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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
    - An Evergreen Strategy
    - Digital Storytelling
    - 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

Customers' Expectations Have Been Digitally Rewired

"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

Prediction: Digital Storytelling Will Bridge the Offline to Online Gap

Increase Your Brand's Value in the Eyes of Your Prospective Students

BORN FROM THE ADVENTURE OF A LIFETIME

RAISED IN AUSTIN, TEXAS.

It all started when High Brew founder David Smith and his business partner, sold the iced tea company they spent over 10 years building. Every day was a journey. After years of hard work, David and his family took the opportunity to fulfill a lifelong dream on the open seas. During their adventures, David and his wife Elizabeth stayed alert by cold brewing coffee that was bold, smooth and packed with natural caffeine.

"At High Brew, we believe that great coffee can help you navigate anything the day throws your way"

– David Smith, Founder & CEO

It was that experience that inspired David and Elizabeth to craft a premium ready-to-drink cold brew coffee in a can that's ready whenever and wherever you are. High Brew Coffee is made from 100% Arabica, Direct Trade beans that are cold brewed over time, not heat. High Brew is dedicated to serving up an elevated coffee experience that helps you meet each day's adventures that's why every batch is cold brewed to be smooth, bold and full of natural energy with way less sugar. High Brew is for the go-getters, trend-setters and the do-ers.

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

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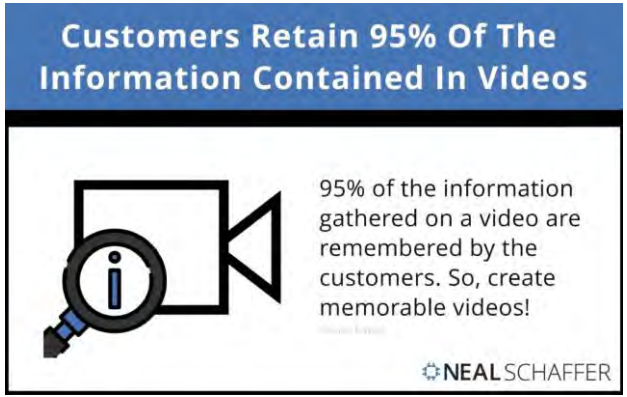
Cisco Estimates That Video Traffic Will Drive 82% Of Internet Traffic in 2022



Short Video Is the New Content Cornerstone

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

Northeast Regional State University	
Campaign ID	13613
Campaign Name	Inquiry Push II(TikTok)

Flight Dates:	03/24/2021 to 07/04/2021
Reporting Timeframe:	03/24/2021 to 07/04/2021

Custom Audience Targeting Campaign Summary	
Impression Goal	767,000
Impressions Delivered	770,771
% Complete	100%
Total Views	674,692
View Rate	87.53%
Video Views at 25%	46,199
Video Views at 50%	20,866
Video Views at 75%	14,187
Video Views at 100%	6,961
Clicks	9,480
CTR	1.23%

9,480

clicks to the school's EDU site over 3 months.

Example: Loyola University

Snapchat Offers Lookalike Audience Targeting

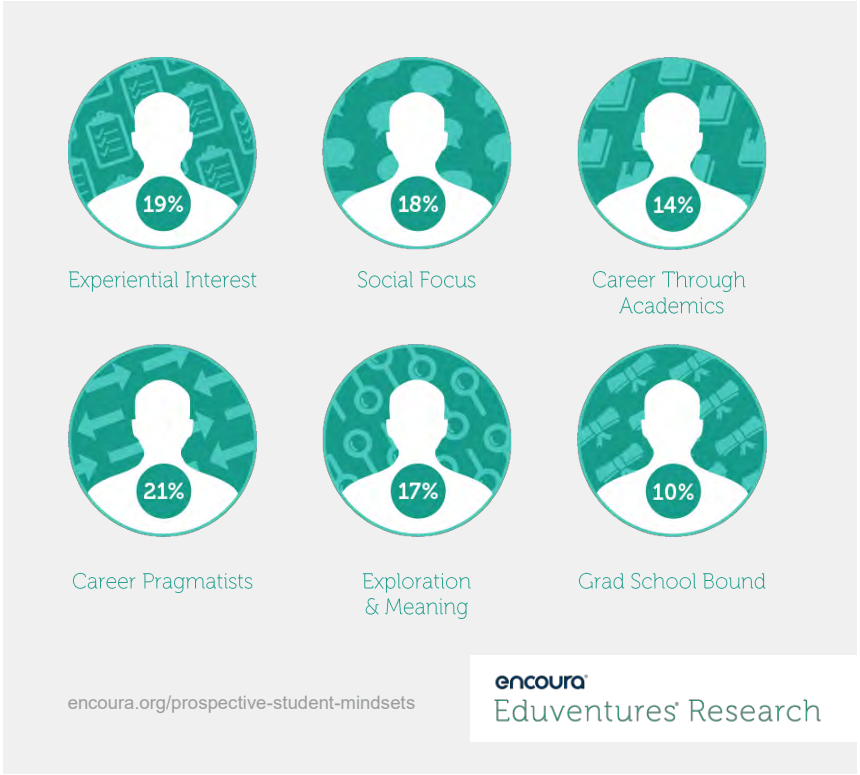
New Engagement Feature Can Help Shape Your Class

