

encoura® Webinar

# Maximizing Your ROI on Search: Engaging the Funnel Earlier

Thursday, November 2, 2023



## PRESENTERS



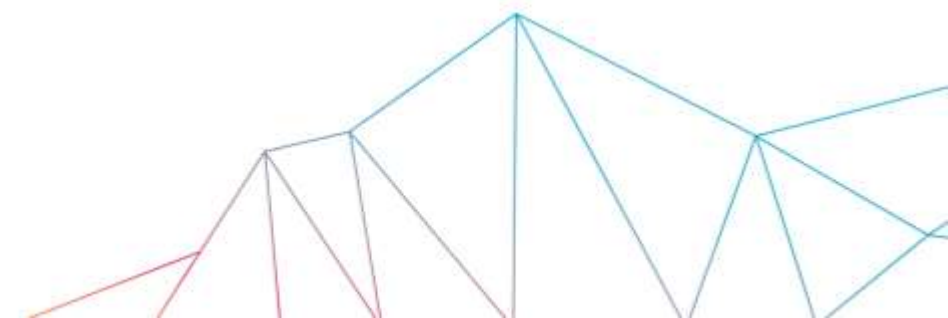
Aaron Schroeder  
Regional Director



Jason Stevens  
Vice President, Digital  
Strategy



Martin Perrine  
Associate Director of  
Enrollment Management at  
Baylor University

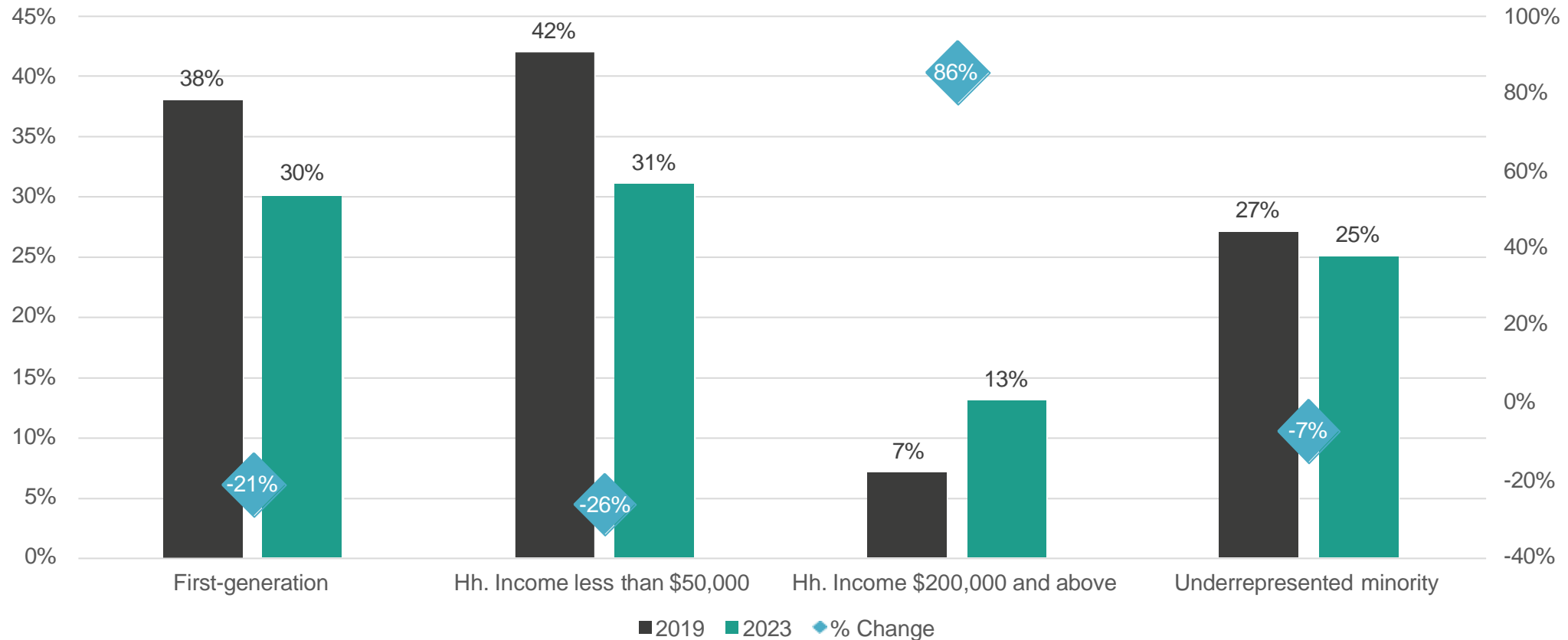


What do we know  
**about today's college-**  
bound students?



