



## Improving Your Funnel with Digital Engagement Strategies

*Tuesday, May 18, 2021*



# Introductions

## TODAY'S SPEAKERS



**Reva Levin**  
*VP, Digital Strategy*  
ACT | NRCCUA

# Agenda

- Why Digital, Why Now?
- Best Practice for Nurturing Rising Seniors this Summer
- Yield Strategies that Work
- Creative Ideas for Controlling Melt
- Identify Students Most Likely to Transfer
- Our Best Bets for Driving Enrollment in FY22
- Key Takeaways
- Q&A

Why Digital? Why Now?



# Eduventures 2021 Student Sentiment Report

## 2020 OFFERED AN UNEXPECTED CRASH COURSE IN INNOVATION FOR HIGHER ED INSTITUTIONS



### 1. Students rely on video, rather than virtual meetings, to replace campus visits.

*Students watch institutionally-curated videos on school websites (62%) and on YouTube (58%) in nearly equal numbers.*



### 2. Social media use increased significantly.

*76% of respondents reported having used YouTube in their college searches in 2020 and 60% used Instagram. **Most Popular:** YouTube, Instagram, TikTok, Facebook, Twitter, and Snapchat.*

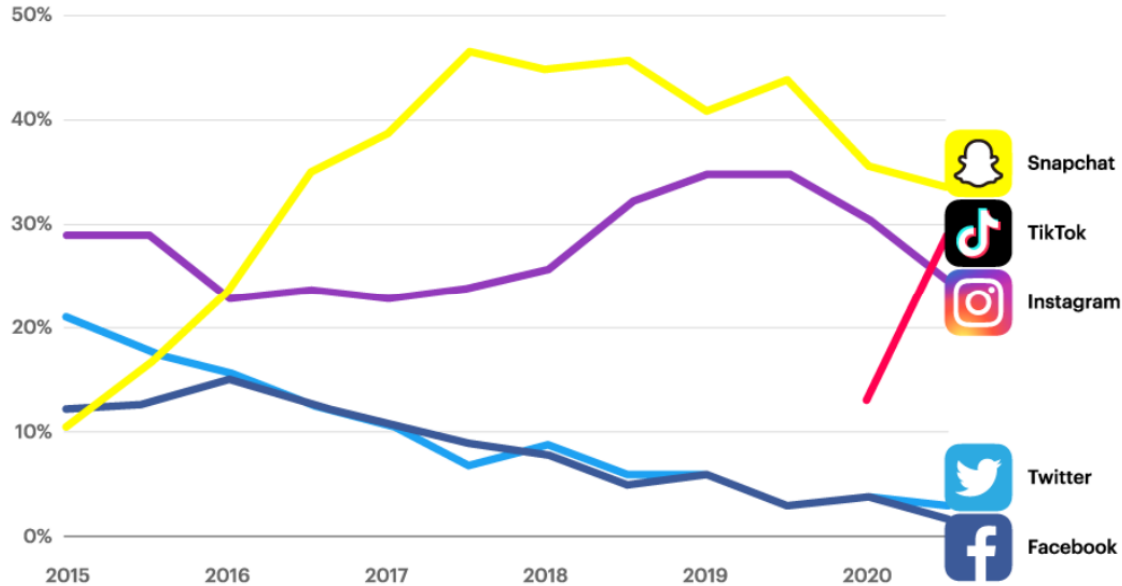


### 3. Underserved students respond positively to digital institutional outreach.

*Underserved students respond favorably to institutional online ads. Students with two or all three access factors (i.e., racial minority, first generation status and low household income) were more likely to say they found a school-sponsored ad helpful or informative and to have clicked on an online ad from a school.*