- 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

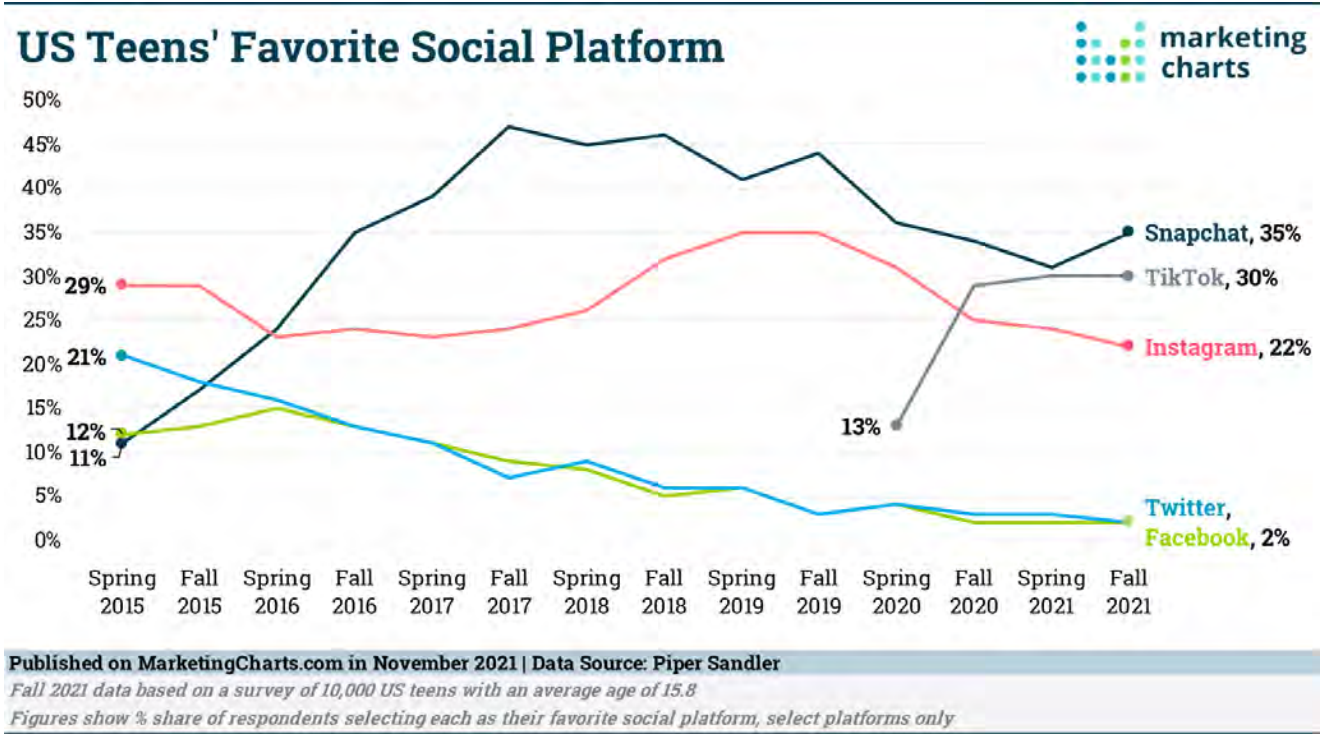
Personalization Matters

Personalize Your Message With Eduventures Student Mindsets



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

Where Are Teens Today?



