



Digital Predictions for 2023: Video-First Strategies Win Students and Families

Thursday, January 19, 2023 at 2 p.m. ET/1 p.m. CT



Jason Stevens

Vice President of Digital Solutions

Agenda

Recap

- Key Takeaways From the Class of 2022

Predictions

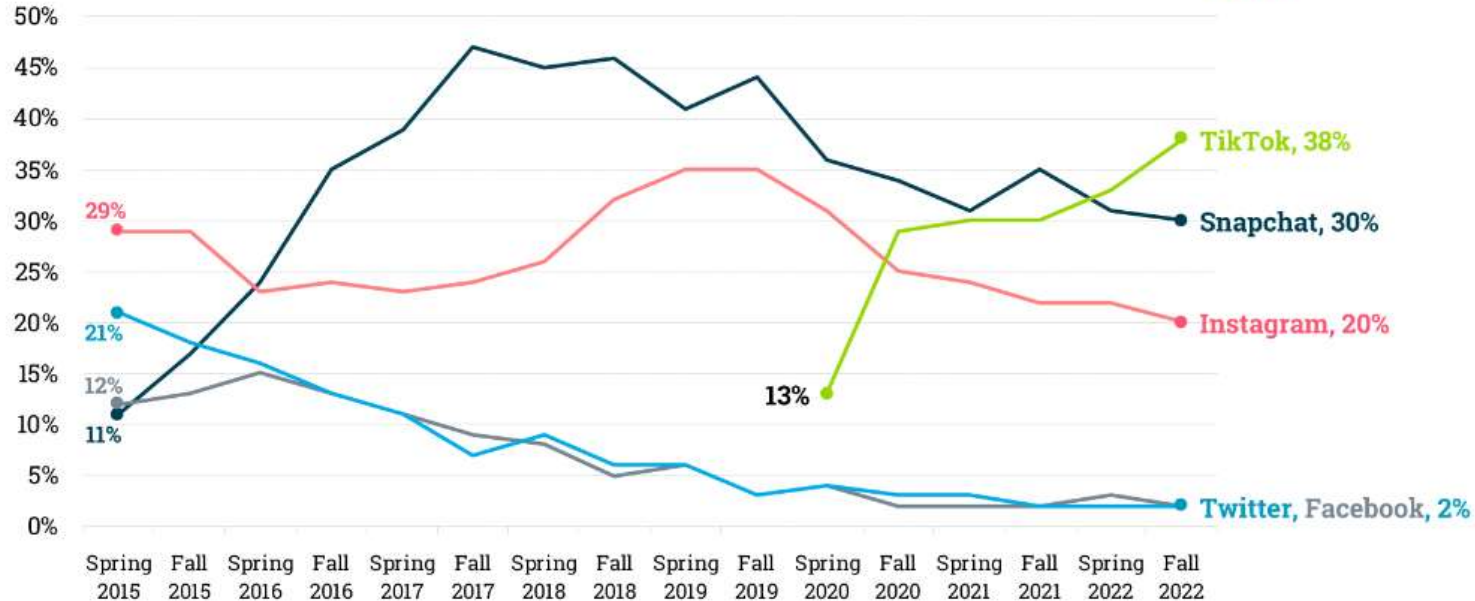
- Attribution + Analytics
- Privacy
- Evergreen Strategies
- Mobile Readiness
- Digital Storytelling
- Short Video
- Personalization
- Top Platforms for 2023

Recap: Key Takeaways From The Class of 2022



Where Are Teens Today?

US Teens' Favorite Social Platform



Published on MarketingCharts.com in October 2022 | Data Source: Piper Sandler

October 2022 data based on a survey of 14,500 US teens with an average age of 15.8 and an average household income of \$66,497

Figures show % share of respondents selecting each as their favorite social platform; select platforms only

