Digital Enrollment Predictions for 2022: Keeping up With Gen-Z

Thursday, January 20, 2022
Today’s Speaker

Jason Stevens
Director of Digital Strategy

Jason manages media strategy, implementation as well as analytics and reporting for a robust portfolio of both undergrad and grad clients. He has worked in digital marketing for over 15 years.
Agenda

• Key Take-Aways From 2021
• Ongoing Effects of the COVID Pandemic
  o An Evergreen Strategy
  o Digital Storytelling
  o Mobile Readiness
• Short Video Is the New Content Cornerstone
• Personalization Matters
• 2022 Top-Platform Predictions for Gen-Z
Key Take-Aways From 2021
TikTok Surged

• More than 100 Million US-based users per month access TikTok – that’s an **800% increase** in 20 months!

• **47.4%** of TikTok’s active users are Gen Z

• TikTok is the most engaging social media app with an average session length of **10.85 minutes**

*Source: Backlinko.com/tiktok-users*
Facebook and Instagram Limited Access to Critical to Higher Ed Teen Audiences

- Detailed Targeting (Interests, Behaviors, and Demographics)
- Connections Targeting
- Language Targeting
- Website Custom Audiences
- App activity custom audiences
- Prospect & Inquiry Customer List (Custom Audience Targeting)
- Engagement Custom Audiences (Event, Facebook Page, Instagram, Instant Experience, Lead Form, Shopping, Video)
- Offline Activity Custom Audiences
- Lookalike Audiences

On August 23, 2021, Facebook & Instagram restricted advertiser access to their under-18 audiences from popular strategies such as custom audience and lookalike campaigns.
Ongoing Effects of the COVID Pandemic
Balancing Act: Virtual vs. In-Person

- COVID pages continue to top .edu traffic
- Prospective students continue to be uncertain
- Digital engagement will remain at all-time highs as waves of the pandemic affect families
- Developing ‘new’ communication channels across digital platforms can supplement traditional marketing effectiveness
“Customer behaviors have changed over the last two years, many for good, with the physical world restricted, digital channels became lifelines for shopping, working, socializing, and entertainment.

Customers rapidly became accustomed to interacting and transacting with brands in new, more convenient ways, driving digital behavior change at an unprecedented rate.”

Adobe 2022 Digital Trends Core Report
Evergreen Strategies

Be In-Market at the Exact Moment Your Prospective Student Enters

- Strategic SEM ad buys support seasonal demand as student timelines evolve
- Site retargeting drives deep conversion as prospects engage with your .edu
- Keyword remarketing keeps your brand relevant for prospective students as they search online for keywords that are important to you
Prediction: Mobile-First Remains a Top-Priority

Teens Spend 7.5 Hours a Day With Their Smartphones

- Evaluate all landing pages for mobile optimization
- Keep key content in the first 2-3 mobile page swipes
- Ensure inquiry/RFI forms are short, easy to find and mobile-friendly
- Consider media buys and campaign strategy that prioritizes mobile apps and platforms
High Brew uses its origin story to connect with customers and help them envision taking on new challenges.
Short Video Is the New Content Cornerstone
Short Video Is the New Content Cornerstone

Cisco Estimates That Video Traffic Will Drive 82% Of Internet Traffic in 2022

Customers Retain 95% Of The Information Contained In Videos

95% of the information gathered on a video are remembered by the customers. So, create memorable videos!

Around 1 Million Videos Will Be Watched Per Second By 2022

The demand for video marketing is increasing. By 2022, it is anticipated that 1 million videos will be watched per second.
Cisco Estimates That Video Traffic Will Drive 82% Of Internet Traffic in 2022

Short Video Is the New Content Cornerstone

9,480 clicks to the school’s EDU site over 3 months.
Example: Loyola University
Snapchat Offers Lookalike Audience Targeting

New Engagement Feature Can Help Shape Your Class

- Snapchat has overtaken Facebook & Instagram with Teens.
- Custom audience targeting available with your Prospect/Inquiry Lists
- We like the Lookalike Audiences on Snapchat. Find more …
  - Male students
  - STEM students
  - Students from a specific geographic area
- Typical CTR on Snapchat is 2X to 3X that of Facebook and Instagram.
Personalization Matters
Personalization Matters

Personalize Your Message With Eduventures Student Mindsets

Campaigns segmented by Eduventures Student Mindset messaging can lead to conversions with up to 5x higher engagement

19%
Experiential Interest

18%
Social Focus

14%
Career Through Academics

21%
Career Pragmatists

17%
Exploration & Meaning

10%
Grad School Bound

encoura.org/prospective-student-mindsets
Where Are Teens Today?

US Teens' Favorite Social Platform

Published on MarketingCharts.com in November 2021 | Data Source: Piper Sandler
Fall 2021 data based on a survey of 10,000 US teens with an average age of 15.8
Figures show % share of respondents selecting each as their favorite social platform, select platforms only

Source: marketingcharts.com/digital/social-media-118769
2022 Top-Platform Predictions for Gen-Z
Our Top Platforms Predictions for 2022
Additional Resources
In this webinar, we'll share why an omnichannel approach is the most effective way to connect with alumni and drive genuine alumni giving.

Learn how and when to implement this approach in order to help you have a more successful giving season.
Have You Unlocked Your Digital Voice?
Craft a Compelling Story. Leverage the Latest Platforms. Engage Your Best-Fit Students.

Backed by a best-in-class digital operations team, Encoura Digital Solutions create customized, turnkey digital enrollment solutions that leverages the most popular platforms and networks among today’s students.

encoura.org/digital
Case Study: University of Nebraska-Lincoln

Keeping in Mind What Students Really Value

Challenge
- Pandemic limited traditional recruitment methods
- Communication to students needed at exact right time in decision-making process

Outcome
- Website engagement 5 times higher than with previous campaigns
- Student communications customized to what they individually value most in a college
- Thousands of new students visited website
- Highest levels of in-state student post-view and post-click interactions
- Delivering the right message at the right time in students’ decision-making processes

encoura.org/unl
Thank you.

ANY QUESTIONS?

Jason Stevens
Director of Digital Strategy

P: 800.862.7759
M: 816.859.2716
E: jason.stevens@encoura.org

ENCOURA.ORG