# The Digital Landscape Keeps Shifting

GRAPH SHOWS PERCENTAGE OF US TEENS THAT USE THESE SOCIAL MEDIA CHANNELS 2015 THRU FALL 2020



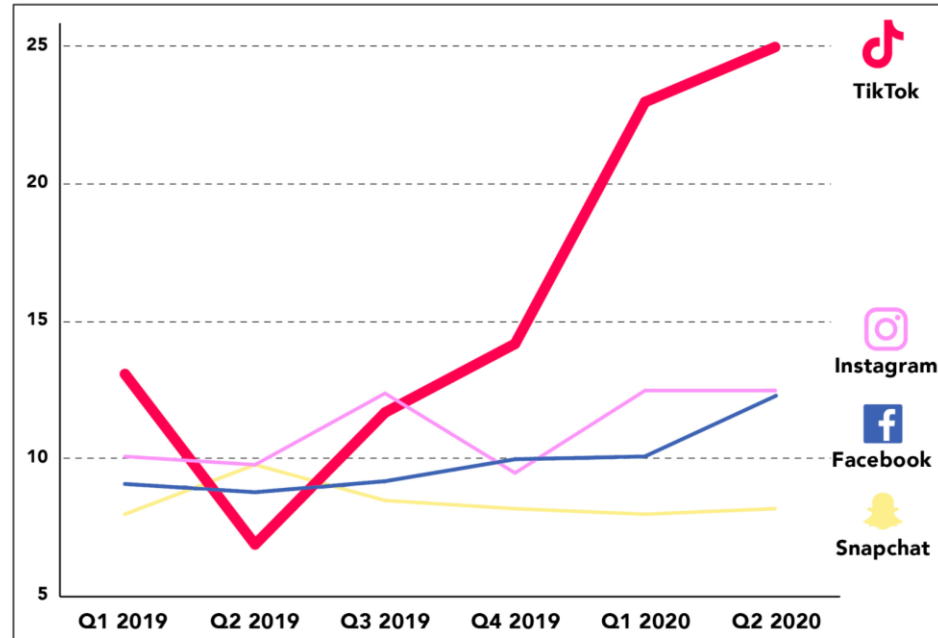
Source: Piper Sandler Fall 2020 Study of 9,800 U.S. Teens.

# Best Practice for Nurturing Rising Seniors this Summer



# TikTok is a Best Bet for Reaching Teens

GRAPH REPRESENTS APP DOWNLOADS BY U.S. TEENS JAN 2019 THRU JUNE 2020





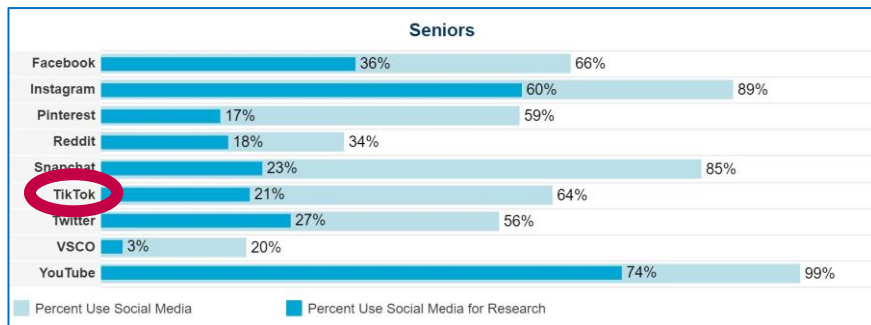
# TikTok Drives Consumer Behavior

IN FEBRUARY, A FINNISH RECIPE STIRS SUCH A CRAZE THAT FETA CHEESE DISSAPPEARS FROM STORES

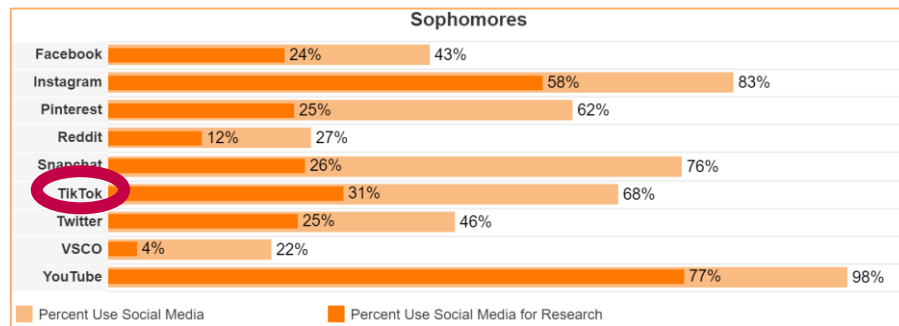


# The Younger the Teen, the More Popular TikTok Becomes

YOUR JUNIOR & SOPHOMORE COMM FLOW WOULD BENEFIT GREATLY FROM TIKTOK



64% of current high school seniors surveyed say they use TikTok, 21% use it for their college research.



68% of current high school sophomores say they use TikTok, 31% use it for their college research.