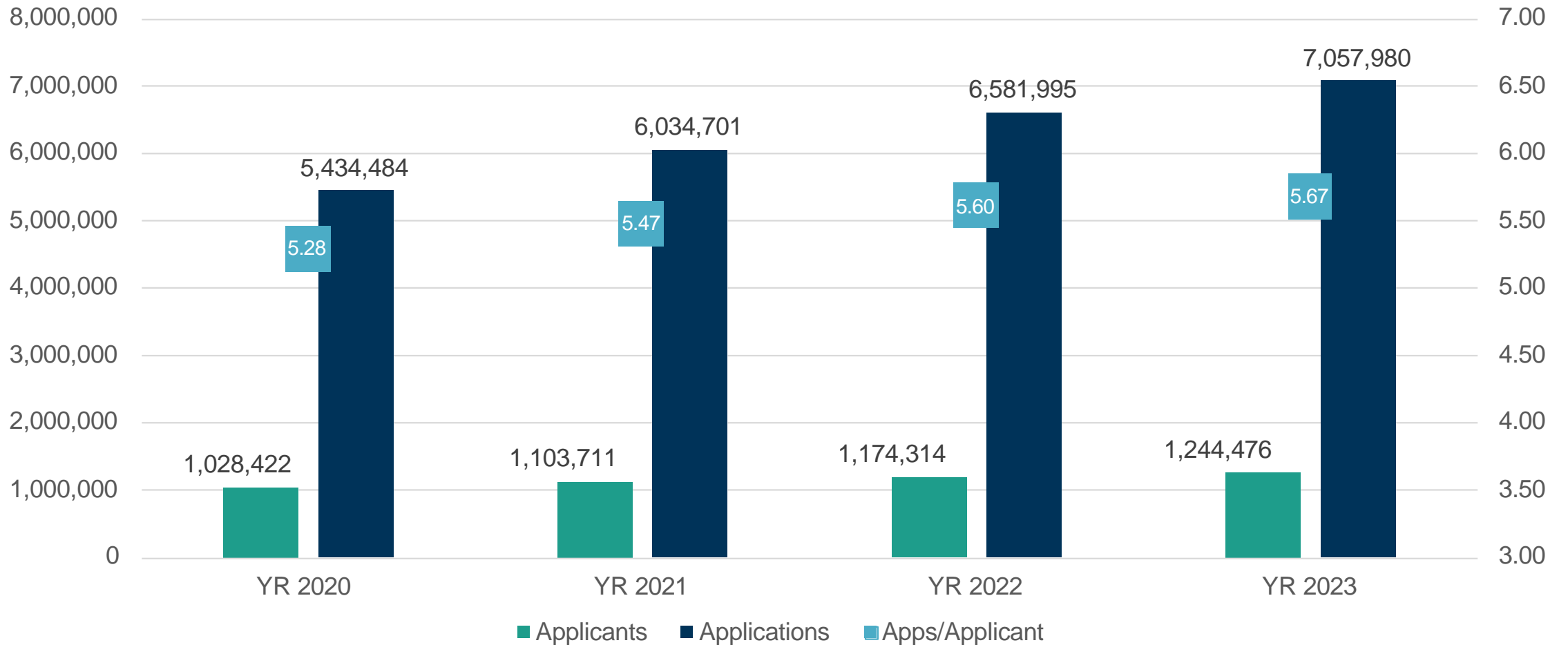
# Changes in Student Demographics

DEMOGRAPHIC PROFILE OF PROSPECTIVE STUDENT RESEARCH SAMPLES 2019 VS. 2023



# Changes in Number of Applications

DESPITE OVERALL ENROLLMENT DECLINE, TODAY'S STUDENTS ARE APPLYING TO MORE SCHOOLS

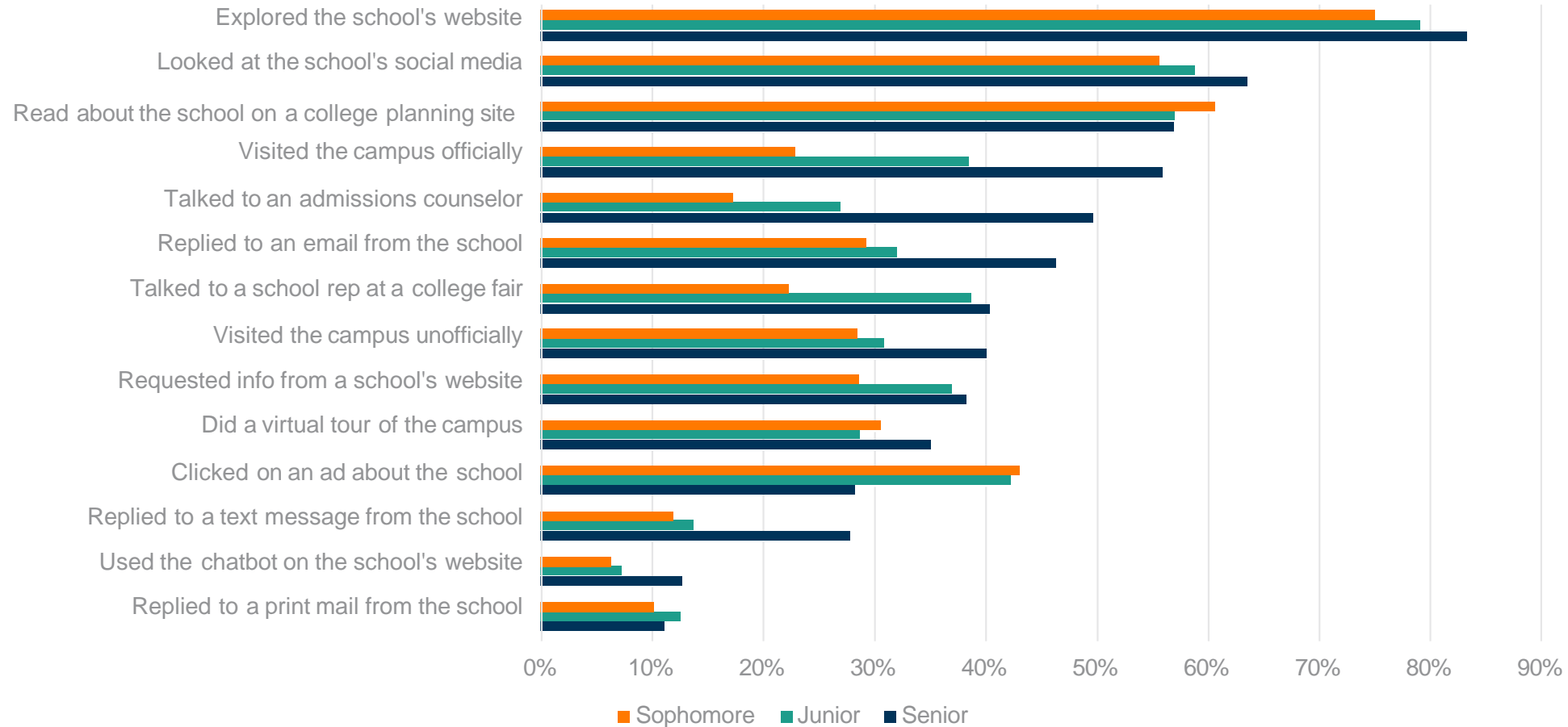


Source: Common App: Deadline update: first-year application trends through March 2023

# College Search Activities Have Changed

STUDENTS ARE LEVERAGING YOUR WEBSITE & SOCIAL ACCOUNTS MORE—AND EARLIER

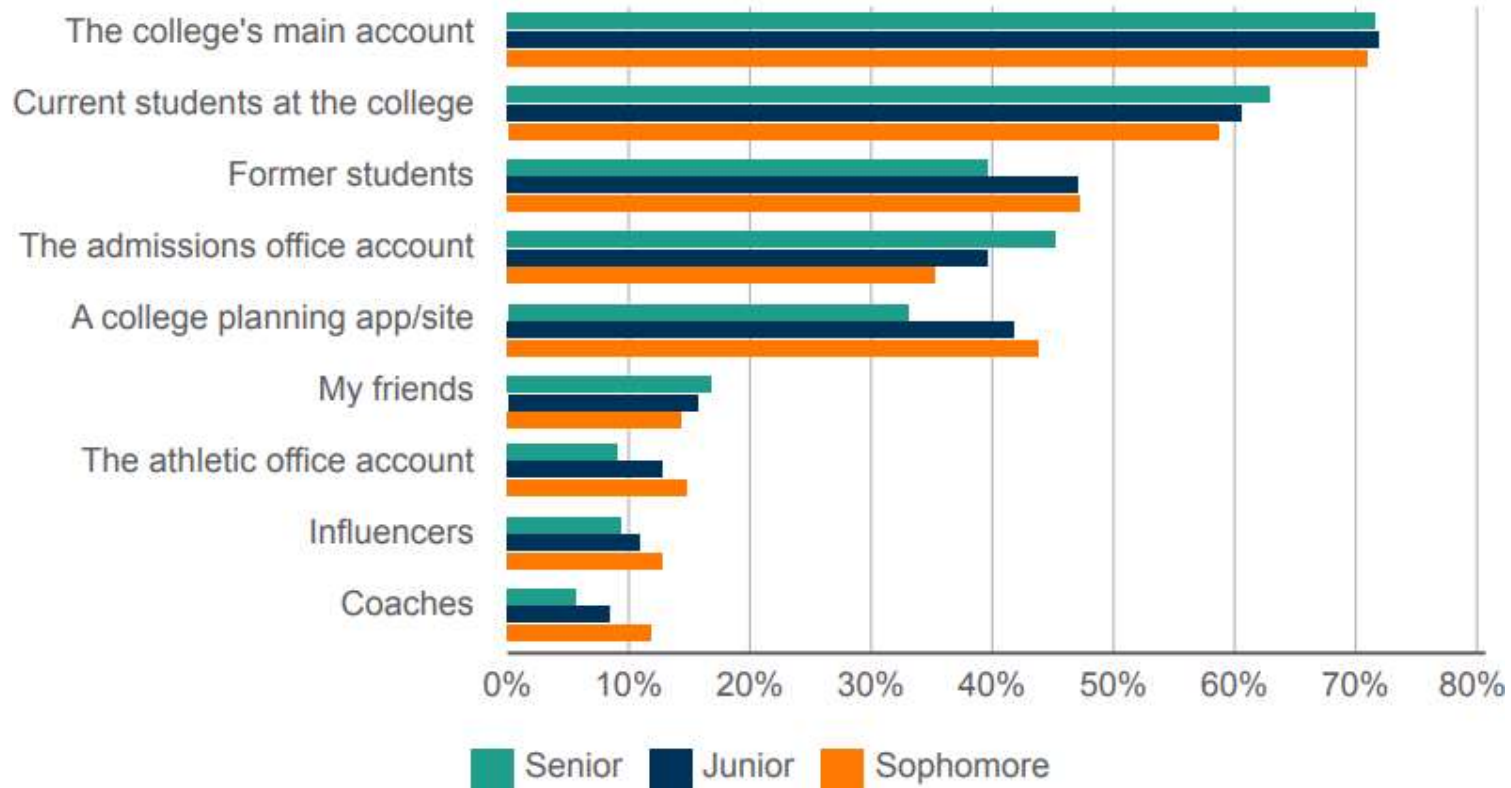
Have you done any of the following before applying to a college or university?



# The Rise of Social Media in College Search

STUDENTS—ACROSS ALL GRAD YEARS—ARE LOOKING AT YOUR MAIN SOCIAL ACCOUNT

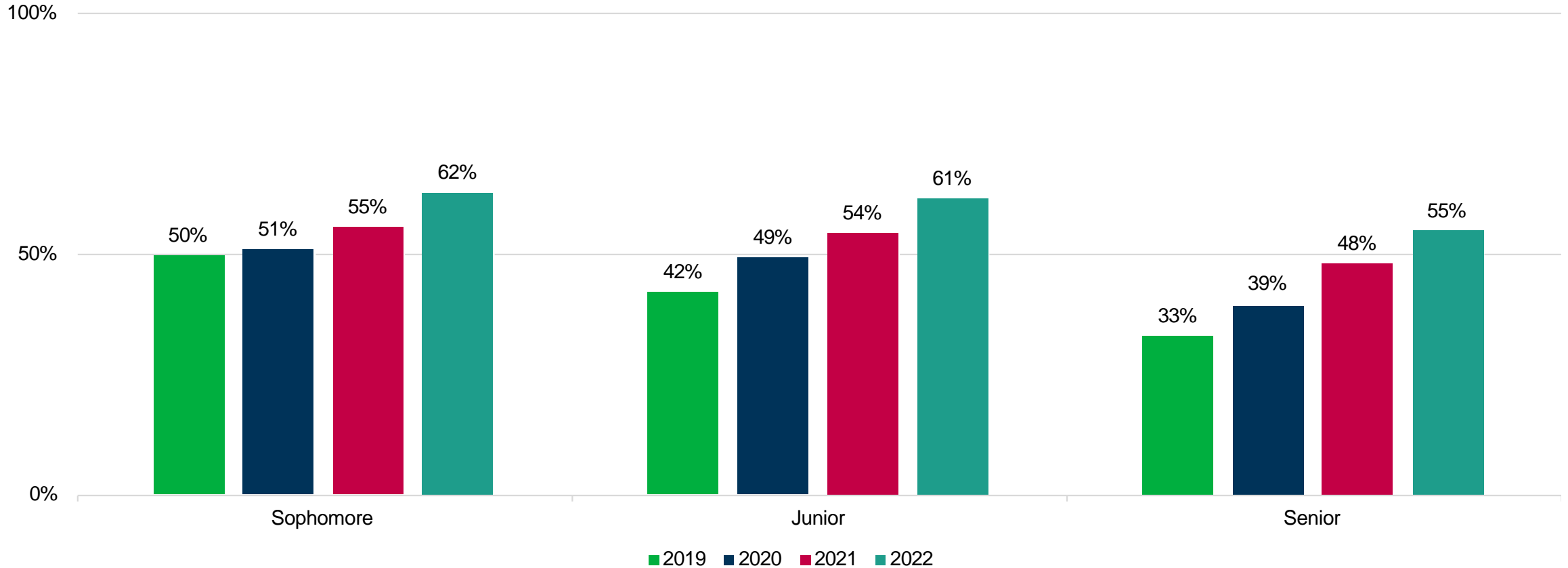
Who provides the best content or information about a college on social media apps?



