



Cramming their way back to the top of their class with digital marketing success.

Campaign Goal:
Improving student registration to get back to pre-COVID levels.

Challenge:
Like many higher education institutions, this community college was experiencing 10-15% reduction in enrollment due to COVID. While many of its peers were down even greater, in the 20% range, they felt an opportunity existed and that a change to their digital strategy could capitalize on the shifts in the marketplace.

They also recognized the need to switch emphasis to their online programs; however, they were concerned if they could grow the programs enough to offset the decline in on-campus programs, especially for many of their hands-on programs.

Finally, the college was challenged for dedicated resources to handle the ever-changing environment of digital marketing.

Solutions:

After establishing goals, Adtaxi and the college decided on a three-pronged strategy starting in April that focused on:

1. Omnichannel

Understanding the college's diverse student body due to the variety of programs it offers, it was deemed that an aggressive omnichannel approach would serve to reach and influence potential students across marketing platforms. This all-out approach included:

FACEBOOK | GOOGLE SEARCH + YOUTUBE | SPOTIFY | CONNECTED TV | PRE-ROLL VIDEO | SNAPCHAT | EMAIL | SEO

2. New Marketing Positioning/Messaging

In addition to tailoring new messaging to the various degreed program, the college implemented a new approach (for them) to scholarships, offering "free tuition" to lapsed students based on certain criteria of past behavior.

3. Focus on Online Learning

Given the obvious COVID changes, the college also needed to address programs that were hands-on, like nursing and technical programs. The college emphasized head-start programs for these, along with the advancements in online learning programs and the quality of the faculty and opportunities that a degree affords overall.



Other insights

A modest budget of ~15K/mo. growing to \$20K/mo. was spread among the platforms, with investment adjustments made during the campaign and additional platforms added later, i.e. Connected TV.

Targeting was modified to account for those closer in geography and for reaching past students as many had a .edu email address from the university on file and therefore Facebook targeting off of email wouldn't work.

Results: -----

Enrollment up 2% over prior year - an improvement from being down 10%-15% prior to partnering with Adtaxi, while peers continued to be down 20%.

Platform conversion performance highlights (5 1/2 mos.)



"Apply Now" Visits through Display and CTV ads



"Free Tuition" visits through Display and CTV Ads



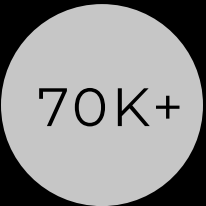
Applications submitted on Facebook



Appoitments scheduled through Facebook



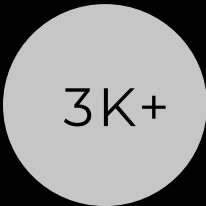
Avg. Spotify ads listened/mo.



Avg. YouTube completed views/mo.



Avg. CTV completed views/mo.



Avg. Snapchat swipes/mo.

Key Insights

A renewed focus on images and text that were relatable to the targeted audience was instrumental in increasing engagement.

Taking a broad multi-channel approach allowed them to find success on relatively newer platforms, like Spotify and CTV.

Narrowing the geographic scope due to COVID insights on people looking closer to home allowed them to not only reach them, but also initiate a healthy retargeting effort to reach them several times.

Cleaning up their Google Keywords was extremely important in order to eliminate pre-COVID search terms and address prospective students' immediate concerns.