Recap: TikTok Surged



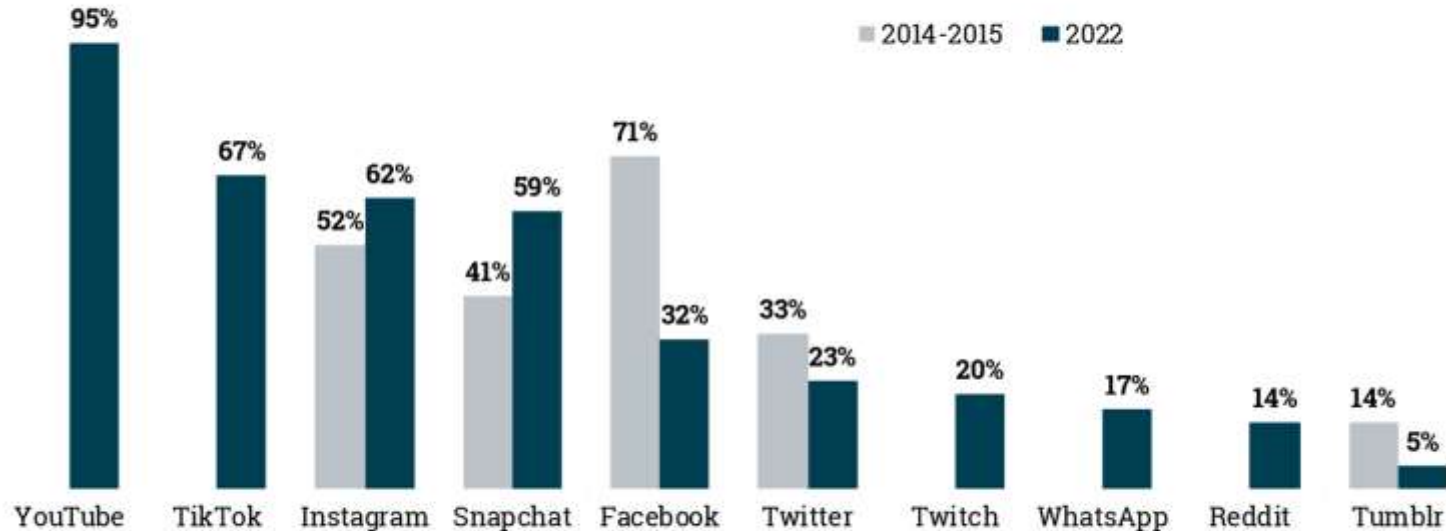
- More than **1 Billion** users per month access TikTok
- **167 Million** TikTok Videos watched in an internet Minute
- 67% of US Teenagers are regular TikTok users
- On average, users spend more than **1.5 hours/day** on TikTok



...But Did the Surge Persist?

US Teens' Use of Social Media Platforms

"% of U.S. teens who say they ever use each of the following apps or sites"



Published on MarketingCharts.com in August 2022 | Data Source: Pew Research Center

2022 data based on "a self-administered web survey conducted from April 14 to May 4, 2022, among a sample of 1,316 dyads, with each dyad (or pair) comprised of one U.S. teen ages 13 to 17 and one parent per teen."

Recap: Platform Usage



YouTube

- Used by more than nine in 10 teens, regardless of demographic group
- Does not have a considerable age gap in use
 - 15-17-year-olds are much more likely than 13-14-year-olds to have adopted other platforms such as Instagram and Twitter



TikTok

- Use is higher among girls (73%) than boys (60%)
- Use is higher among Black (81%) than Hispanic (71%) and White (62%) teens
- More used by those in Urban than Suburban or Rural settings
- Adoption is higher among low-income than higher-income respondents

Recap: Platform Usage



Instagram

- Use follows the same general patterns as TikTok
- Use is higher among girls (69%) than boys (55%)
- Use is higher among Black (69%) and Hispanic (68%) than White (58%) teens
- Use is higher among Urban (70%) than Suburban (61%) or Rural (58%) teens