# Students are Acting on Your Paid Social Ads

BUT YOUNGER STUDENTS ARE LEADING THE WAY

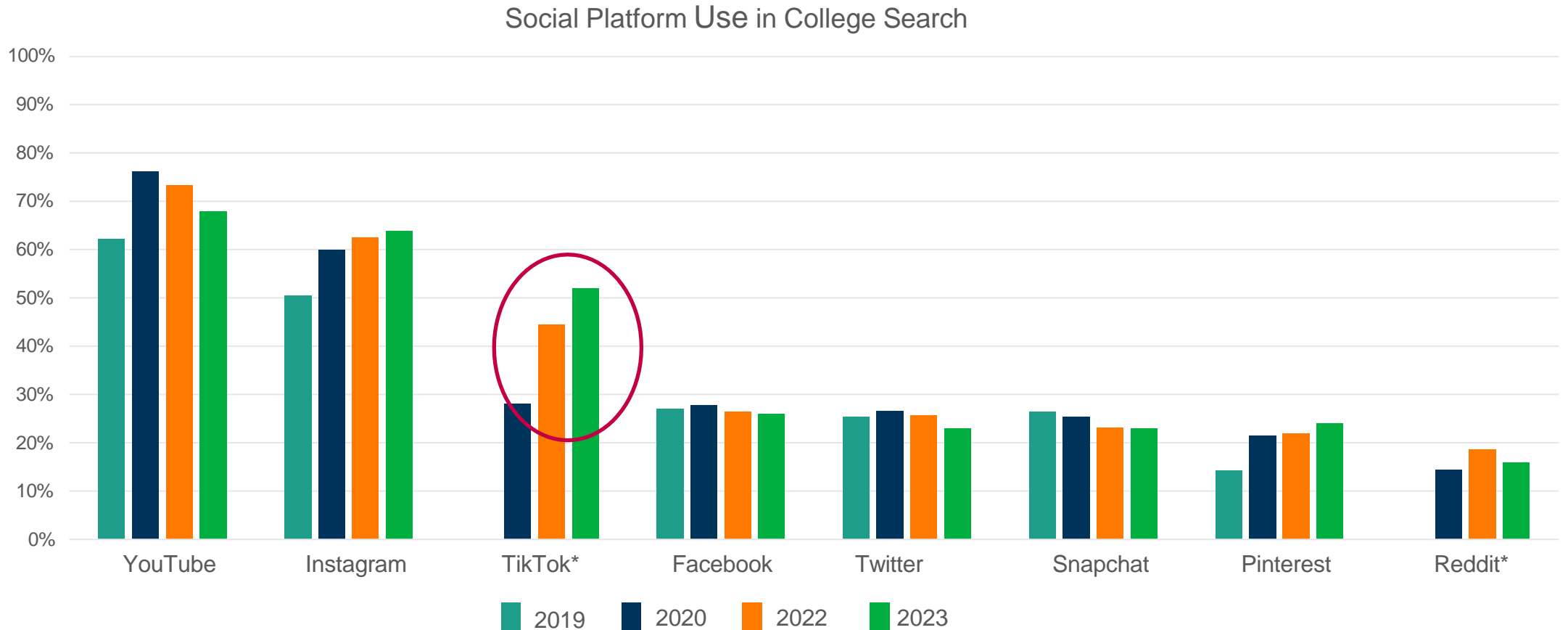
Students Who Reported They Have Clicked on a College-sponsored Ad





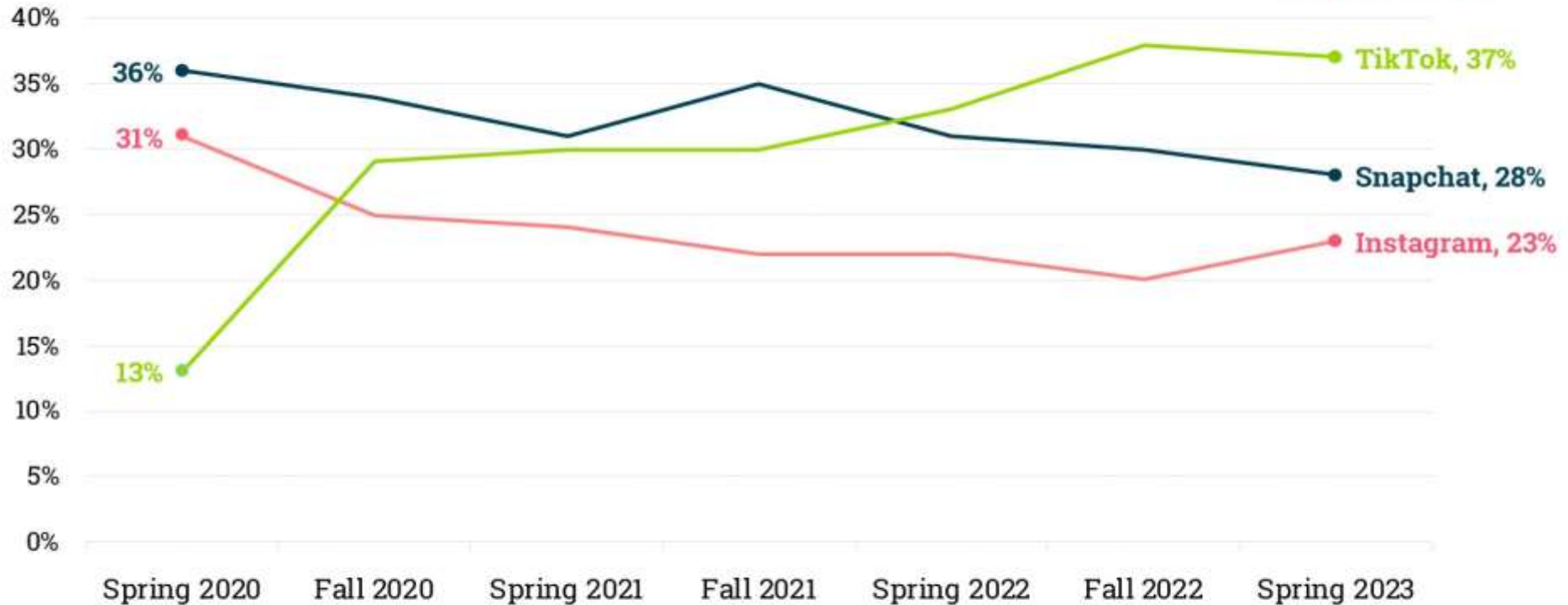
# Students Prefer Video and Picture in College Search

## TIKTOK IS A FAVORITE, BUT IT'S FUTURE REMAINS UNCERTAIN



# Teens' Preferences for Social Media is Evolving

## US Teens' Favorite Social Platform



Published on MarketingCharts.com in April 2023 | Data Source: Piper Sandler

Spring 2023 data based on a survey of 5,690 US teens with an average age of 16.2

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

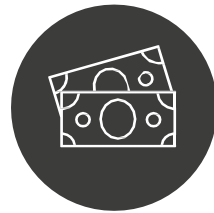
What do we know  
**about today's college-**  
bound parents and  
guardians?



