



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%

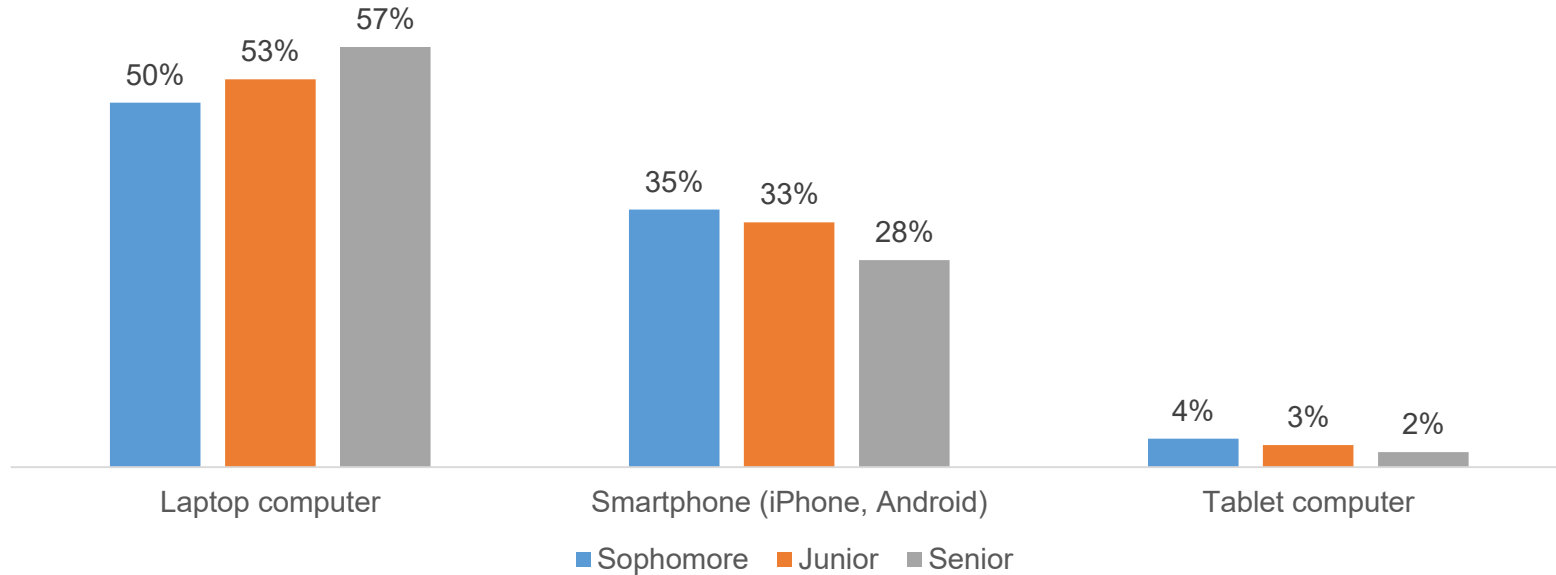


Mobile Use in the College Search Process



Younger Cohorts Depend More on Mobile Devices Than Their Older Peers

Primary Device Used in College Search



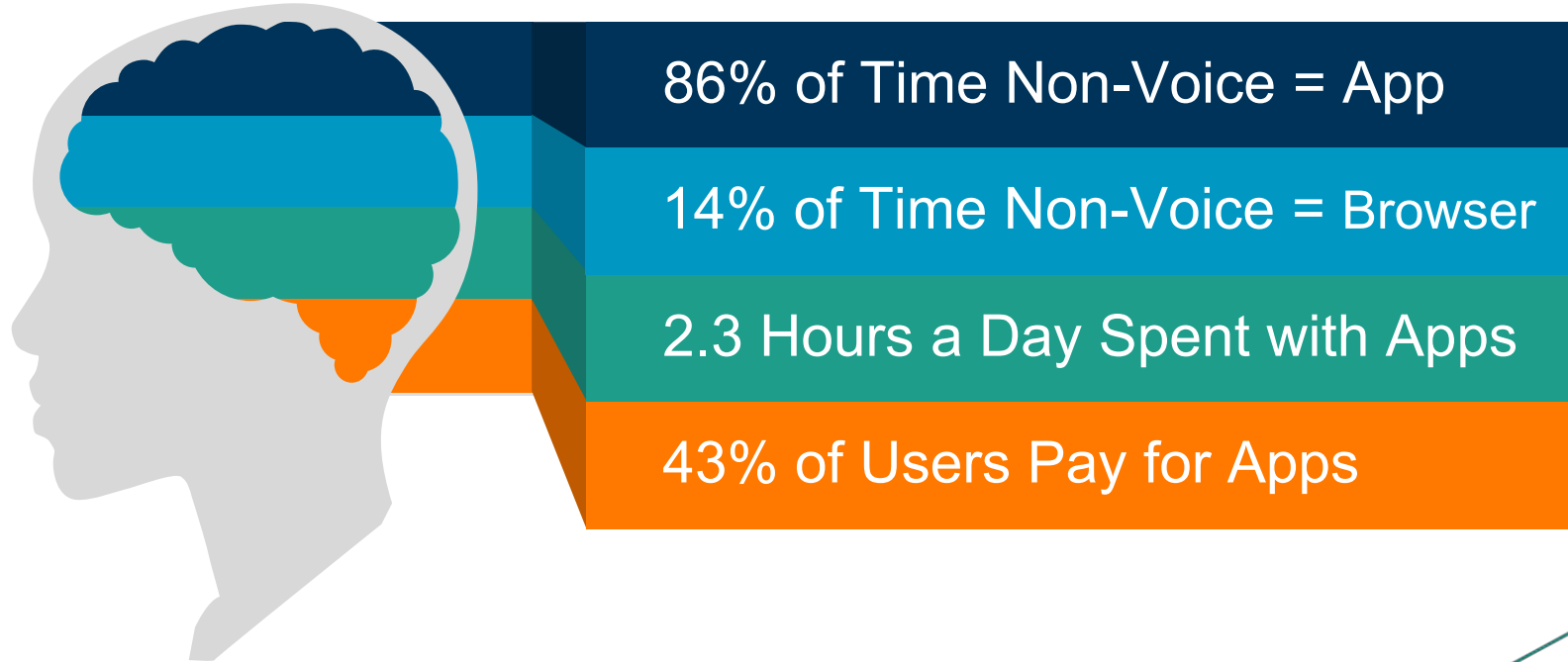
But Nearly All Use Mobile

95%

