The Channels That Reach Gen Z
Logistics

• Yes! We will be sending a recorded version of this webinar and the slides out to you so you can share with your teams!

• Questions will be taken at the end of the webinar
  • To ask a question, just type it into the Q&A section of the ReadyTalk console
  • If we don’t get to all of the questions, we’ll follow-up afterwards via email
Introductions

Johanna Trovato  
Eduventures Senior Analyst

Johanna brings more than a decade of market research experience specific to higher education to the Eduventures Research Team. Previously, Johanna was a Client Research Analyst, serving as a strategic thought partner for higher education leaders, and Consultant at a higher education research and consulting firm. She is well-versed in quantitative and qualitative research, but also understands the issues higher education leaders are facing across the enrollment lifecycle.

Reva Levin  
Director, Digital Strategy

Reva Levin is Director of our Digital Strategy Team and has researched, implemented and monitored hundreds of digital campaigns for higher ed and consumer brands. She has worked for some of their early pioneers in digital marketing: AOL and Yahoo! and Monster before rejoining her Yahoo! colleagues at a company called Chegg five years ago. NRCCUA acquired the Enrollment Services Division of in January 2017 and it was then that Reva joined the ACT | NRCCUA team.
About the Student Sentiment Survey

• National sample of 4,741 high school seniors, juniors, and sophomores

• 40% identify as a member of an under-represented student group

• Additionally, 4 in 10 identify as a first-generation college student

• National distribution:
  – Midwest – 23%
  – Northeast – 27%
  – Southern – 20%
  – West – 30%
Mobile Use in the College Search Process
Younger Cohorts Depend More on Mobile Devices Than Their Older Peers

Primary Device Used in College Search

- **Laptop computer**
  - Sophomore: 50%
  - Junior: 53%
  - Senior: 57%

- **Smartphone (iPhone, Android)**
  - Sophomore: 35%
  - Junior: 33%
  - Senior: 28%

- **Tablet computer**
  - Sophomore: 4%
  - Junior: 3%
  - Senior: 2%
But Nearly All Use Mobile

95%

The proportion of students who say they have visited college websites on a mobile device
Mobile Web v. Mobile App

- 86% of Time Non-Voice = App
- 14% of Time Non-Voice = Browser
- 2.3 Hours a Day Spent with Apps
- 43% of Users Pay for Apps

Mobile Changes Everything

WHAT AD DID THESE TEENS JUST MISS?
Students Are Becoming More Receptive to Mobile Communication with Admissions

How Students Would Like to Communicate with Admissions Officers

- Senior: 38% Text, 10% Other
- Junior: 40% Messaging app, 10% Text
- Sophomore: 41% Text, 13% Live chat, 12% Other

- Ask questions on social media: 7%
- Messaging app: 13%
- Live chat: 10%
- Text: 41%
- Other: 6%
But Mobile Is Not Just for Two-Way Communication

College Search Activities Done on a Mobile Device

- Taken a virtual tour: 31%
- Scheduled a campus visit: 28%
- Submitted a college application: 18%
- Texted with a college representative: 13%
- Downloaded an app from a college: 13%
- Asked questions on social media to a college representative: 11%
What Are These Teens Looking At?
Where Are We with Social Media Recruitment Today?
Should You Be On the Most Popular Platforms?

Social Media Use Among Gen Z

- **Tumblr**: 24% (21% in general)
- **Pinterest**: 50%
- **Twitter**: 53% (53% in general)
- **Facebook**: 62% (48% in general)
- **Instagram**: 84% (57% in general)
- **Snapchat**: 86% (34% in general)
- **YouTube**: 98% (61% in general)

*among those who use it in general
Overall, Social Media is One Piece in the Recruitment Puzzle

Awareness and Trust of Information Sources

Most Trusted Sources

- School websites
- Emails from schools
- Contact with current students/alumni
- Rankings
- Word of mouth from family/friends
- Print guides to colleges/universities
- Recommendations from my high school’s counselor
- Recommendations of teacher/faculty member/community leader
- Online guides to colleges/universities
- Colleges/universities/education providers in my local area
- Contact with faculty

Most Used Sources

- Social media
Good News for the Upcoming Social Recruitment Cycles

Social Media in College Search by High School Class Year

- Plan to use social media as a resource when deciding where to enroll
- Say social media is at least moderately influential
You’ll Reach Some Target Populations Better Than Others

Say Social Media is at Least “Moderately Influential” in College Search

- Black or African American: 37%
- Native Hawaiian or Pacific Islander: 36%
- Latino or Hispanic: 32%
- American Indian or Alaskan Native: 31%
- Asian: 26%
- White: 25%

Orange dashed line indicates 'All Students'
Mind the Content

Say Social Media is at Least “Moderately Influential” in College Search

- Career Pragmatists: 38%
- Exploration and Meaning: 36%
- Social Focus: 34%
- Career through Academics: 28%
- Experiential Interests: 28%
- Grad School Bound: 25%
There is More to Digital Recruitment Than Just Posts and Tweets

Sponsored Ads on Social Media or the Web

- **70%**
  - Have seen sponsored posts or ads from colleges on social media

Awareness

- **37%**
  - Felt the posts/ads were helpful/informative

Perception

- **46%**
  - Clicked on an ad they saw from a college on their social network or while browsing the web

Action
Digital Strategies Defined

1. **Custom Audience Targeting** – Names you know matched to their mobile, social and digital IDs.