# How Early are Families Thinking About College?

46%

...of parents start thinking about their child's college choice **as early as 9<sup>th</sup> grade.**



Cost



Reputation



Proximity



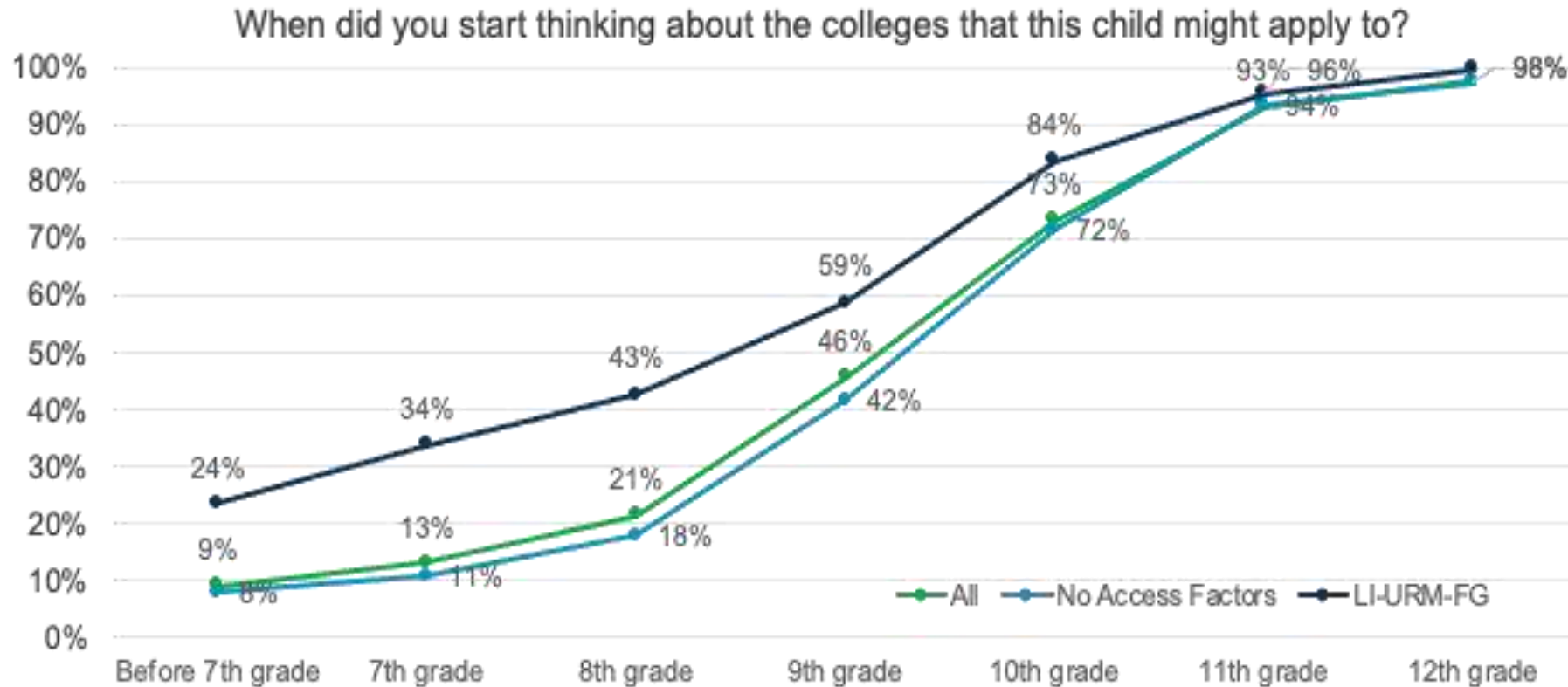
Career



Factors that parents care most about in their communication from colleges

# While Most are Thinking About College by 9<sup>th</sup> Grade...

FAMILIES WITH MULTIPLE ACCESS FACTORS BEGIN SIGNIFICANTLY EARLIER



# Engaging Students Earlier in the Funnel



# What Obstacles Do You Face When Trying to Flip Your Funnel?

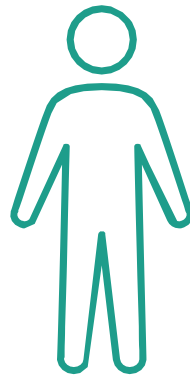
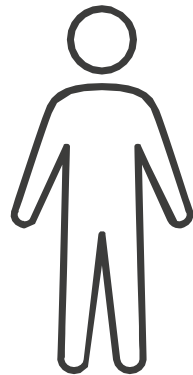
## WHAT **WE'VE** HEARD FROM PARTNERS

"President & Board do not see the value to invest more budget in flipping funnel."

"Our budget is being cut due to other campus initiatives."

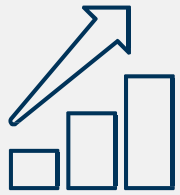
"Flipping the funnel will take too long and need short-term wins."

"We don't have a marketing team that had the bandwidth to create another engagement segment."



# Addressing the Challenges

## STRATEGIZING FOR SUCCESS



Sustainable  
Growth

Building sustainable  
growth on a budget



Campus  
Events

Partnering with on-  
campus winter &  
summer camps



Community  
Partnerships

Building relationships  
with community  
programs



Collaboration

Collaboration with  
Admissions &  
Marketing



# Flipping the Funnel in Action

HOW ONE UNIVERSITY OVERHAULED THEIR RECRUITMENT STRATEGY

## Challenge

Strategically Build a Funnel with the:

- Higher ability of diverse students
- Gender balance
- Create a 50/50 split between in-state & out-of-state students

While at the same time maintaining their current senior & junior funnel.

## Solution

Change their search method.

- Overhaul search criteria
- Increase search segmentations
- Begin engaging with sophomores & freshmen earlier
- Begin engaging parents with targeted messages earlier in the college- search process

To build brand and affinity with new populations of students and markets.

# Creating a Sustainable Strategy



# Creating a Sustainable Strategy

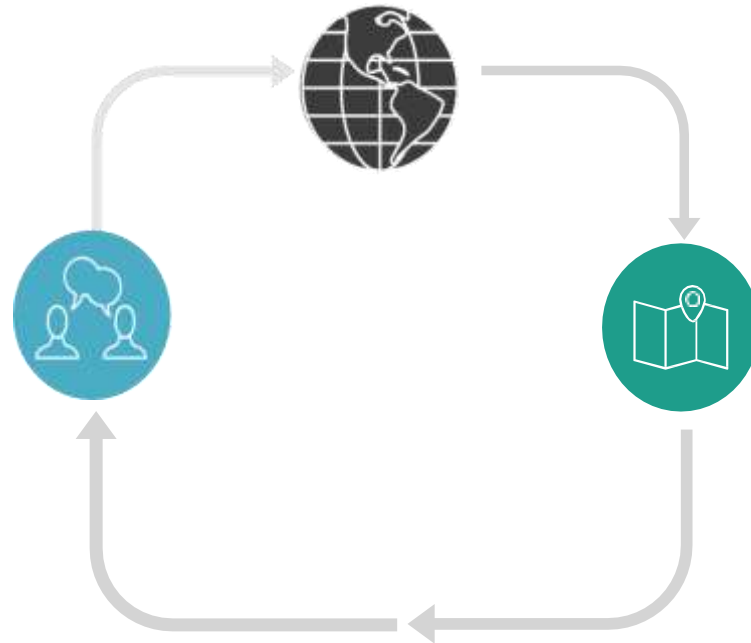
MULTI-YEAR PLANNING FOR SUSTAINABLE GROWTH

## Market Analysis

Annual debrief of funnel to better understand opportunities for sustained growth.

## Engagement

Tailor your marketing and recruiting efforts with Student Mindsets and Prospective Parent Research to effectively reach students and families earlier on their most-used platforms and devices.