The proportion of students who say they have visited college websites on a mobile device



Mobile Web v. Mobile App



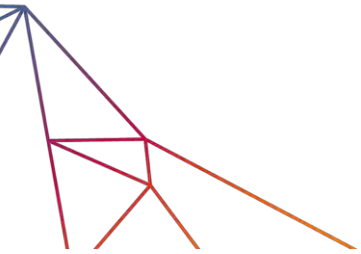
(Source: IAB Digital Trends. Prosper Media Behavior Insights. 2017)



Mobile Changes Everything

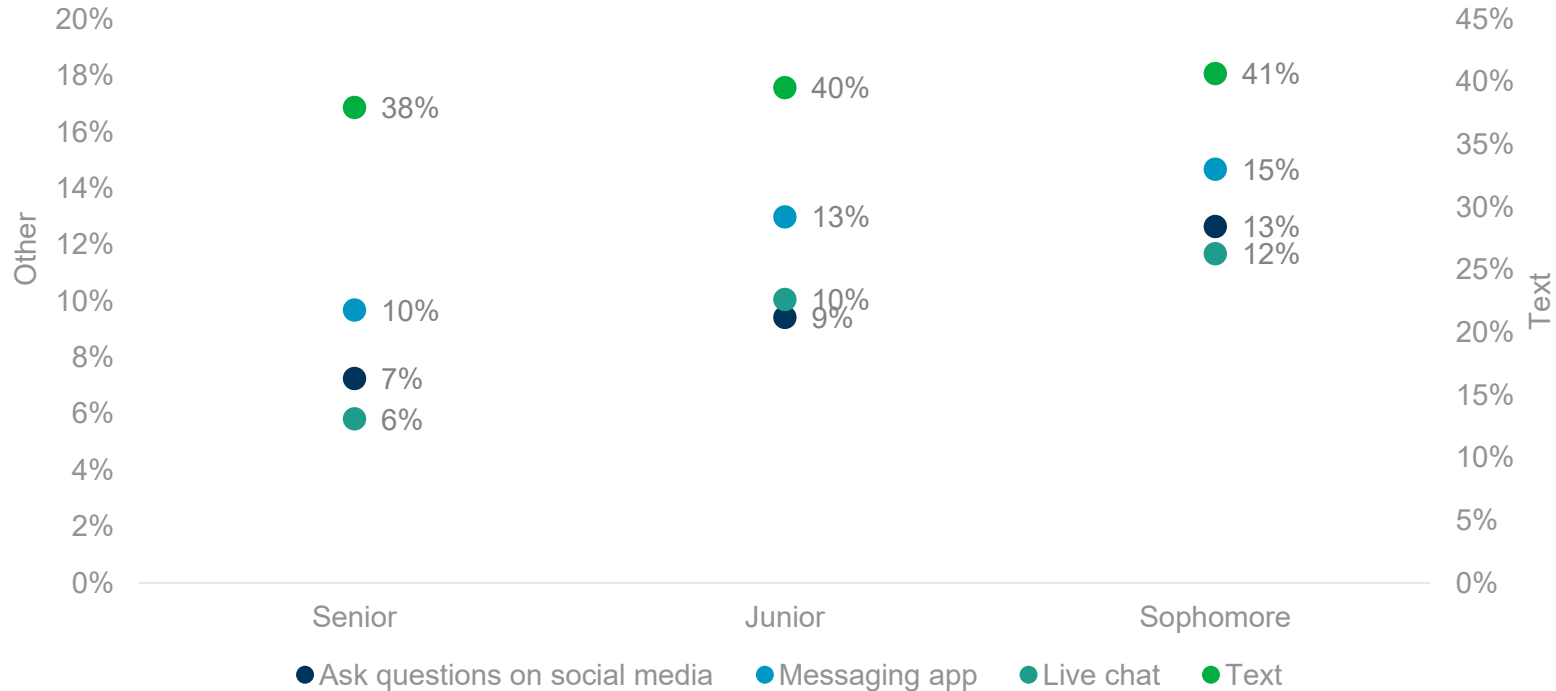
WHAT AD DID THESE TEENS JUST MISS?

