating larger top-of-funnel traction to gain larger enrollments in defined programs.

- **Top 10 engineering programs** identified by campus for focused enrollment growth in the upcoming admissions cycle.
- **Strong advertising budget** in place but with competitive market a need for refined approach to grow qualified inquiries with strong inclination to enroll.
- **Utilizing down funnel to:**
  - Track which channel led to strongest application with reasonable cost per lead.
  - Track enrollment rate from each channel.
  - Reallocate advertising budget to push larger amount towards best performing channels.

# Full Funnel and Out-of-State Markets

Small (4,300 students), private university in Michigan with a goal of expanding reach into out-of-state markets for their digital lead generation campaigns.

- **Priority program:** Masters in Mental Health Counseling, accredited by the Council for Accreditation of Counseling and Related Educational Programs (CACREP).
- **Market research** shows that 1) students in Pennsylvania and Utah can practice with this degree and 2) it's a growing program of interest.
- **Utilizing down funnel to:**
  - Analyze cost per lead and volume of leads (interest).
  - Track inquiry-to-application rate.

**Is this a market that deserves continued attention and resources?**



# **Recruitment Efforts and Strategies**

**2**



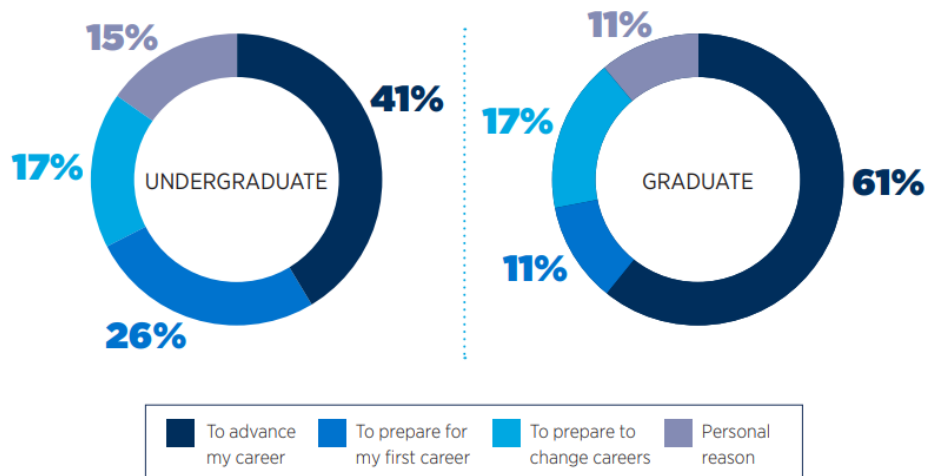
**What are your prospective students' top priorities when searching for a program?**

# Shifts in Student Motivations

Big picture of the funnel – our strategies change and so do student motivations.

- **Top of funnel:** career outcomes, sense of belonging—is college right for me?
- **Mid-funnel:** Application completion, admissions support, student services.
- **Down-funnel:** time to completion, cost concerns.

Figure 10: What was your primary motivation to earn a degree?

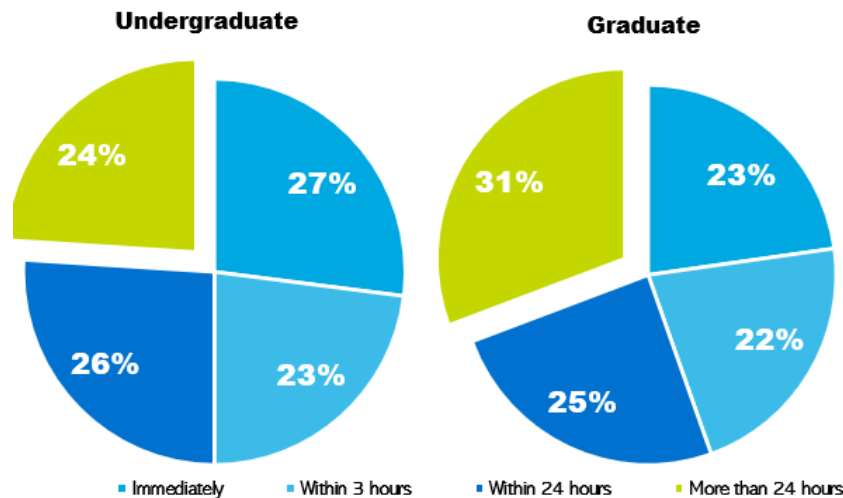


Data collected from those who identified as "online learners"

# Recruitment Strategies for Success

- Evaluate the current status of your recruitment strategy.
  - Where are there gaps or drop-off in conversions identified in full-funnel review?
- Look to ensure outreach is speaking to shifting motivations for student funnel stage.
- Utilize CRM for comm flow to supplement and support individual outreach.
- Ongoing evaluation of outreach efforts each recruitment cycle is key.

How soon after submitting an inquiry do you expect to hear from the program?





# Recruitment Strategies for Success By Funnel Stage

- **Top of funnel:**

- Prospect: digestible, helpful info to allow student to see themselves at your institution.
- Inquiry: Speed to lead, getting them the info they need/ want to move through to applying.

- **Mid-funnel:**

- Focusing outreach, support, and app completion.
- Flexibility and academic support.

- **Down-funnel:**

- ROI and cost of degree.
- Time to completion.

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51%

of recruiters say the **prospective phase** is the most challenging stage for moving students forward in the enrollment funnel.



# **Communication: Marketing & Admissions**



**3**

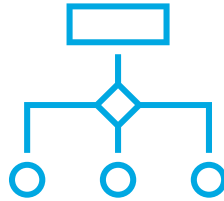


**How do you tie marketing efforts  
to enrolled students?**

# How Department Structure Impacts Success



Aligning on brand voice, messaging, and clear student outcomes



Is the marketing department centralized or de-centralized?



At what point in the funnel is the handoff from admissions to the college or department?

How often do you have sit-downs with marketing or admissions?

# Aligning Your Strategies Across Departments

- **High-interest/priority populations:** personalized and strategically targeted by both departments.
- **Shared KPIs:** a shared expectation and understanding of KPIs needs to extend down the funnel.
- **Events:** ability to push events and deadlines via digital marketing.
- **Branding and keywords:** the top keywords should be in line with what students are actually searching for and how we brand our programs.
- *Share your data! This is how you tie marketing efforts to enrolled students.*

# Key Takeaways

1. Know what metrics matter. Define your priority KPIs each year!
2. Full-funnel visibility = better opportunities for optimization = higher performance
3. A robust understanding of the full-funnel strategy and alignment with marketing and admissions **will** drive conversions.

**What's one thing your marketing and admissions teams could improve on together?**

**Which stage of the funnel is your team currently most focused on?**

**Do I know our conversion rates at each stage of the funnel?  
What's driving them up or down?**

**Are we measuring what matters or just what's easy to track?**

***Thank you!***



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