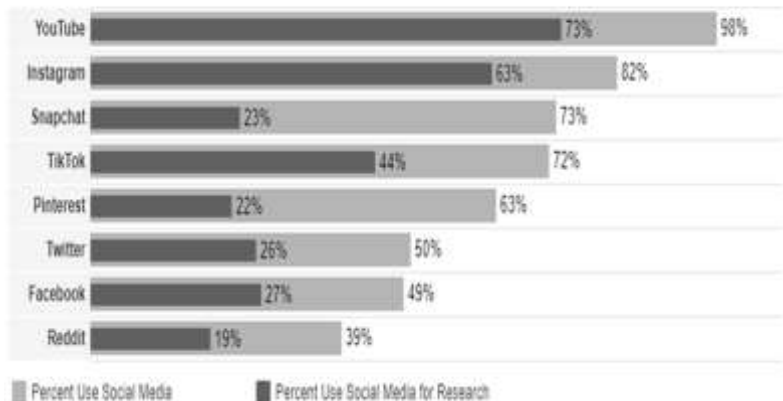
Snapchat

- Slightly more favored by girls (64%) than boys (54%)
- Does not have much difference in use when sorting by race/ethnicity, geographic setting, or household income

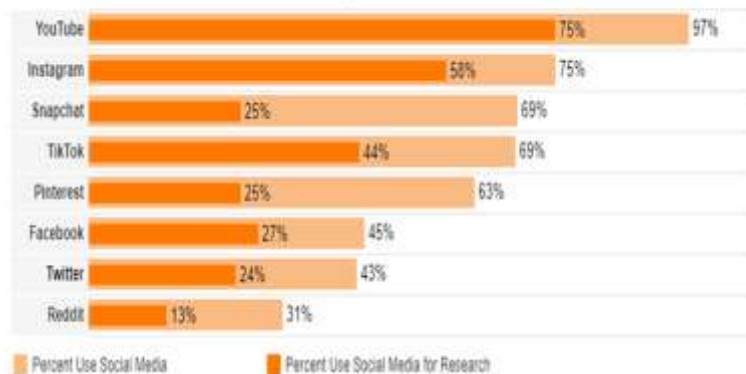
How do teens use these platforms?

