Re-Imagine Your Enrollment Strategy to Reach Gen-Z

Proven, Next-Gen Digital Services to Position Your Messaging to the Right Students
Lead Gen for Gen Z

Digital marketing is the essential ingredient in your recruiting strategy today. **Over 200 institutions** trust us with their application generation, inquiry generation, yield, transfer, and melt solutions.

We reach Gen Z where they spend the majority of their time—on their favorite apps and devices—ensuring that your ads are seen by prospective students and further driving them to your institution’s website.

Emerging Media Offers Robust Targeting Options

**200 million young adults and teens** 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 college-bound students. This is the **#1 recommended strategy** for schools today. On average, nearly 43% of all students identified watch 100% of a college recruiting video.
Our Unique Approach

A turn-key solution so that you can reach prospective 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® Student Mindsets™

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, reaching students and parents alike.

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 journeys, and drive yield.
What Our Clients Have to Say About Our Digital Solutions:

“What’s most impressive is that Mindset messaging increased the engagement students have on our website by at least 5 times. Without the website engagement from our digital ads with Encoura, we would not be in our current strong application position.”

Andrew Swenson
Director of Enrollment Marketing, University of Nebraska-Lincoln

“Digital marketing with Encoura Digital Solutions has certainly been worth the reallocated investment. It gave us a significant boost on top of the email campaigns that we had already been doing, so that we can now interact with students on their mobile devices, including all of the hours they spend on social media.”

Erin Slater
Director of Admissions, Randolph-Macon College

“Our recruitment strategy centers on geography, fit, and targeted marketing. We had been using online ads to reach prospective students, but now we are strategically targeting best-fit students with geofencing. I used this to recruit for summer, transfer, and strategic regions we wanted to grow. It has empowered me to use the data I have in the funnel more effectively.”

Tom Sherf
Assistant Vice President of Admissions, Cairn 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:
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