# 100,000,000 Reasons to Embrace TikTok

- The TikTok audience has grown to 100,000,000 monthly active users
- 29% of teens now say TikTok is their favorite social media channel
- 34% of teens say that about Snapchat
- TikTok is on the move!
- Once a place for individual content and influencers, it is now open for advertisers!
- You don't need sophisticated B-Roll to get into the game
- Use your image library
- Be authentic
- Be brief
- Create excitement

## Examples of How Schools Look on TikTok



# Proof Kids Are Paying Attention on TikTok

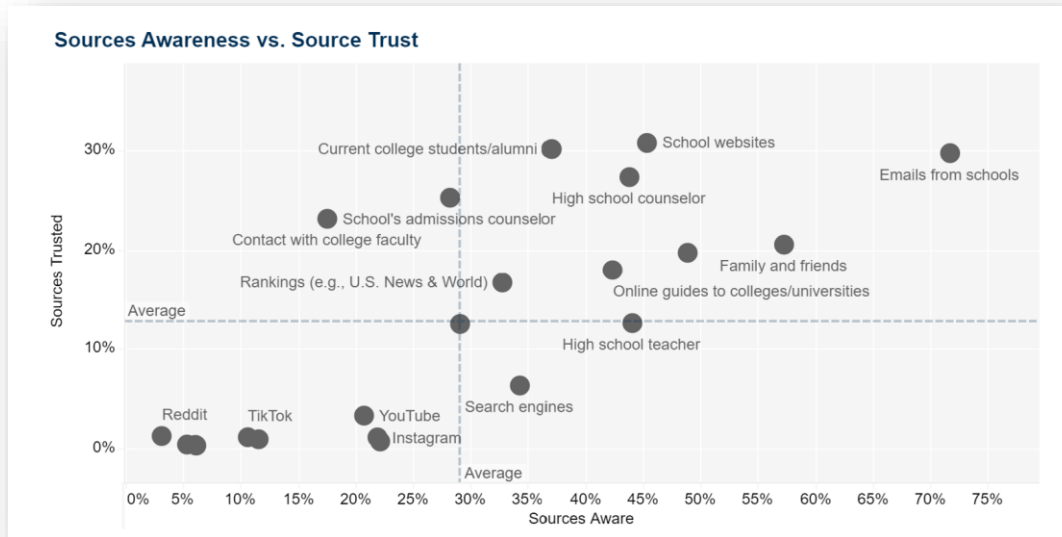
ABC University	
Inquiry Push	TikTok
Reporting Timeframe:	Late March - Early May
Custom Audience Targeting Campaign Summary	
Impression Goal	750,000
Impressions Delivered	320,000
Total Views	280,000
View Rate	Over 80%
Clicks	3,600
CTR	1.13%

# Yield Strategies that Work



# Students Use Multiple Platforms

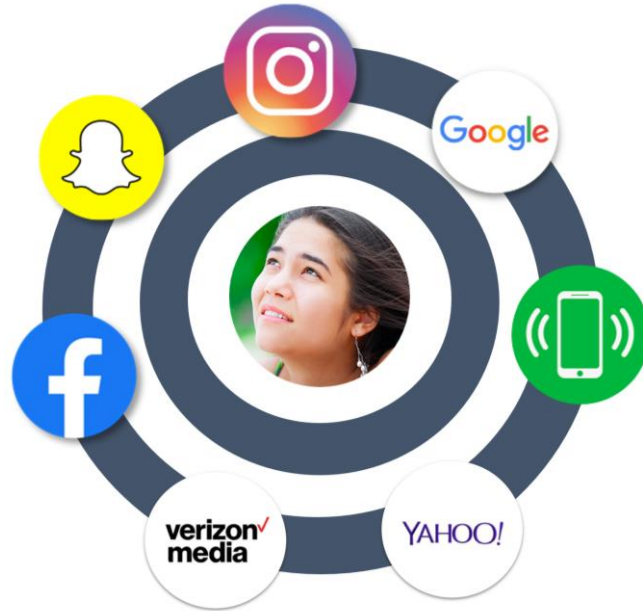
- An omni-channel approach is necessary to stay on their radar
- Building trust through your message is vital