EDUVENTURES 2022 STUDENT SENTIMENT SURVEY

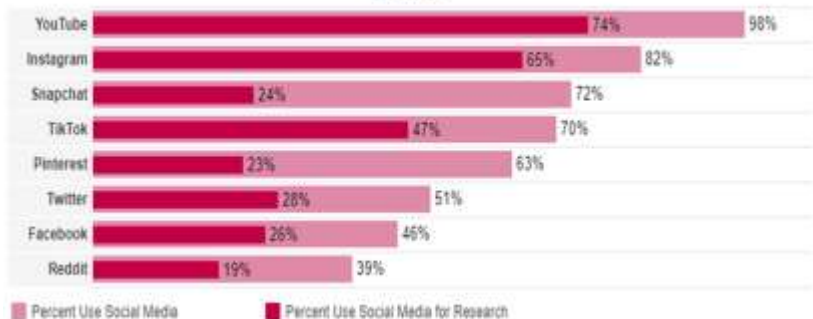
Total Sample



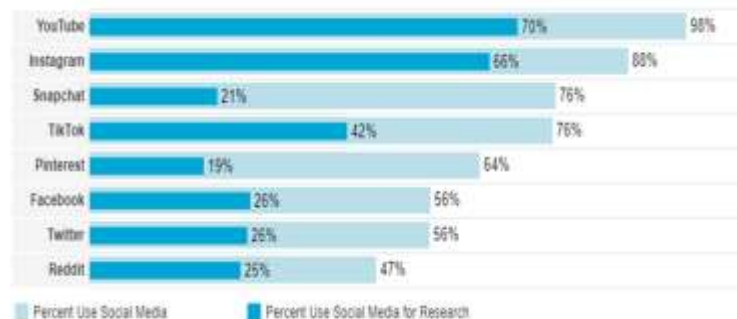
Sophomores



Juniors



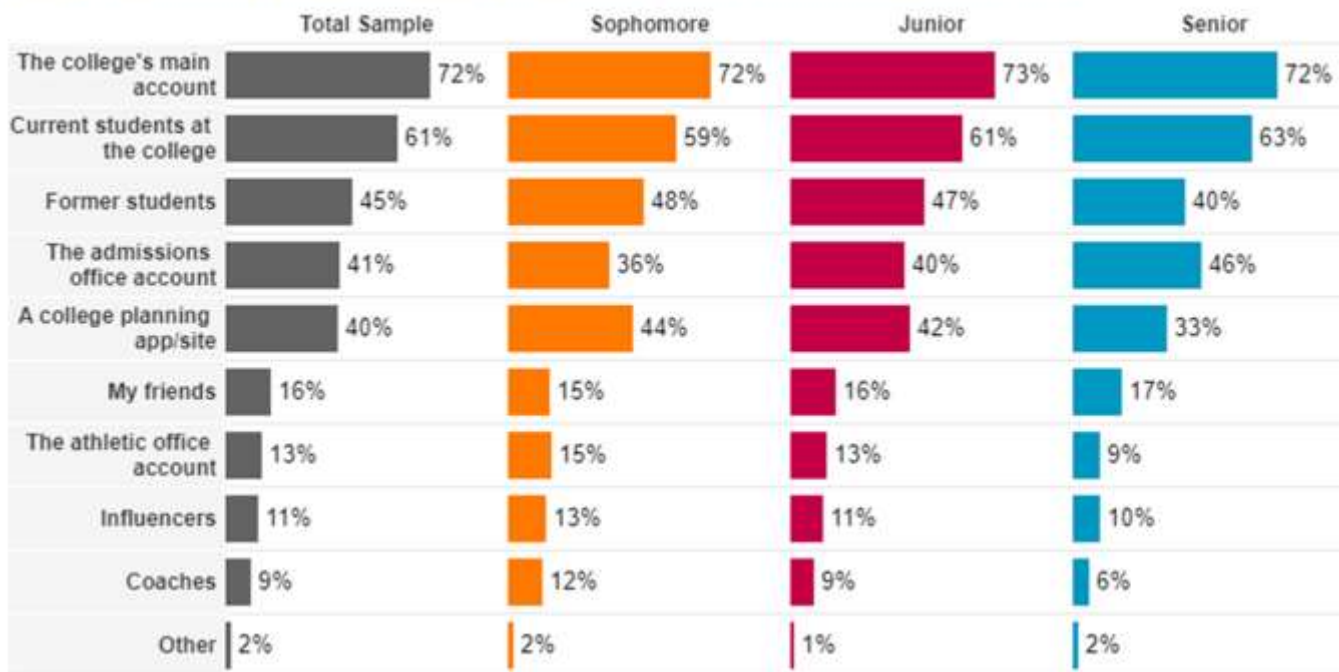
Seniors



How do teens use these platforms?

EDUVENTURES 2022 STUDENT SENTIMENT SURVEY

Who provides the best content or information about a college on these apps?



Predictions: The New Normal + Post-Pandemic Realities



Prediction: More of an Emphasis Placed on Attribution & Analytics

THE TRANSITION TO GA 4 WILL BETTER SUPPORT THE STUDENT JOURNEY AND INCREASE ROI

- **Event-based tracking:** Combines web and app engagement for a more holistic view of the user and provides better journey insight.
- **Better reporting and analysis:** Enhanced visual representation will be available in the form of, pie charts, bar graphs, etc. extending reporting capabilities (visual vs context).
- **Automated insights:** A.I. and machine learning are going to highlight new insights.
- **Video views:** YouTube views are integrated into GA4 to accurately measure video view rate.
- **Page scrolls:** Data provides enhanced user experience (UX) lens to be beneficial for site design, optimization, and customer journey.

Prediction: Privacy is on the Rise

THIRD-PARTY COOKIES ARE GOING AWAY

- First-party data gathering will be critical
- Ad buying and targeting will be disrupted
- *Action: Implement tracking that uses personal identifiers (e.g., email to track users across devices like Encoura's implementation of Identity Graphing)*



Prediction: Evergreen Strategies Will Help Your Institution With Speed

BE IN-MARKET AT THE EXACT MOMENT YOUR PROSPECTIVE STUDENT ENTERS

- **Strategic SEM:** Ad buys support seasonal demand as student timelines evolve
- **Website 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

REMEMBER: TEENS SPEND 7.5 HOURS A DAY WITH THEIR SMARTPHONES



- **Mobile Optimization:**
 - Evaluate all your landing pages
 - Consider media buys and campaign strategy that prioritizes mobile apps and platforms
- **Key Content:** Show what's important in the first 2-3 mobile page swipes
- **Short Forms:** Ensure inquiry/RFI forms are short, easy to find and mobile-friendly

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.