Source: marketingcharts.com/digital/social-media-118769

2022 Top-Platform Predictions for Gen-Z

Our Top Platforms Predictions for 2022

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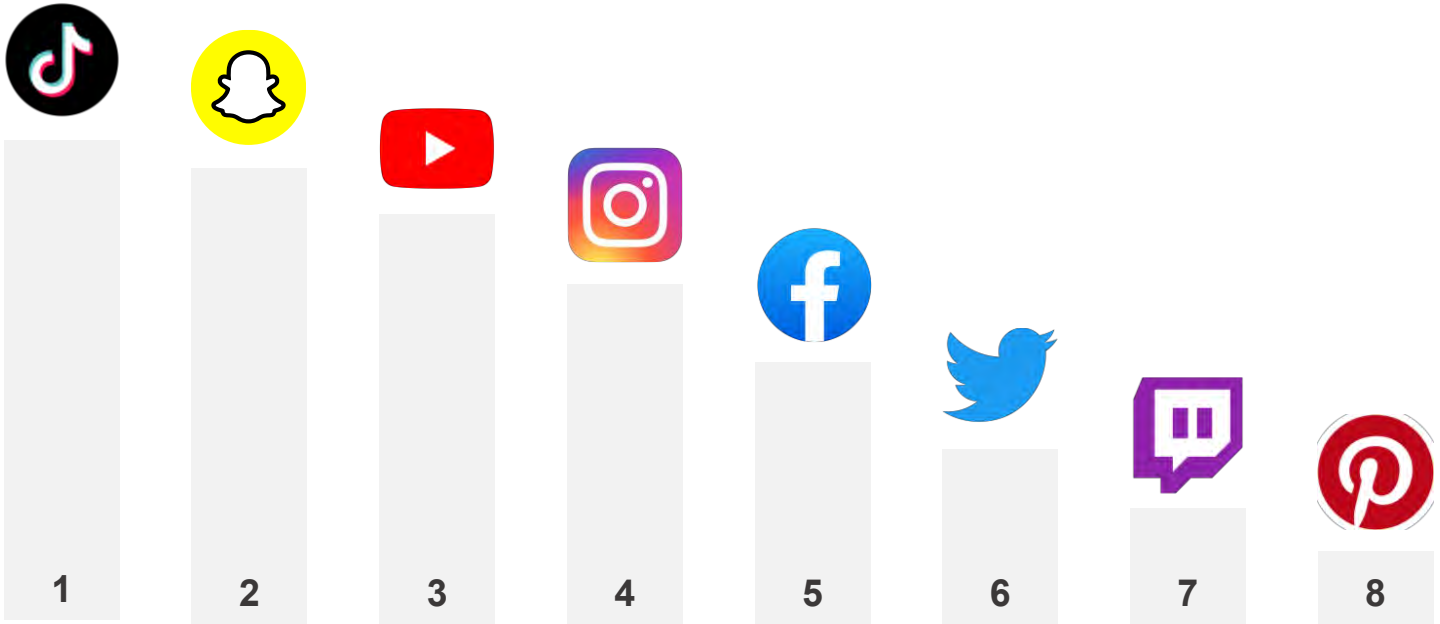

Additional Resources

encoura® Webinar

The Power of the Omnichannel Approach for Driving Alumni Giving

Wednesday, January 26, 2022 | 2PM ET/1PM CT

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.

Lyndenise Berdecía
Regional Director, Digital

Reva Levin
VP, Digital Strategy

encoura.org/webinars

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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

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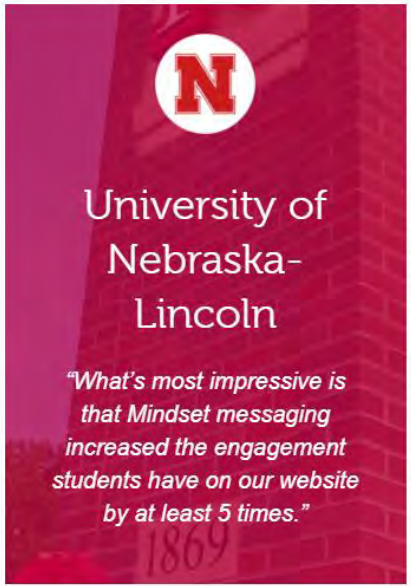
Keeping in Mind What Students Really Value



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

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Thank you.