Source: Eduventures 2021 Student Sentiment Survey

# Yield Strategies that Work

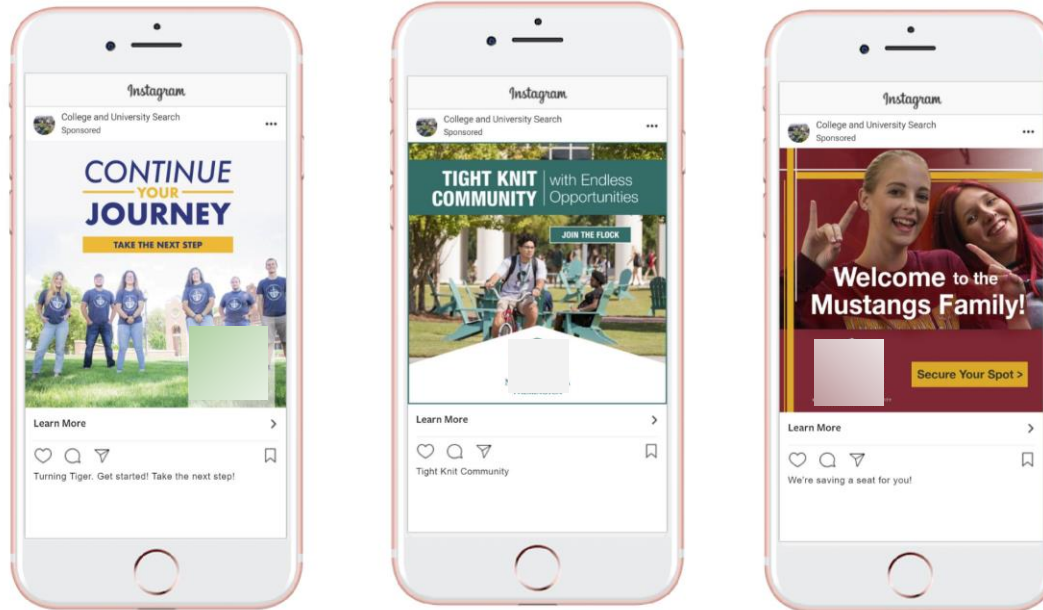
Next Gen Custom Audience matches your admitted students and their parents to their individual mobile, social and digital media.





# Yield Strategies that Work

Your ads and your call to action, pushed onto the student's and parent's social media accounts and smart devices but endorsed by a third-party social media handle "College and University Search".



# Admitted Students & Their Parents Respond to Digital Media

NRCCUA Campaign ID	
Campaign Name	
2021 Yield Push	
Flight Dates:	3/23/2021 to 5/1/2021
Reporting Timeframe:	3/23/2021 to 5/1/2021
Custom Audience Targeting Campaign Summary	
Impression Goal	700,000
Impressions Delivered	700,384
% Complete	100%
Total Clicks	2,088
Average CTR	0.30%

Conversions by Goal	
URL	Total
https://www.client.edu/admissions	144
https://www.client.edu/admissions/accepted	482
https://www.client.edu/bursar	85
Total Conversions from Yield Effort	711

- 2 Month Campaign
- List of More than 2,000 Admits & their Parents
- \$10,500 Media Cost
- \$5.02 Cost Per Click – \$5.00 Market Average
- 711 Conversions
- \$14.76 Cost Per Conversion- \$25 to \$40 Avg.
- 85 Deposits
- Cost Per Deposit - Priceless

# Creative Ideas for Controlling Melt



# Things We Love that Fight Melt



## Video

the #1 way teens learn.



## Segmentation

You can schedule delivery to individuals or by groups.



## Authenticity

Use a platform that allows authentic recording on mobile phones.



## Personalization

When the video is delivered, it is personalized to the student.



## Branding

Videos can be uploaded and wrapped with your brand.

Identify Students Most Likely to Transfer

# The Universe of Available Transfer Students Just Declined Sharply

- Two months into the spring term, transfer enrollment fell **7.9%** overall this year
- Transfer declined for continuing students at twice the rate of returning students (**-10.2%** and **-4.9%**, respectively)
- Black and Hispanic students show notable drop-offs

# We Like YouTube for Transfer



YouTube is the 2<sup>nd</sup> most used search engine in the world



77% of all 15 to 24-year-olds in U.S. use YouTube



YouTube and Google share values = very rich targeting options



You can target current college students looking for colleges in a precise geographic area

# Transfer Students Respond on YouTube

Total Verified Actions	Verified Actions
admissions	2
admitted-students	1
apply-now	2
main-edu	10
priority-registration	17
transfer_app	194
ug_plan_visit	2
<b>Grand Total</b>	<b>228</b>





# An Omnichannel Approach Results in 100 Transfer Deposits

- **Mobile Geofencing of Community Colleges**

During COVID, the list of community colleges available for geo fencing went from 60 to 15