That's what you'll find in the story of David Smith, a 2012 graduate of The University of Texas at Austin, who spent his childhood in Austin, Texas. He grew up in a family of outdoor enthusiasts, and his love for the outdoors led him to the founding of High Brew Coffee. David and his wife, Elizabeth, wanted to create a coffee brand that was as adventurous as they were.

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

David Smith, Founder @ 2012

David and Elizabeth's love for the outdoors led them to the founding of High Brew Coffee in 2012. High Brew Coffee is a coffee brand that is as adventurous as they are. David and Elizabeth wanted to create a coffee brand that was as adventurous as they were. High Brew Coffee is a coffee brand that is as adventurous as they are. High Brew Coffee is a coffee brand that is as adventurous as they are.



High Brew uses its origin story to connect with customers and help them envision taking on new challenges.





[Example: Pennsylvania College of Art & Design](#)

Prediction: Short Video Is the New Content Cornerstone

VIDEO SHOULD BE A KEY PART OF YOUR MARKETING MIX

- ***Increase Traffic + Conversions:***
 - Cisco estimates that video traffic will drive 82% of internet traffic in 2023.
 - Our TikTok videos work—**90% view rate + the highest click-through rate** for any video strategy.
- ***Connection + Retention:***
 - Videos are memorable
 - Helps your institution connect in a way that resonates with Gen Z

49% of People Watch a Minimum of 5 Videos Daily

This is why more than a **billion hours** of video are watched every day on **YouTube** alone. Meanwhile, **15%** of Internet users watch **less than 2 videos** daily.



NEAL SCHAFFER

Client Example: Video Campaign

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

Prediction: Short Video Is the New Content Cornerstone

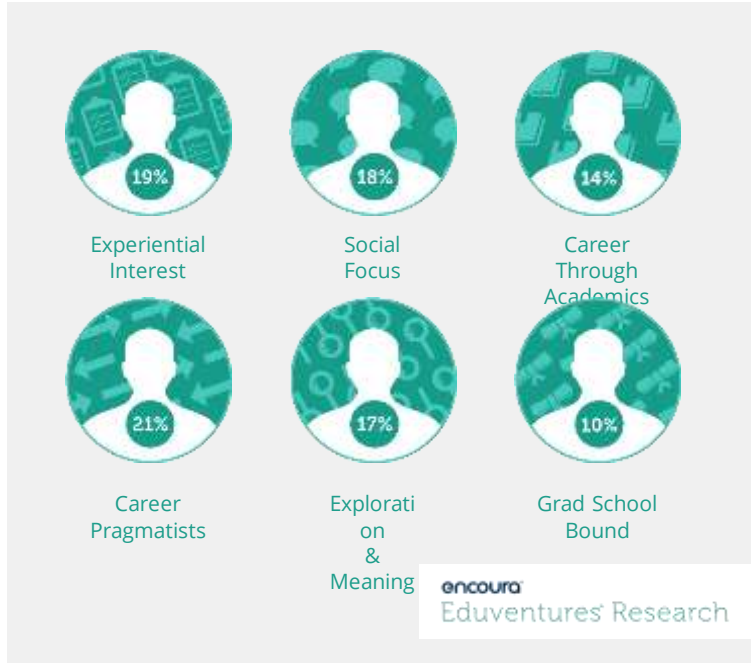
SNAPCHAT AND TIKTOK OFFER LOOKALIKE AUDIENCE TARGETING

- Custom audience targeting available with your prospect/inquiry lists
- We like the **Predictive Audiences** on Snapchat & TikTok to find more:
 - *Male students*
 - *STEM students*
 - *Students from a specific geographic area*
- Typical CTR on Snapchat & TikTok is 2x to 3x that of Facebook and Instagram



Prediction: Personalization Still Matters to Gen Z

PERSONALIZE YOUR MESSAGE WITH EDUVENTURES STUDENT MINDSETS™



- Speak directly to student dreams and desires
- Helps to enliven both recruiting and the student experience
- Campaigns segmented by Eduventures Student Mindset messaging can lead to conversions with **up to 5x higher engagement**