encoura™
where informed decisions begin



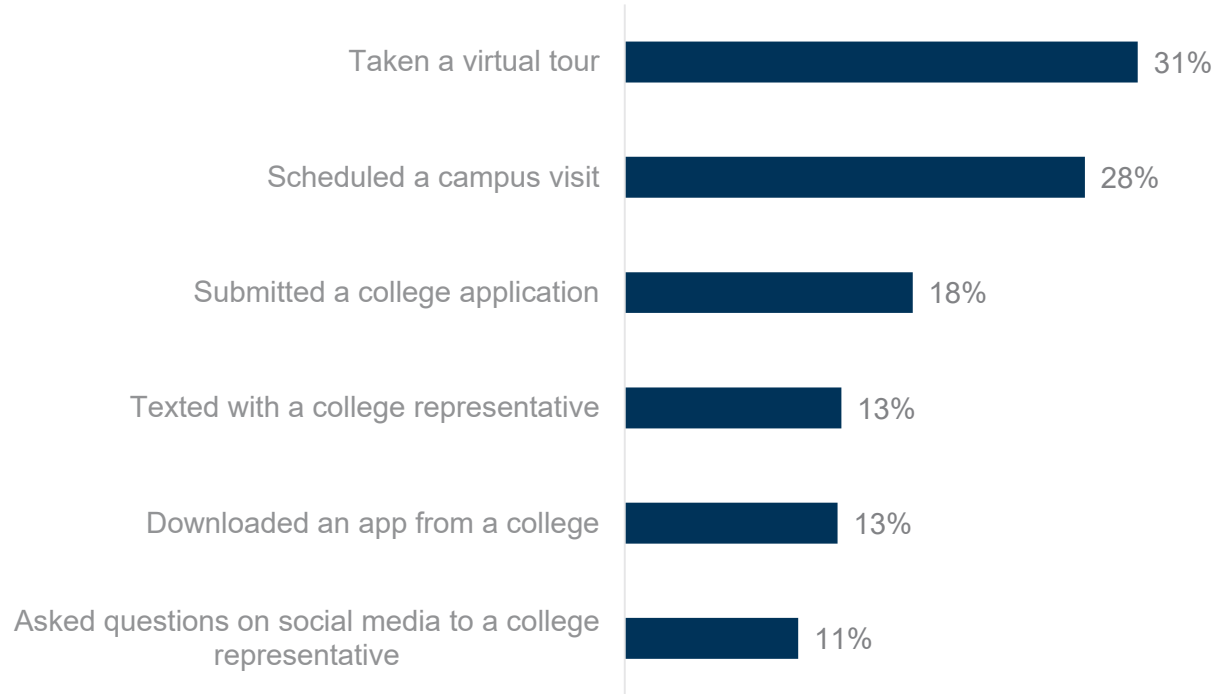
Students Are Becoming More Receptive to Mobile Communication with Admissions

How Students Would Like to Communicate with Admissions Officers

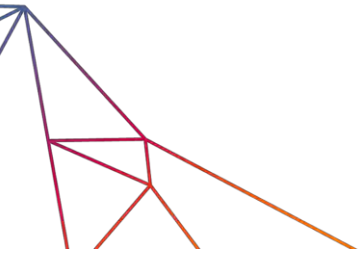


But Mobile Is Not Just for Two-Way Communication

College Search Activities Done on a Mobile Device



What Are These Teens Looking At?