2. **Mobile Location Based Targeting** – Reaching Gen Z based on where they are.

3. **Behavioral Based Targeting** – Reaching Gen Z based on where they’ve been.
Welcome to the New Normal
Great Uses for Mobile Geo Fencing

1. **Undergrad:** High Schools, Community Colleges, College Fairs, Athletic Events and Commencement

2. **Grad & Adult:** Employers, Commuter Hubs, Starbucks, Professional Conferences, Military Bases, Local Job Fairs

3. **Don’t short yourself** – Allow ample time to build frequency. 30 to 40 days for UG and longer for Grad.

4. **Tag your site** – You want to measure direct and indirect results.
Using Behavioral Marketing for Gen Z

1. 5.6MM locations have been blueprinted

2. 77MM monthly active users in the US enter our blueprinted locations monthly

3. We continually add to these Behavioral Audiences and refresh the data

4. Gen Z is a Behavioral Audience that can be paired with a specific geography
Custom Audience Targets Gen Z Student Names

**Step 1**
Define Your Data

- Inquiries & Prospects
- Incomplete Applicants
- Non Responders
- Applicants
- Admitted Students - No Deposit

**Step 2**
Encrypt Data, Protect Student Privacy

**Step 3**
Design segmented messages to send across multiple channels

176749830
The Path to Conversion is No Longer Linear

DIGITAL MARKETING WILL HELP BRING GEN Z BACK TO THE FUNNEL
How Do You Measure Success?

We must look beyond clicks to accurately measure the success of our investments in digital media to Gen Z.

### Custom Audience Click Results

<table>
<thead>
<tr>
<th>Placement</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
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</thead>
<tbody>
<tr>
<td>160x600_Digital_Ad_Out_of_State4</td>
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<td><strong>Total</strong></td>
<td><strong>208,487</strong></td>
<td><strong>485</strong></td>
<td><strong>0.23%</strong></td>
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</tbody>
</table>

### Custom Audience Verified Actions Result

<table>
<thead>
<tr>
<th>Total Verified Actions</th>
<th>Post-View Actions</th>
<th>Post-Click Actions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>99</td>
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<td>520</td>
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<td>320x50_Digital_Ad_Out_of_State7</td>
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<td>728x90_Digital_Ad_Out_of_State5</td>
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<td>55</td>
<td>211</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,147</strong></td>
<td><strong>437</strong></td>
<td><strong>1,584</strong></td>
</tr>
</tbody>
</table>
Increasing Out of State Applicants

DIGITAL MARKETING DELIVERS 1,300 OUT-OF-STATE APPLICANTS

Campaign Goal

Increase out-of-state applications to offset decline in high school graduation rates in their primary market.

Digital Solution

- Client submitted 7,800 out of state prospects.
- We matched 3,700 of these names to their different mobile, social and digital IDs.
- From August through October, we pushed ads across all multiple platforms inviting out of state students to learn more and apply.

Results: 1,300 Out-of-State Freshman Applicants Delivered
Client realizes there is an enrollment gap in April and makes decision to make it up with a transfer campaign in May and June.

**Campaign Goal**

- Client submitted all transfer inquiries, not applied, incompletes, and non-responders.
- We matched about 55% of those student names to their mobile, social and digital IDs and messaged to them in May and June.

**Digital Solution**

- Client submitted all transfer inquiries, not applied, incompletes, and non-responders.
- We matched about 55% of those student names to their mobile, social and digital IDs and messaged to them in May and June.

**Results:**

- 10 Deposits, 38 Applicants, 11 Completed RFIs
- 2 Months
- $1,500 Media Spend to Date
- 4,069 Verified Visits to Transfer Page & EDU Site
- 306 Verified Visits to Transfer Day Registration
- 38 New Applicants
- 11 Completed RFIs
- 10 Deposits
What You Should Remember
Key Summary

- A good digital marketing strategy needs to include considerations for social media platform presence, online ads, mobile web and mobile apps.

- Gen Z is active across various social media platforms, but general use does not necessarily reflect use for college search.
  - Understand how to best engage Gen Z.
  - Understand what student populations you need to address.
  - Platforms students don’t specifically use for college search purposes can still be good platforms to reach students via ads.
Based on data from the Student Sentiment Survey, the Social Media Report will be coming out in 7-10 days and we are happy to send you a copy!

- Attendees will automatically receive a copy as soon as it is available. There is no charge to you.
- Anyone who downloads the recording will also be sent a copy.
Eduventures Summit 2019 is Coming!
JOIN US JUNE 5-7 IN BOSTON FOR MORE EDUVENTURES RESEARCH AND...

Featured Keynote Presenters

Mitch Daniels
President, Purdue University
• 12th president of Purdue University
• Served 2 terms as Governor of the State of Indiana.
• At Purdue, he launched a series of initiatives called Purdue Moves that provide bold answers to some of the greatest challenges facing higher education today

Mitch Landrieu
Former Mayor, New Orleans, Louisiana
• Grew up in a politically active and socially conscious household
• His father was mayor of New Orleans from 1970 to 1978, and a leading civil rights pioneer who went on to join President Jimmy Carter’s cabinet
• His sister, Mary Landrieu, is a former U.S. Senator

See the full agenda and register at https://encoura.org/eduentures/eduentures-summit/
Thank you.