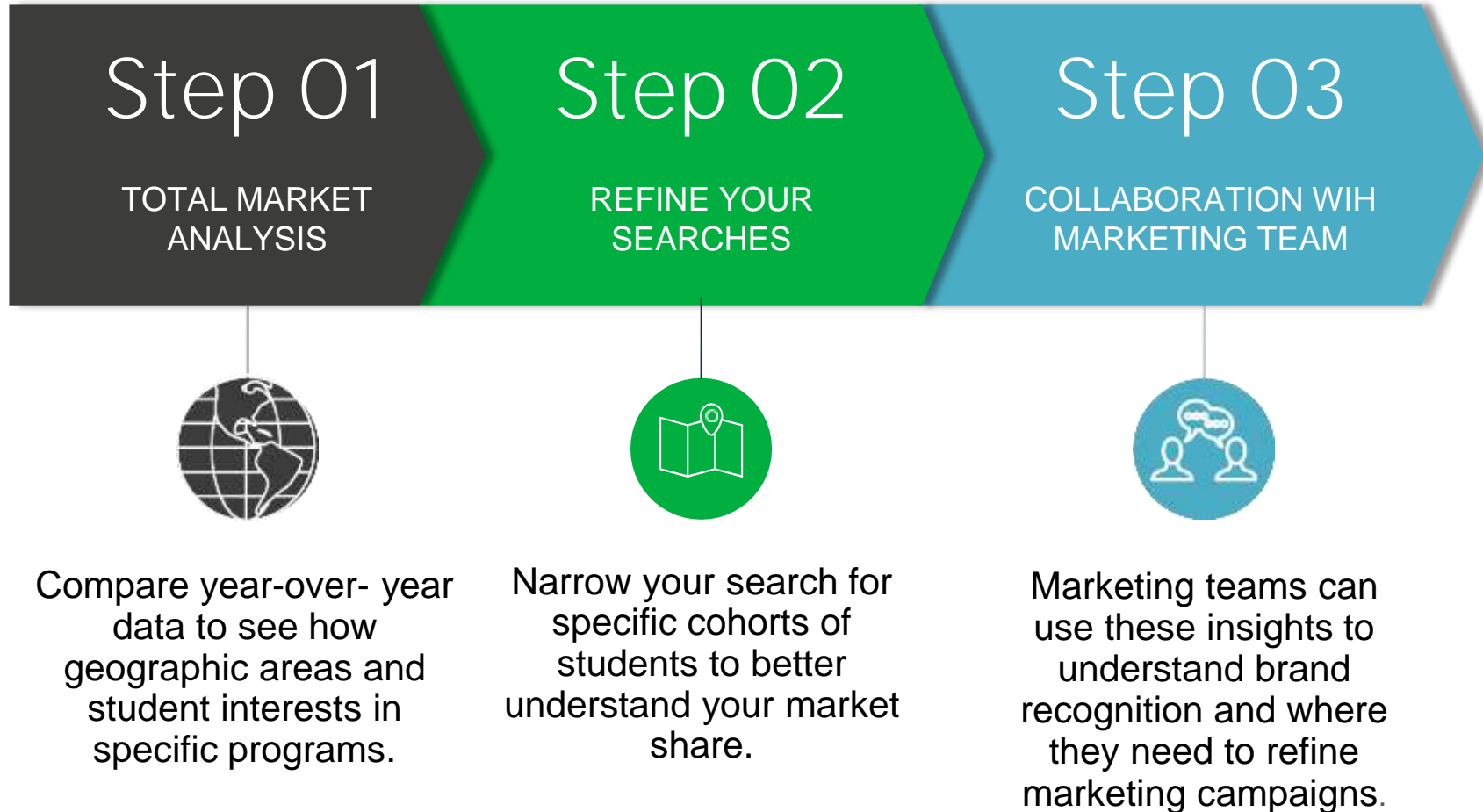
## Search + Predictive Model

Creating segmented search to measure success and find more market growth.

With Encoura Smart+® Predictive Model, you'll spend your resources on the students who are most likely to enroll.

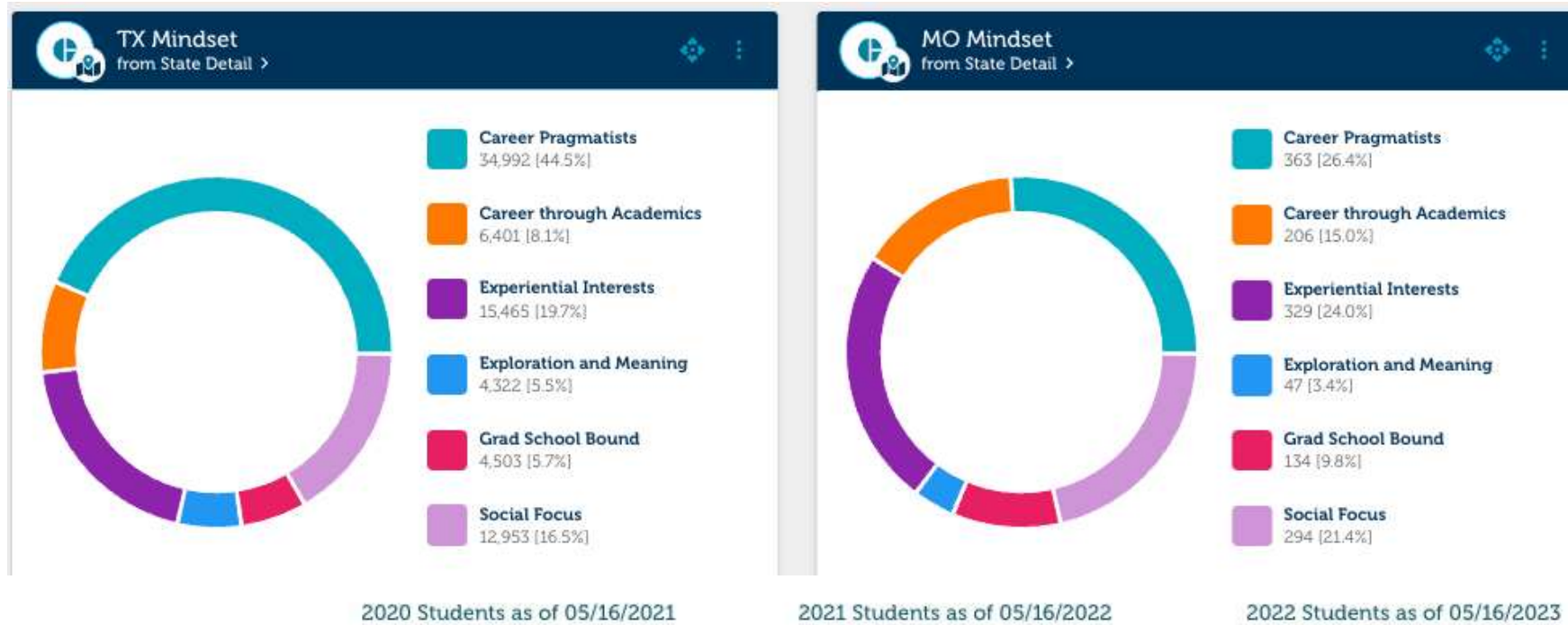
# Better Understand Your Market

A STRATEGIC MARKET ANALYSIS IN THREE STEPS



# Understand Location & Mindset

MINDSET COMPARISON FOR TEXAS (HOME STATE) AND MISSOURI (NEW MARKET)



Name	State	Code	Inquiries	Applicants	Conversion	Inquiries	Applicants	Conversion	Inquiries	Applicants	Conversion
Texas	TX	TX	76,013	23,223	30.55%	75,793	25,116	33.14% (▲2.59)	75,196	27,303	36.31% (▲3.17)
Missouri	MO	MO	1,297	390	30.07%	1,663	421	25.32% (▼4.75)	2,075	441	21.25% (▼4.06)

# Refine Searches with Smart+® Predictive Model

TARGET STUDENTS THAT ARE MOST LIKELY TO ENROLL



Proprietary Machine Learning



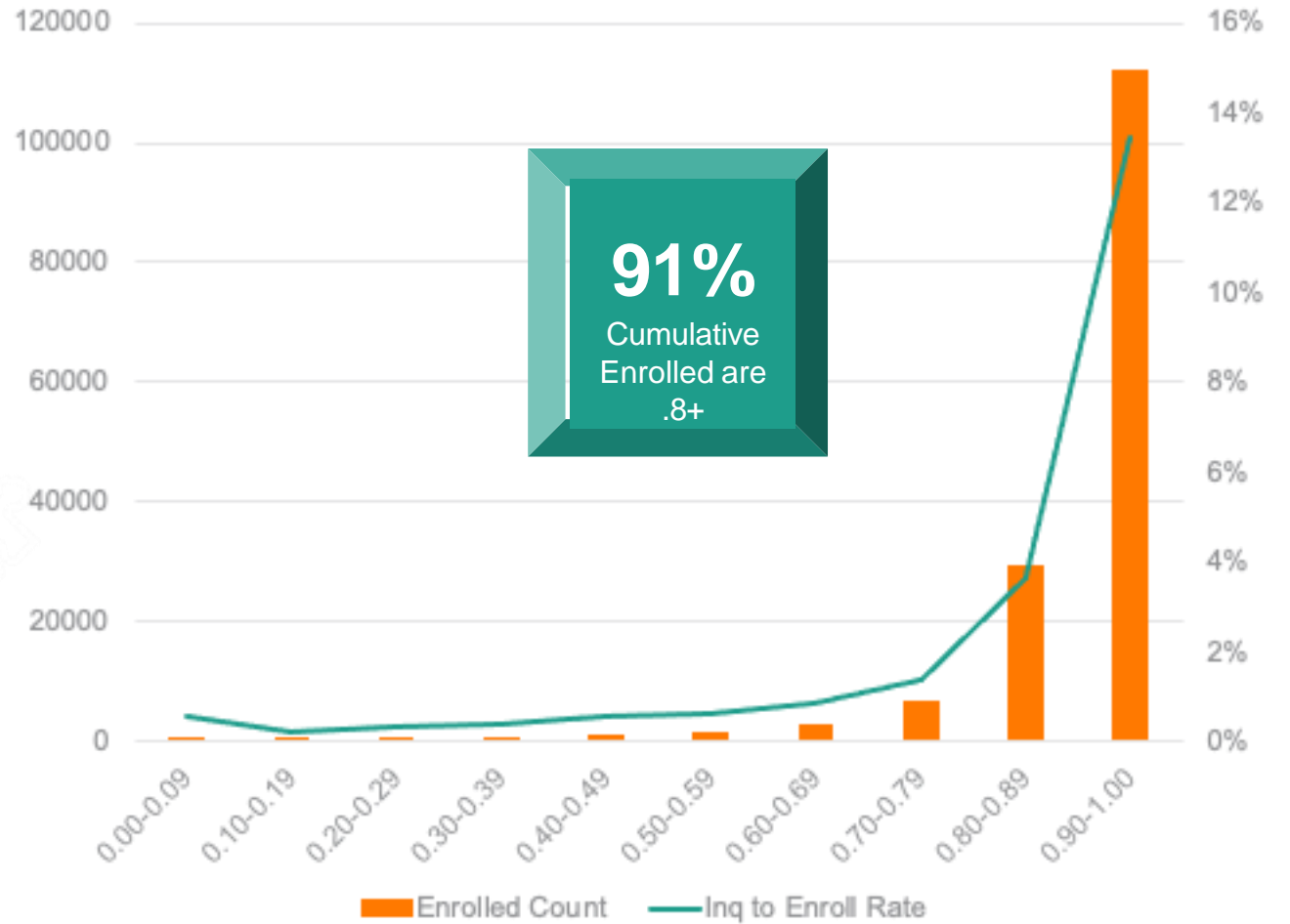
Most Inclusive & Diverse Dataset Nationwide