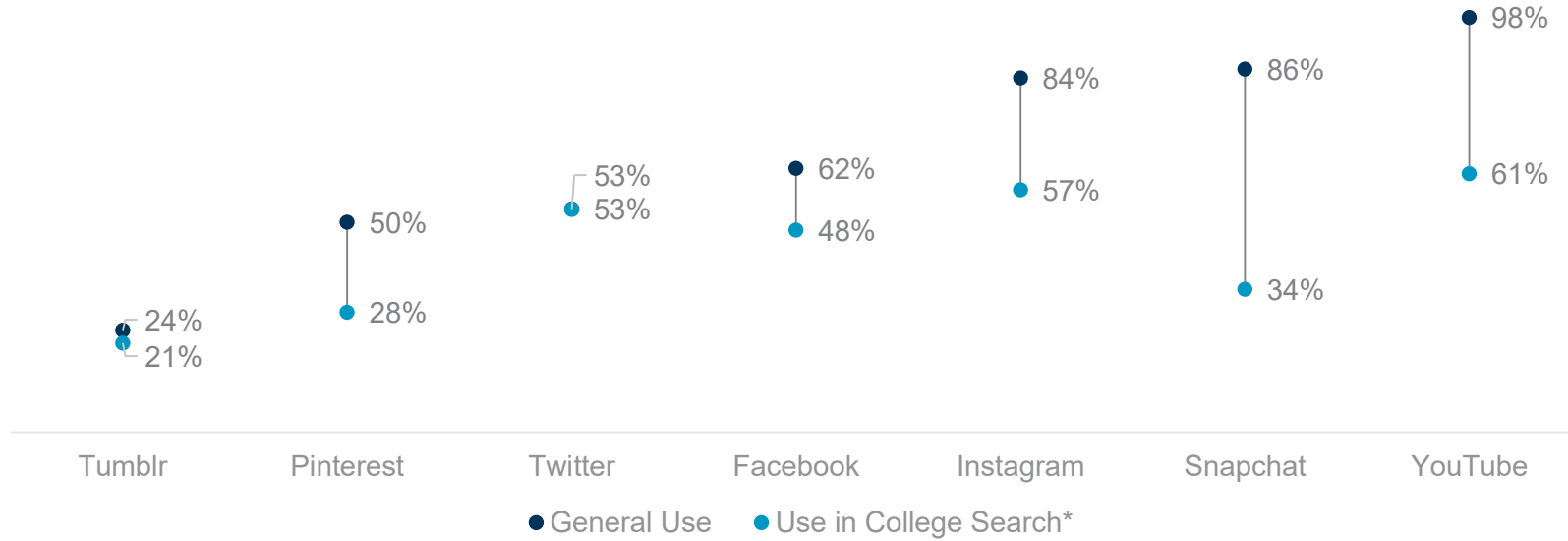


Where Are We with Social Media Recruitment Today?



Should You Be On the Most Popular Platforms?