- 0.37% CTR – national average is 0.10%, NRCCUA average is 0.20%
- 1,924 verified actions (zero bounce, very intentional actions on tagged pages of EDU site)
- 6-month campaign

- **Custom Audience Targeting leveraging Facebook, Instagram and Mobile**

- 0.29% CTR
- 9,925 verified actions
- 5-month campaign

- **Result:**

- Client is up 100 transfer deposits



# Our Best Bets for Driving Enrollment in FY22



# Our Best Bets for Driving Enrollment in FY22



## Next-Gen Custom Audience

Takes students you know and reaches them with high frequency over their most used platforms (Snapchat, Facebook, Instagram) and devices (smartphones, laptops and tablets)



## YouTube Pre-Roll Advertising

Ability to target teens looking for colleges or transfer schools. Puts your video message in front of tens of thousands of cohorts efficiently.



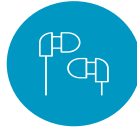
## Search Engine Marketing

Most efficient means of getting your message in front of people who are actively 'shopping' for education by searching on Google. A cost per click strategy.



## Mobile Geo-Fencing

Our 100% mobile app network reaches 2 out of 3 smart devices in the US today. We have 100,000 brand-friendly apps in our network. Changes to Apple IOS v.14.5 have had negligible effect so far.



## Programmatic Audio Advertising

Leverages Pandora, Spotify, iHeartRadio, etc. more. Ability to target by age, geography and genre of music.



## TikTok Audience Based Advertising

Reaches a predominantly teen audience in your target market.



## Connected TV (OTT) Advertising

Leverages OTT platforms including Hulu, Sling, Vudu and Xbox. Ability to target by age, geography and an interest in education. Reaches students and parents at home.



## EDU Site Retargeting

Research shows students will visit your EDU site without applying or inquiring. Remarketing to them drives enrollment and reduces stealth.

# Key Takeaways



# Six Key Takeaways

1. Digital media use among teens is at an all time high.
2. Start earlier than ever before when it comes to nurturing rising seniors. Reach them where they spend time. TikTok is something you'll want to explore.
3. It's not too late to effect yield. Message to your admitted students and their parents. Be the catalyst for those important conversations about committing for fall.
4. Don't let your foot off the gas. Consider using a video platform to create fun, inspirational, insightful messages to admitted students and their parents, keep them engaged all summer long.
5. It's not too late to ramp up your transfer applications. There are many digital options available
6. Rely on a smart, omni-channel approach to building frequency, trust and, ultimately, the return on your investment.

# Additional Resources



# Digital Marketing Solutions for the Evolving Enrollment Office

**REACH YOUR PROSPECTIVE STUDENTS WHEREVER THEY GO**

You're working harder. Why shouldn't your media budget work harder for you?

We've designed and managed innovative digital campaigns for hundreds of institutions. Clients appreciate our creative approach to digital enrollment marketing for undergrad, transfer, grad and adult students.

Learn more:

[encoura.org/digital-solutions](https://encoura.org/digital-solutions)





June 16, 2021

[encoura.org/summit](https://encoura.org/summit)

## Featured Keynote



**Ken Burns**

*Celebrated Documentary  
Filmmaker*

### Examining a New Horizon for Higher Education

Eduventures Summit Virtual Research Forum (VRF) brings together higher ed leaders to help navigate the complex issues facing education today. We are thrilled to announce Ken Burns, celebrated documentary filmmaker, and separately, Dr. Laurie Santos, Yale Professor and expert on student well-being as our keynote speakers.



# Participate in Admitted Student Research

## LEARN WHY STUDENTS ENROLL OR DON'T ENROLL AT YOUR INSTITUTION

Participating in ASR offers:

- Nationwide benchmarks for yield outcomes
- Changes in the decision-making behaviors of incoming freshmen that impact recruiting
- Gaps between how your institution was perceived and your actual institution identity
- Regional and national competitive shifts in the wake of the post-COVID-19 environment
- Competitiveness of your updated financial aid model

[encoura.org/asr](https://encoura.org/asr)

**Deadline to Participate: May 24, 2021**

Please reach out to us if you are interested in participating but will not have admitted student lists by 5/24



# Questions & Answers



# Thank you.

**Reva Levin**

Vice President Digital

Phone: 774.773.5945

Email: [reva.levin@nrccua.org](mailto:reva.levin@nrccua.org)