Improve Velocity in Your Funnel



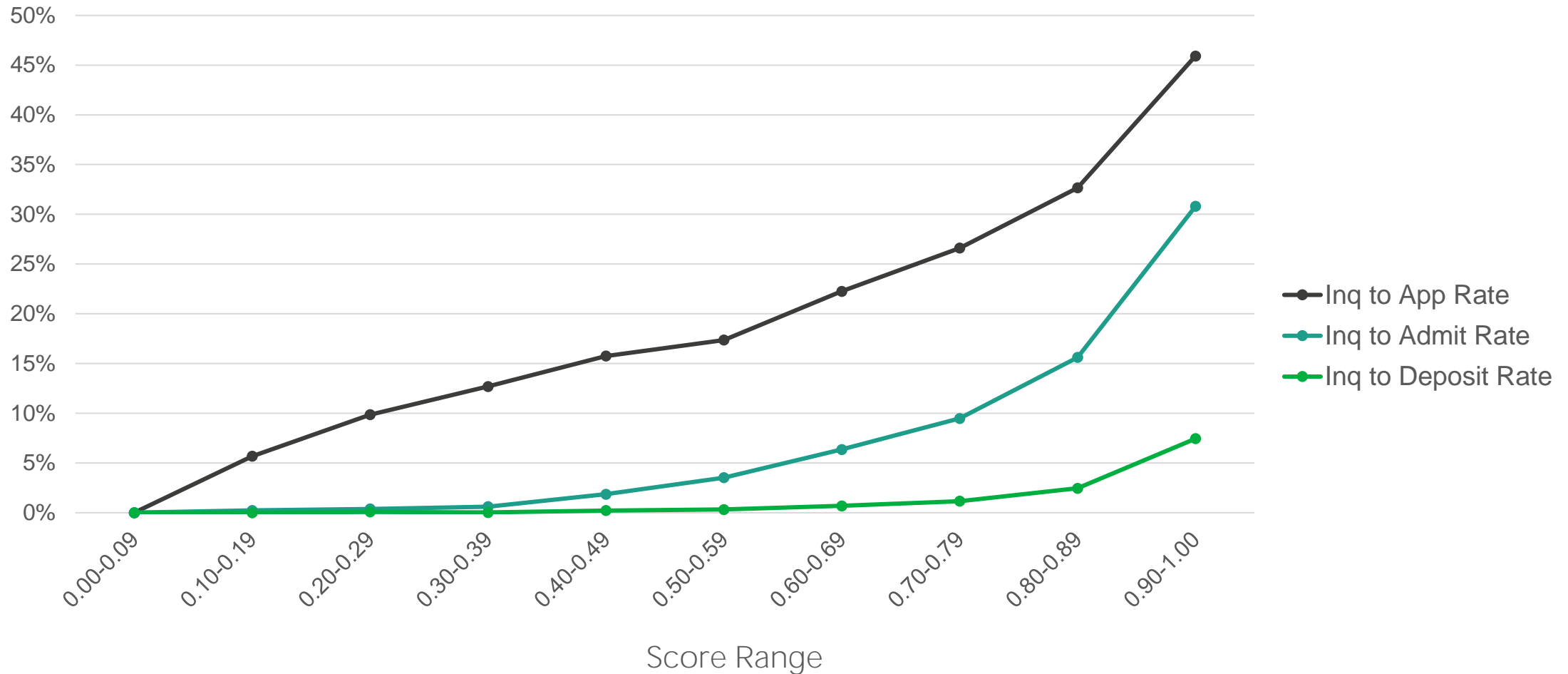
10,000+ Data Points



N= 256 Colleges & Universities

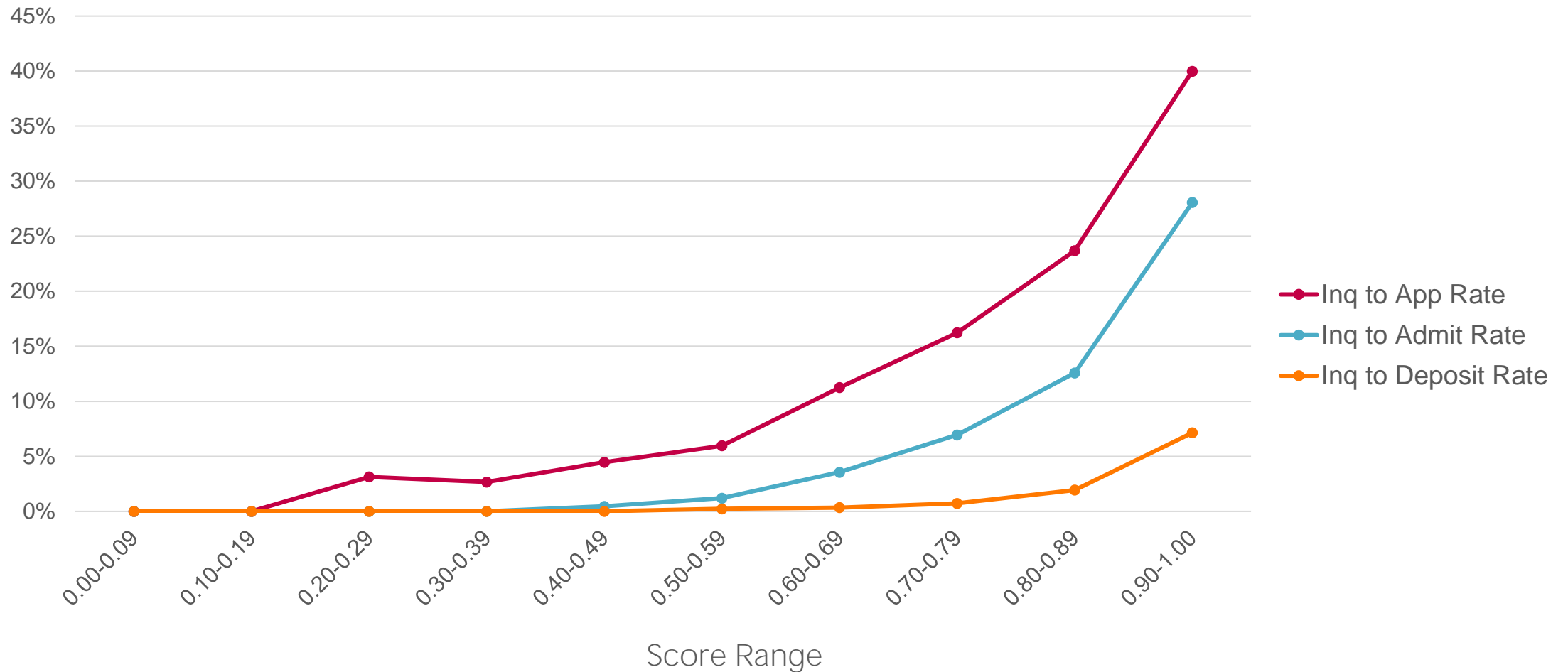
# Case Study Results

CLASS OF 2023



# Case Study Results

CLASS OF 2023 – STUDENT ACQUIRED PRIOR TO SENIOR YEAR





# Engagement Strategy: Targeted Ads on Top Platforms

DRIVES YOUNGER STUDENTS TO YOUR WEBSITE AND DEVELOPS BRAND AWARENESS



*Drives prospective students to a landing page to view a short video (with a learn more or visit CTA).*



*Use urgency messaging with a date to remind students to act.*

# Engagement Strategy: Digital Campaigns That Drives Action

OMNICHANNEL CUSTOM AUDIENCE CAMPAIGNS REACH STUDENTS ON TOP PLATFORMS

## What is a Custom Audience Campaign?

Further engages a select group of prospective students who have shown interest.