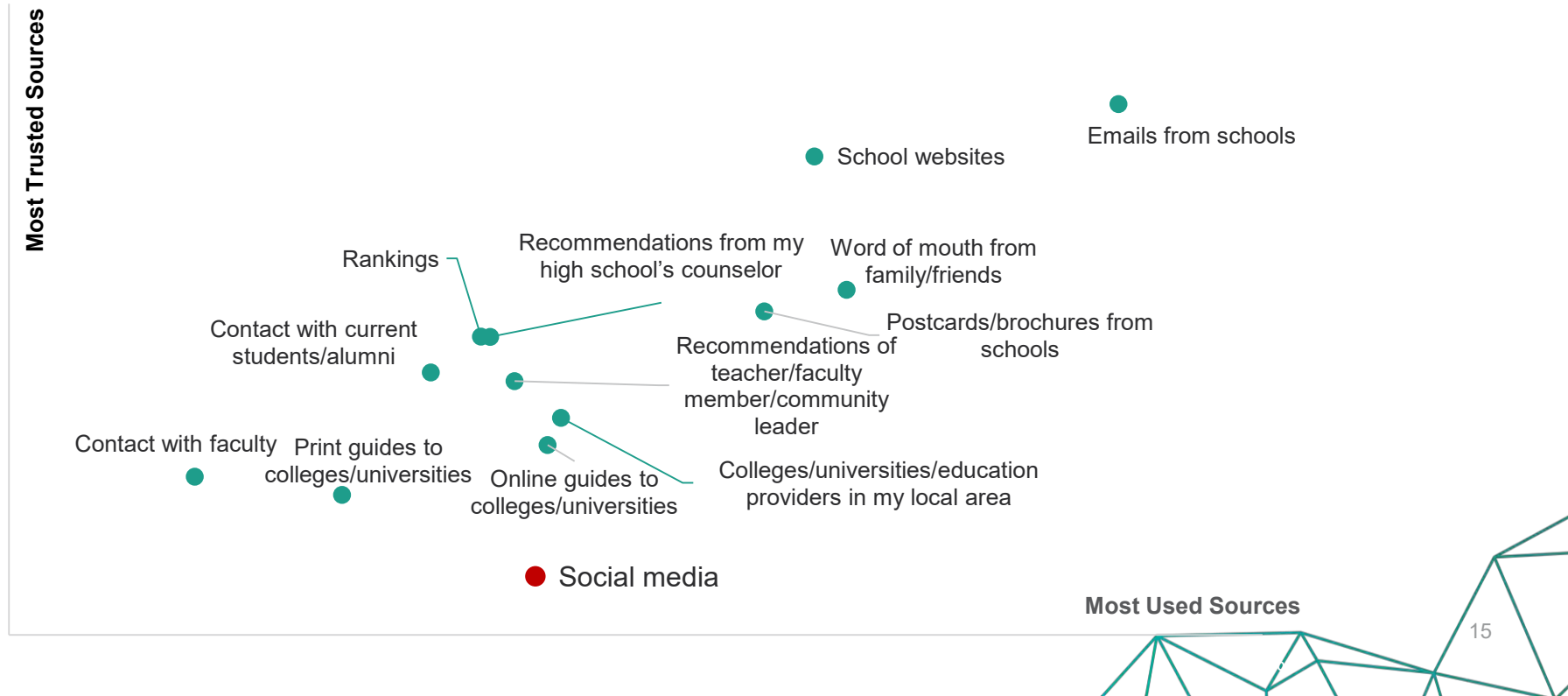
Social Media Use Among Gen Z



*among those who use it in general

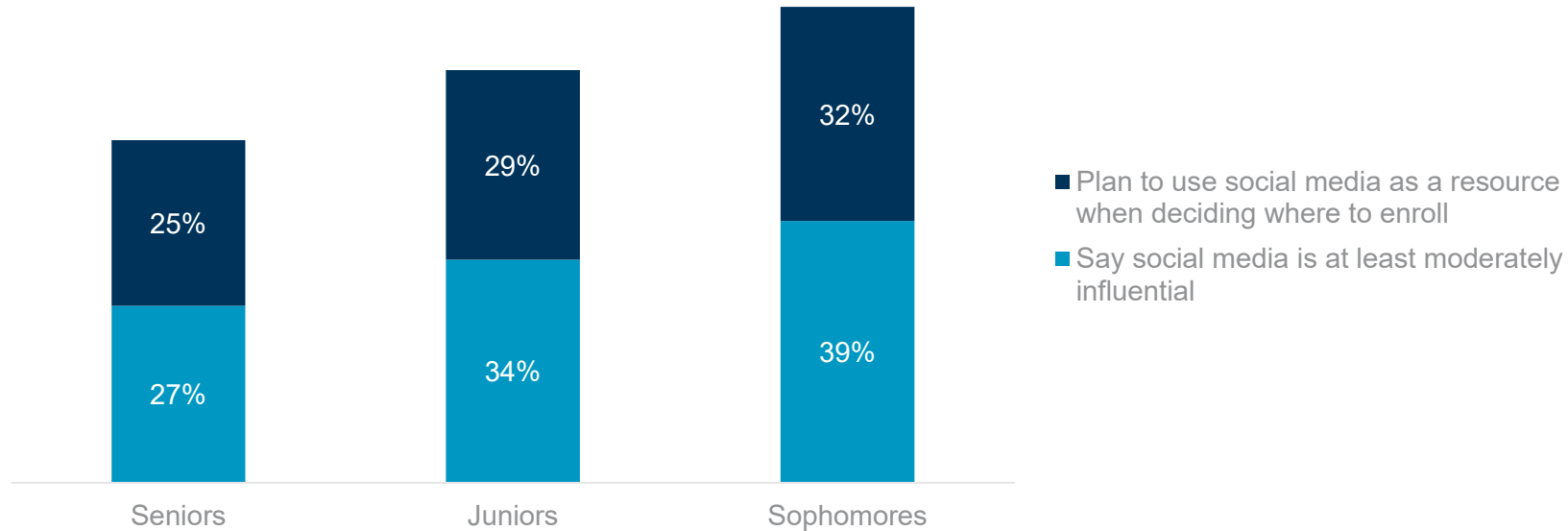
Overall, Social Media is One Piece in the Recruitment Puzzle

Awareness and Trust of Information Sources



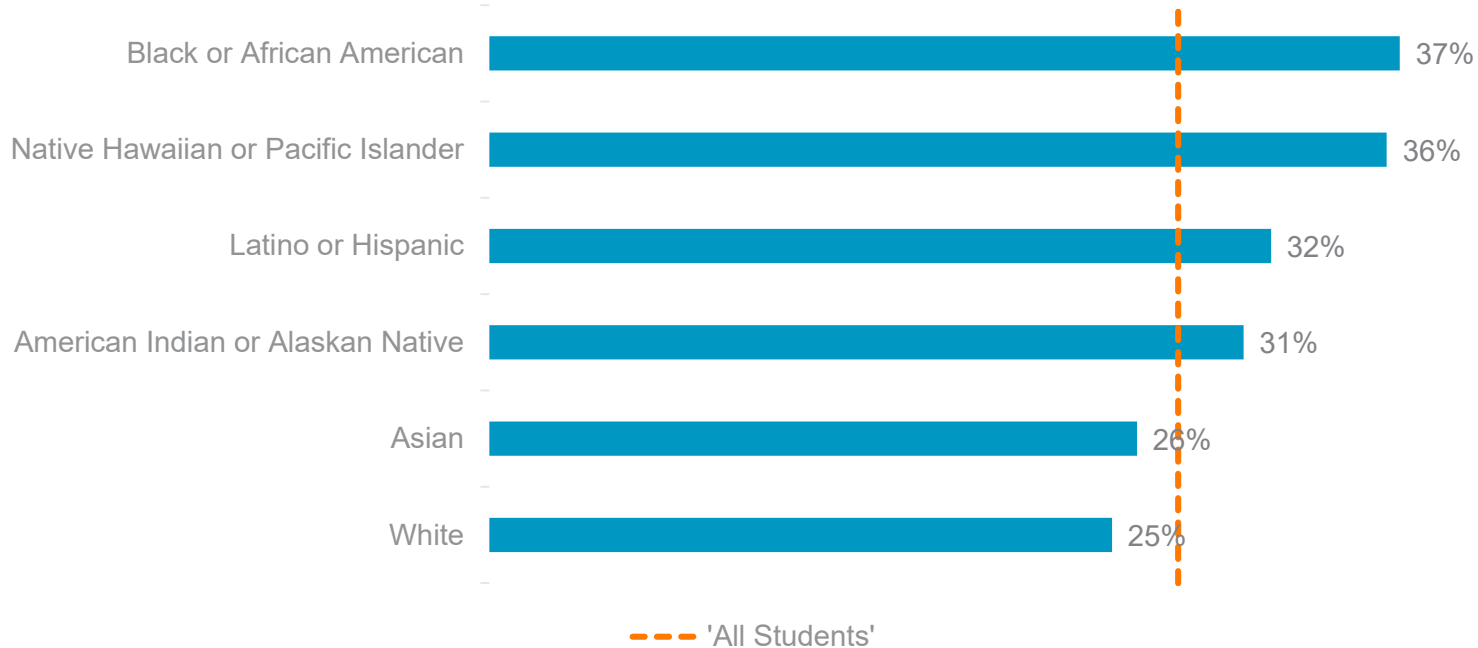
Good News for the Upcoming Social Recruitment Cycles

