encoura®
where informed decisions begin

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

Proven, next-gen digital serves to generate leads and drive enrollment.
Lead Gen for Grad & Adult Learners

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

**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 application.
Increase Enrollment with Search Engine Marketing

With Search Engine Marketing, you can connect with graduate and adult students actively seeking to continue their education.

87% of adult prospects used a search engine during their search, 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.

SEM creates clickthrough success

Re-engage with adults and graduates who did not click ads

SEM + Remarketing increases clickthroughs and conversions
What Makes Our Approach Unique

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

**CREATIVE**
Free 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™

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 ACT | NRCCUA.”

**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 target 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-solutions
800-862-7759