Segmented messaging that uses the Eduventures Student Mindsets delivers a

***CTR & Engagement nearly 4x that of non-segmented campaigns.***

# Engagement Strategy: Speak Directly to Parents

PARENTS WANT TO HEAR FROM YOU: REASSURE THEM WITH MESSAGING THAT RESONATES FOR THEIR CHILD



*Let parents know what's next for their high school student.*



*Remind parents that their child needs to act (can do this throughout the funnel).*

# Engagement Strategy: Residential Targeting

ENGAGING THE ENTIRE FAMILY ON THEIR MOST-USED DEVICES

## What is Residential Targeting?

Reach students and their families at home on their most-used devices.

## Benefit: Proven Success

Involves students and their families at home and on-the-go.

## Team Benefit: Includes Parents/Guardians

Studies show parents want to hear from colleges.



*Our clients have seen **5x more engagement** with this family outreach strategy.*

**97% of parents/guardians are open to communication** directly from colleges\*

# A Multi-Year Approach Successfully Flips the Funnel



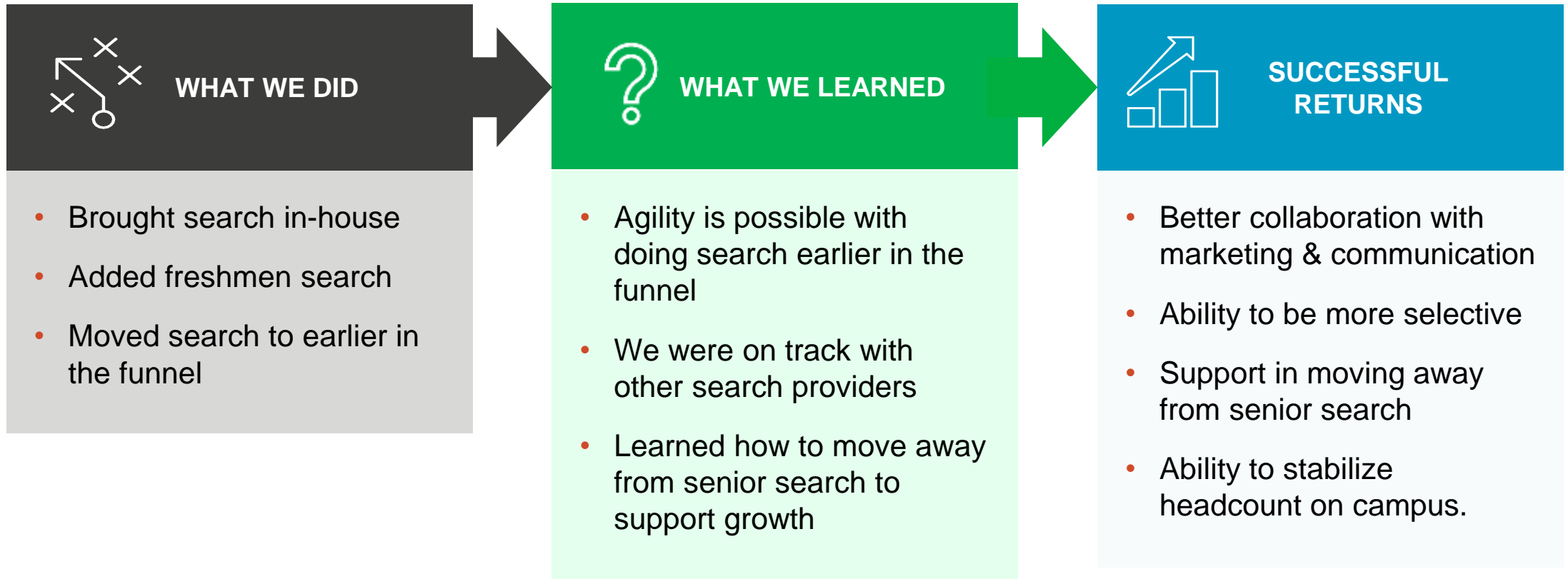
# Strategy Implementation

YEAR 1



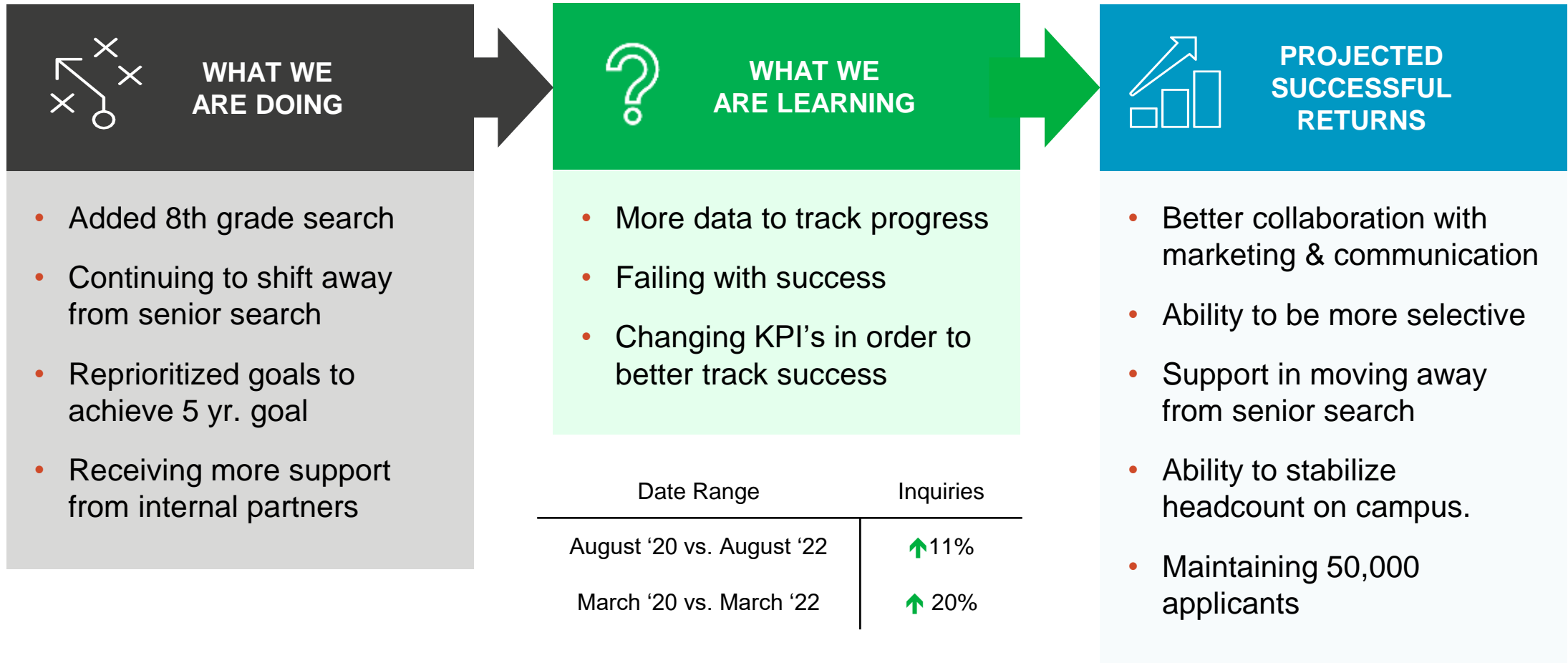
# Strategy Implementation

YEAR 2



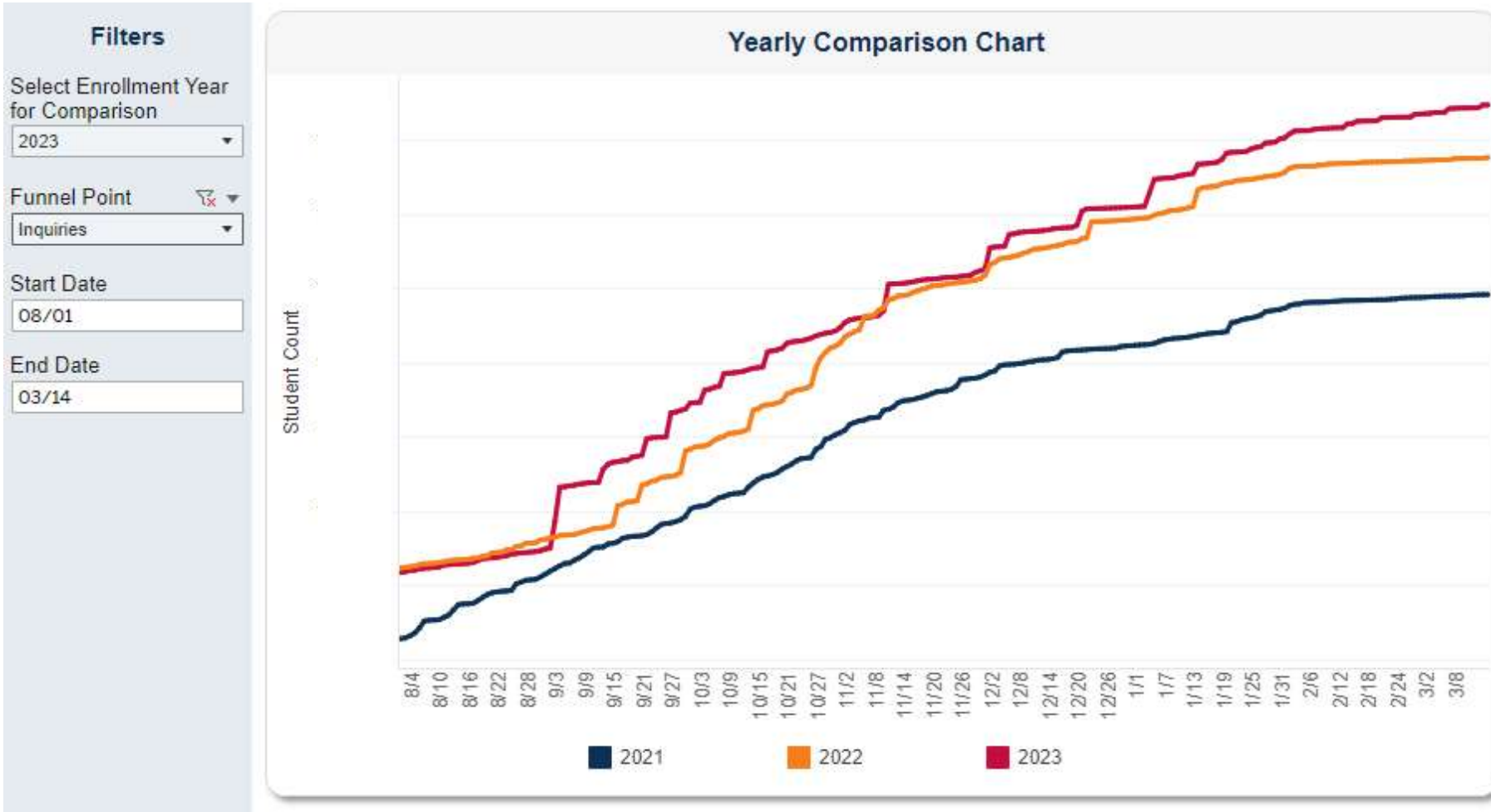
# Strategy Implementation

YEAR 3

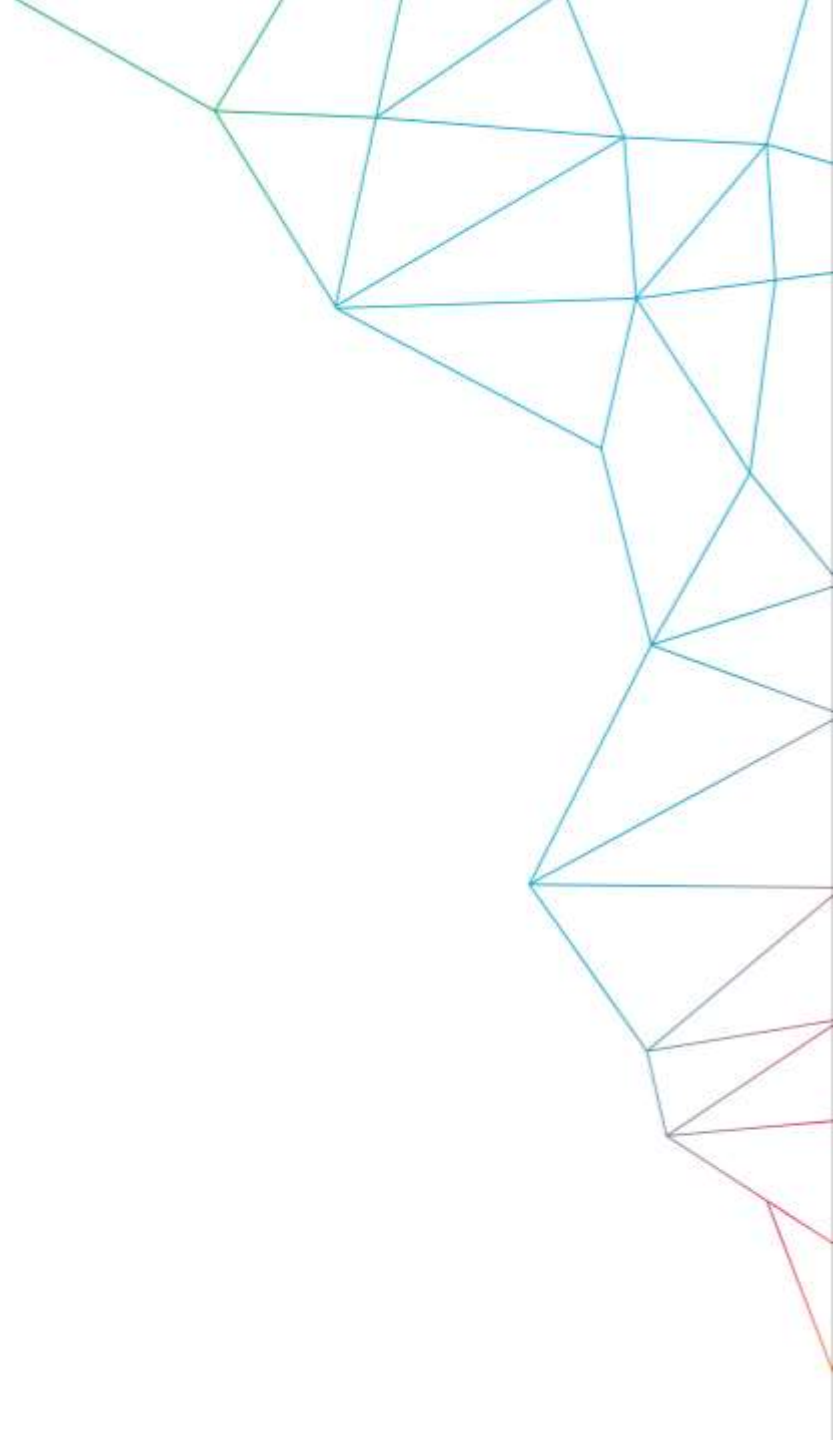




# Annual Growth of Key Population



# Key Takeaways



# Flipping Your Funnel is Possible

ENGAGING YOUNGER STUDENTS—AND THEIR FAMILIES—CAN CREATE SUSTAINED GROWTH YOY



Start early by marketing to sophomores & parents to build brand awareness.



Invest in digital marketing for sophomores & parents—they are looking to engage with you.



Create a sustainable strategy that works for your institution.



Collaboration with internal support teams.