Social Media in College Search by High School Class Year



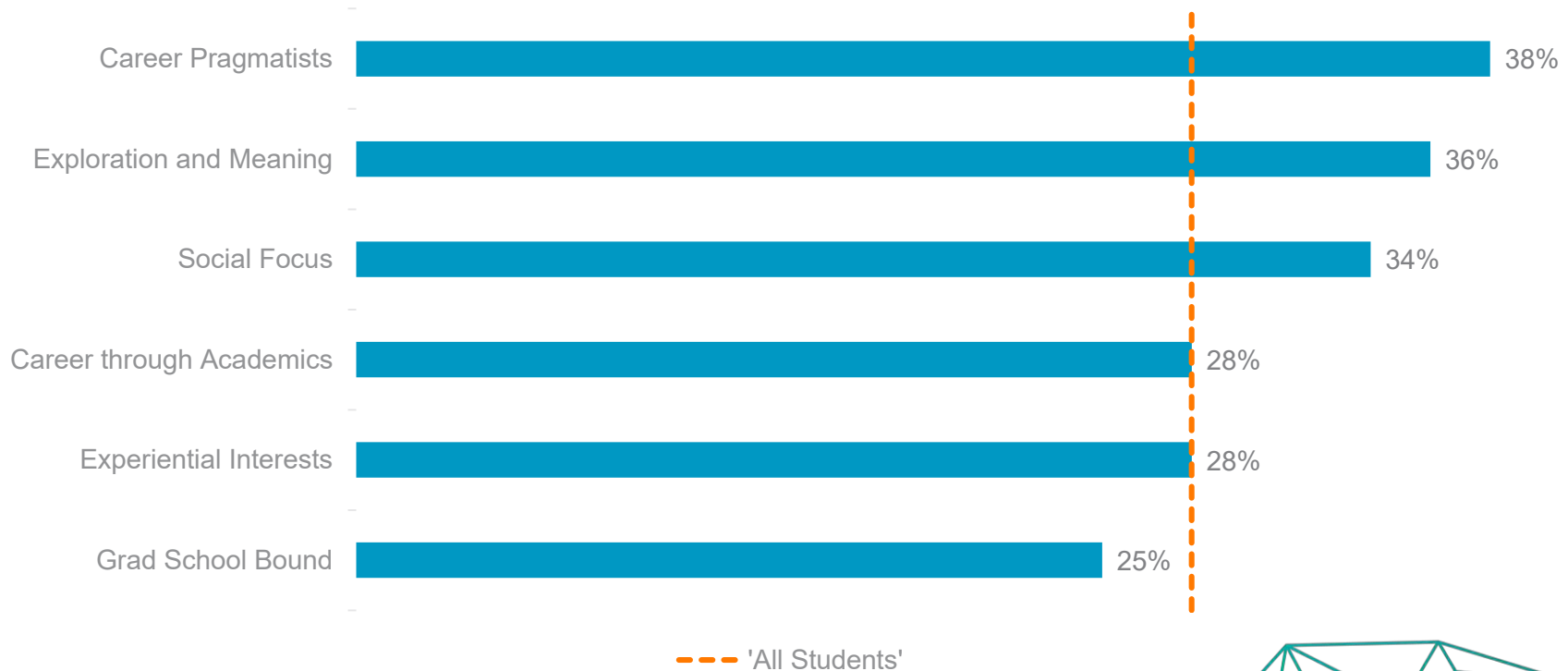
You'll Reach Some Target Populations Better Than Others