ANY QUESTIONS?

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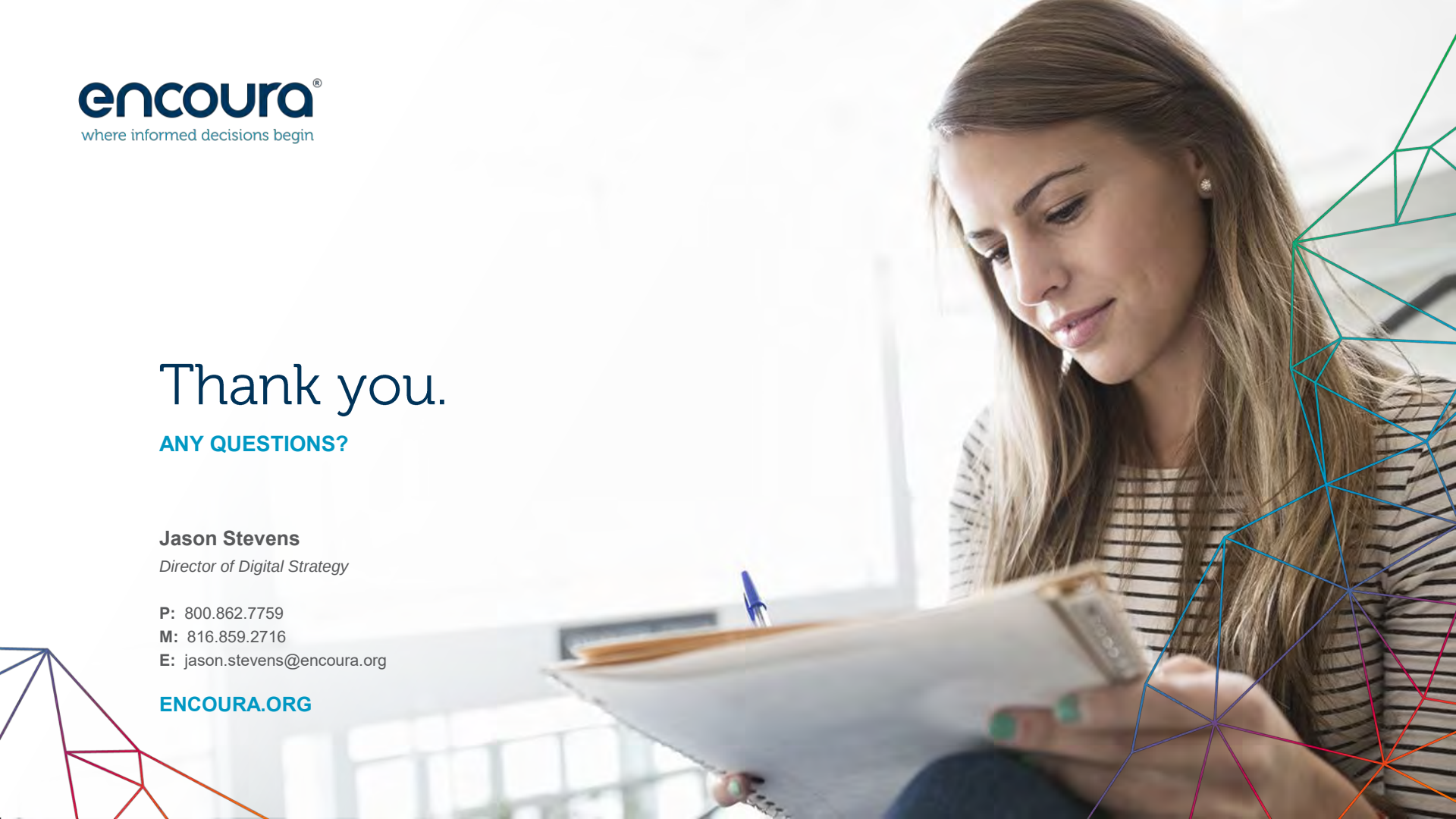
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