MASTER YOUR MARKETING

“There are plenty of vendors out there that will promise you lots of names and beautiful brochures, but what you really want is help becoming the master of marketing for your institution. That’s what NRCCUA does.”

-Arlene Wesley Cash, VP Enrollment Management

REACH YOUR PROSPECTIVE STUDENTS WHEREVER THEY GO

- Leverage the popularity of Amazon, Snapchat, Facebook, Instagram, as well as mobile and online media in one, turnkey solution
- Benefit from free, professional digital design services for all your banner ads
- Understand the metrics beyond the clicks. See how clicks convert to actual expressions of interest and how those actions lead to submitted RFIs, applications, and deposits

FIND OUT MORE

Visit encoura.org or email us at contact@nrccua.org
LEAD GEN FOR ADULT LEARNERS & GRAD PROSPECTS

Digital marketing now plays an important role in recruiting for your programs, and ACT | NRCCUA is investing in data-backed strategies enrollment leaders can use to build meaningful connections with students.

Now, you can **reach 2 out of 3 smartphones** to recruit your ideal high school, transfer, adult learners, and grad prospects where they spend the majority of their screen time - in their favorite apps.

**2/3 Smartphones**

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WHY DOES OUR 100% MOBILE APP NETWORK MATTER?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>86% of Time Non-Voice = App</td>
</tr>
<tr>
<td>14%</td>
<td>14% of Time Non-Voice = Browser</td>
</tr>
<tr>
<td>2.3</td>
<td>2.3 Hours a Day Spent with Apps</td>
</tr>
<tr>
<td>43%</td>
<td>43% of Users Pay for Apps</td>
</tr>
</tbody>
</table>

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GENERATE LEADS AND APPLICATIONS WITH LOCATION-BASED MOBILE ADVERTISING

Our in-house research tool identifies a custom mix of locations your ideal prospective students are most likely to visit. Then we geo-fence those locations, so anyone with a mobile device and their location services turned on can be served your message.

- High schools
- Community colleges
- Coffee shops
- Conferences
- GRE testing centers
- Employers
- GenZ and Millenial hot spots
- Sporting complexes

**94% Ad Delivery Accuracy Rating**

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DRIVE CONVERSIONS AND YIELD WITH CUSTOM AUDIENCE TARGETING

Dynamically serve personalized messages via a multi-channel, multi-network solution that reduces wasted resources and supports conversion.

Schools upload their data to a secure FTP site and data is encrypted

Your segmented messages are sent to individuals in different stages of your funnel across multiple channels

Build relationships, support their journey, and drive yield