Say Social Media is at Least "Moderately Influential" in College Search



Mind the Content

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



There is More to Digital Recruitment Than Just Posts and Tweets

Sponsored Ads on Social Media or the Web

70%

Awareness

Have seen sponsored posts or ads from colleges on social media

37%

Perception

Felt the posts/ads were helpful/informative

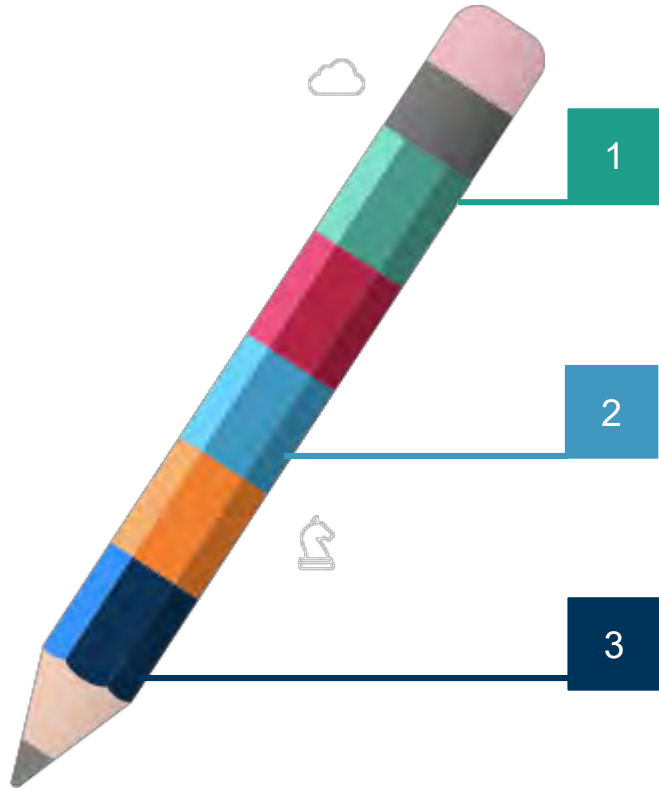
46%

Action

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



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

Suggested Post


 **University of Northwestern**
Sponsored · 



 Like Page 




Every college experience is unique so your college visit should be too! Schedule a personalized visit customized for what interests you.



Customize Your Visit
Meet professors and coaches, check out campus, and experience Northwestern's amazing community.

UNDERGRADUATE.UNWSP.EDU 

  17 1 Comment

 Like  Comment  Share



Hibbing
Cloudy
-5°

Tuesday TODAY 6 -2



Now	9AM	10AM	11AM	12PM
				
-5°	-5°	-4°	-1°	-1°


Wednesday  26 17
Thursday  31 19
Friday  35 18
Saturday  29 10
Sunday  22 8


 **University of Minnesota Crookston.**
Small Campus. Big Degree.
Accepting Transfer Students.

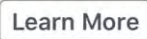
AT&T 7:13 PM 98%


Suggested Post




 **College Search** shared a link.
Sponsored · 














Earn while you learn
Paid accounting internships
andrews.edu 

 3

 Like  Comment  Share

 **Beverly Maier Wiggin** shared a post.
Saturday at 7:52 PM · 

 **World USA** ▶ **Group - World USA** 

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.