# Additional Resources



# Family Engagement Part I: Engaging the Entire Family to Optimize Yield

**Thursday, November 16, 2023 at 2pm ET/1pm CT**

Learn about the role of parents/guardians in today's college searches, as well as practical implications for developing and executing an effective enrollment strategy to yield the whole family.

[Register](#)

## PRESENTERS



Kim Reid  
Eduventures Principal  
Analyst



Jason Stevens  
Vice President, Digital  
Strategy

# Maximizing Your ROI on Search Part II: Bringing Search In-House

**Thursday, November 30, 2023 at 2pm ET/1pm CT**

See how Marquette University and Encoura partnered to successfully move students through the inquiry and applicant processes, and how your institution can also be empowered to embrace search in-house.

[Register](#)

## PRESENTERS



Bridget Kurkowski  
Vice President of Enrollment  
Services at Encoura



Katie Hennicke  
Associate Dean of  
Enrollment at Marquette  
University



Ashleigh Zarling  
Director of Operations &  
Systems Analyst at Marquette  
University

# Encoura Digital Solutions Winter Packages

Our winter packages were developed to reach students and their parents/guardians on their favorite devices while they're at home and on the go this season.

**Act now—these packages are only available for purchase until January 5, 2024!**

[Learn More](#)

## Application Generation: Jump Start

Encoura will match your list of prospective students to their respective Snapchat accounts and devices. Includes residential targeting to reach the whole family

## Application Generation: Build and Nurture

Reach your custom list of prospective students, plus find new prospective students with similar characteristics. Invite students to visit or apply.

## Inquiry Generation: Geofencing

Connect to students on high school campuses with Mobile Display or Instagram and Snapchat video ads.

## Brand Builder: Family Focus

Reach the entire family with your brand's value propositions through residential targeting.



# Contact

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