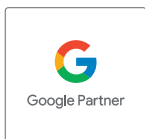


# encoura®

where informed decisions begin

## Re-Imagine Your Enrollment Strategy to Reach Graduate and Adult Learners

Proven, Next-Gen  
Digital Solutions to  
Generate Leads and  
Drive Enrollment



## Lead Gen for Grad & Adult Learners

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Digital marketing is the essential ingredient in your recruiting strategy today.

**Over 200 institutions** trust us with their lead generation, application generation, and yield strategies.

We reach adults where they spend the majority of their time—on their favorite apps and devices—whether they're working from home, in an office, or on the go. We ensure that your ads are seen and are driving prospective students to your institution's website.



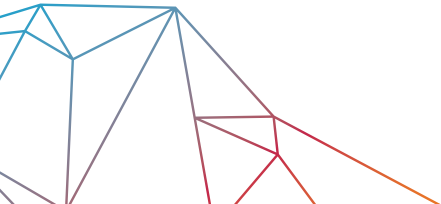
## Emerging Media Offers Robust Targeting Options

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**200 million adults and graduates** stream music, news, and information approximately **23 hours every week** through YouTube, streaming video, and streaming audio.



We harness the search engine function of YouTube and put your brand in front of **THOUSANDS** of graduates and adult learners. This is the **#1 recommended strategy** for schools today. **80% of prospective students** planning to attend an online university said that **watching a video** influenced their applications.



# Increase Enrollment with Search Engine Marketing

With Search Engine Marketing (SEM), you can connect with graduate and adult students actively seeking to continue their educations.

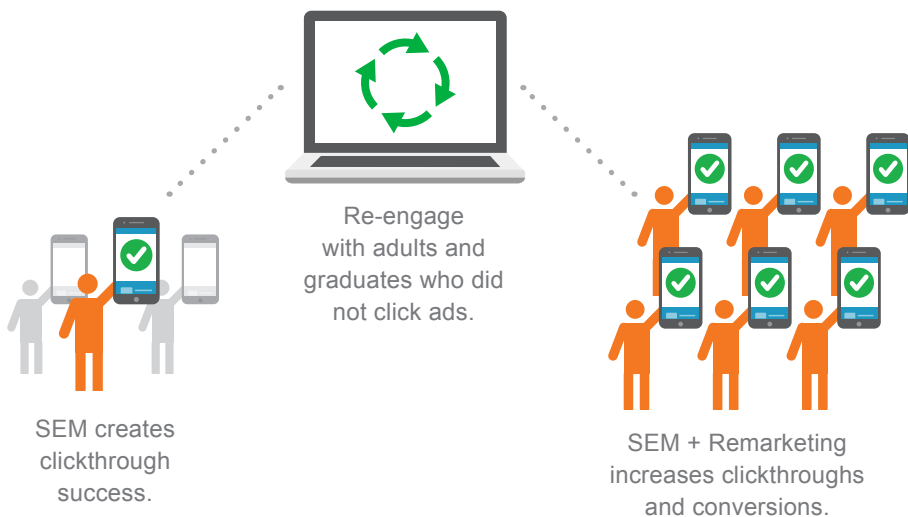
**87% of adult prospects** use a **search engine** during their searches, and **92% of all searches** start with **Google**.

Leverage Siri and Alexa with your search strategy. Quickly drive quality traffic to your website and key landing pages to increase leads and drive enrollment.



## Optimize your SEM Campaigns with Keyword Remarketing

Continue to reach adults and graduates in the market for your programs who were served your SEM search ad but did not click.



## What Makes Our Approach Unique

A turn-key solution so that you can reach graduate and adult students wherever they go.



### CREATIVE

Professional,  
digital design for  
banner ads



### REPORTING

Measuring  
metrics beyond  
the clicks



### SERVICE

A dedicated  
media manager  
working  
alongside you



### RESEARCH

Featuring  
Eduventures<sup>®</sup>  
Student  
Mindsets<sup>™</sup>

## What Our Clients Have to Say About Our Digital Solutions:

***“We shifted our digital efforts to Custom Audience Targeting, social media, and Over-the-Top TV ads, where we saw large success. There’s no way I could have completely changed strategy and increased enrollment without the help of my team and Encoura.”***

**Amy Gutzmer**

**Director of Marketing & Communications for Online and Graduate Programs, Anderson University**

***“We have had great success with Next-Gen Custom Audience Targeting. We provided a list of our top feeder schools and they targeted our marketing to students from there. We can really see the needle moving as a result. These campaigns have noticeably driven website traffic and increased applications.”***

**Erin Loeschner**

**Associate Director of Marketing and Creative Services,  
Salem State University**

## Get in touch:

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

800-862-7759