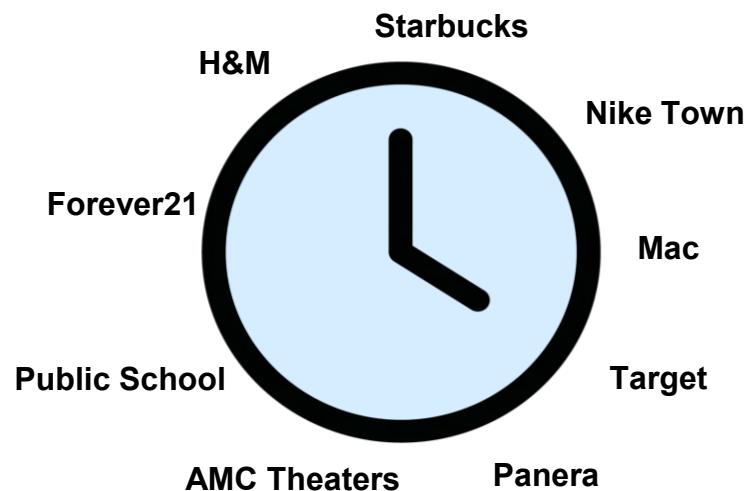
4

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

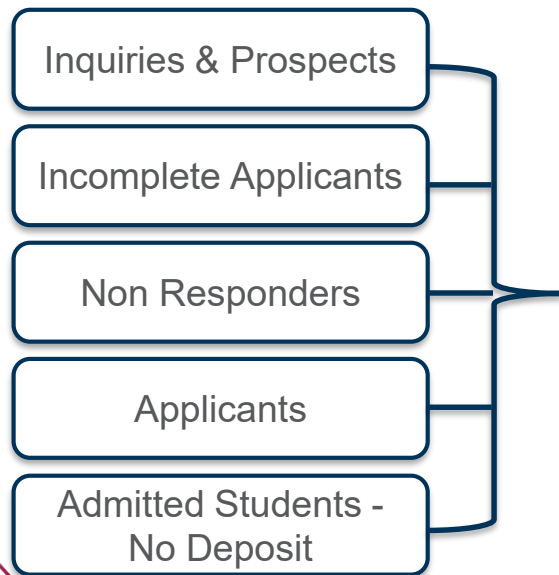


**Behavioral Audience:
Gen Z**

Custom Audience Targets Gen Z Student Names

Step 1

Define Your Data



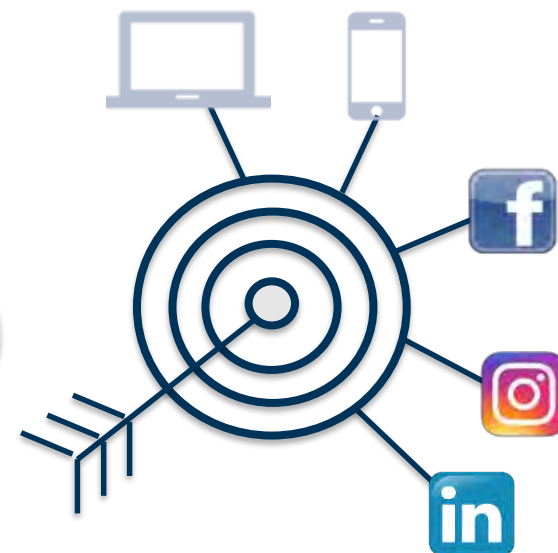
Step 2

Encrypt Data, Protect Student Privacy



Step 3

Design segmented messages to send across multiple channels

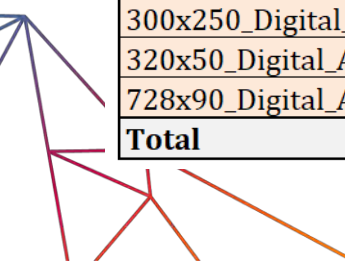


How Do You Measure Success?

Custom Audience Click Results			
Placement	Impressions	Clicks	CTR
160x600_Digital_Ad_Out_of_State4	10,291	19	0.18%
300x250_Digital_Ad_High_Achieving_6	72,410	204	0.28%
300x250_Digital_Ad_Out_of_State6	25,503	74	0.29%
320x50_Digital_Ad_Out_of_State7	73,388	121	0.16%
728x90_Digital_Ad_Out_of_State5_	26,895	67	0.25%
Total	208,487	485	0.23%

Custom Audience Verified Actions Result			
Total Verified Actions	Post-View Actions	Post-Click Actions	Total
160x600_Digital_Ad_Out_of_State4	88	11	99
300x250_Digital_Ad_High_Achieving_6	340	180	520
300x250_Digital_Ad_Out_of_State6	319	63	382
320x50_Digital_Ad_Out_of_State7	244	128	372
728x90_Digital_Ad_Out_of_State5	156	55	211
Total	1,147	437	1,584

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



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.

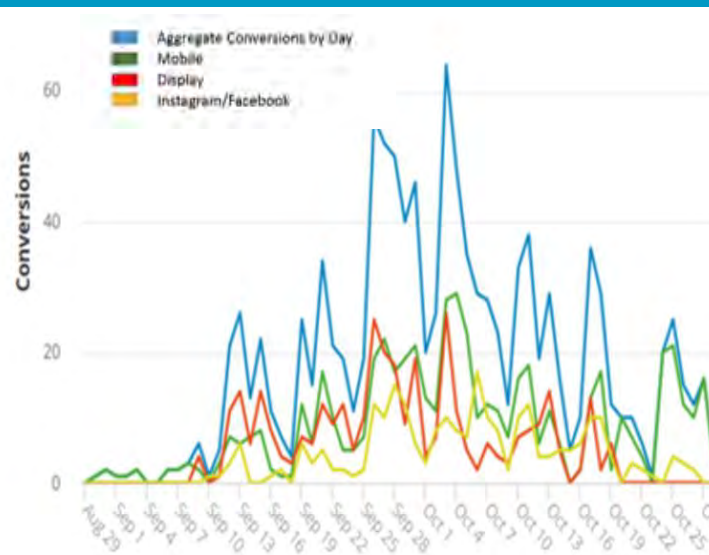


Digital Solution

- 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



Reaching Non-Responders

DIGITAL MEDIA ENGAGES NON-RESPONDERS AND INCOMPLETES



Campaign Goal

Client realizes there is an enrollment gap in April and makes decision to make it up with a transfer campaign 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.

Enjoying This Content?

THEN GET EXCITED ABOUT THE FULL REPORT!

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/eduventures/eduventures-summit/>

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Thank you.