Case Study: University of Nebraska-Lincoln

KEEPING IN MIND WHAT STUDENTS REALLY VALUE



encoura.org/unl

Challenge

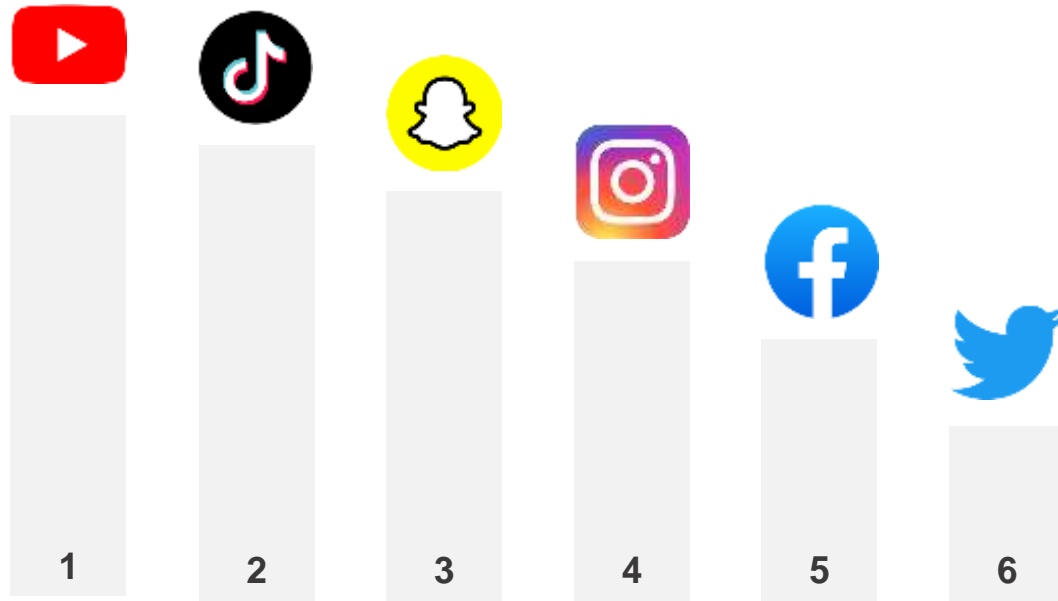
- Pandemic limited traditional recruitment methods
- Communication to students needed at exact right time in decision-making process

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

Platform Predictions for 2023

Prediction: Top Platforms in 2023



Prediction: Top Platforms in 2023

RECOMMENDATION: START YOUTUBE PRE-ROLL ADS



Some YouTube Pre-Roll ads *can't be skipped*, so **viewers must wait until your ad finishes** before viewing their chosen content

- Gives you uninterrupted time with students
- Many CTA options—application waiver, on-campus events, etc.



Prediction: Top Platforms in 2023

RECOMMENDATION: START ADVERTISING ON TIKTOK



Your institution **does not** need a TikTok page to advertise on this platform

- Engagement on the app is very high
- When done right, they won't feel like an ad to Gen Z
- Use current students in ads (like a day in the life)



Additional Resources and Q&A



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



Participate in Admitted Student Research™

[Sign Up Today](#)

Understand Why Students Chose – or Did Not Choose – to Enroll at Your School

Eduventures designs, hosts, and analyzes an online survey of admitted students on behalf of our members.

Deliverables include:

- Initial frequency report of your institution's responses
- Tailored analysis to inform your institution's yield and marketing communications strategy
- Facilitated discussion for you and your enrollment management team to understand the marketing, recruiting, and student experience implications of your results

NEW THIS YEAR: Rolling Deadlines

Session 1	January 9, 2023
Session 2	February 6, 2023
Session 3	March 6, 2023
Session 4	April 10, 2023
Session 5	May 8, 2023





Boston, MA

Save the Date
June 14-16, 2023

Eduventures® Summit is returning Boston this June! Paul LeBlanc, an innovation powerhouse, will join us as a keynote speaker to discuss his transformative journey at SNHU, the work still to do, and his prognosis (and solution) for what ails higher education.

Save your seat today—registration opens next week!

encoura.org/summit



Paul LeBlanc

*President, Southern New
Hampshire University*



Thank you.

ANY QUESTIONS?

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