

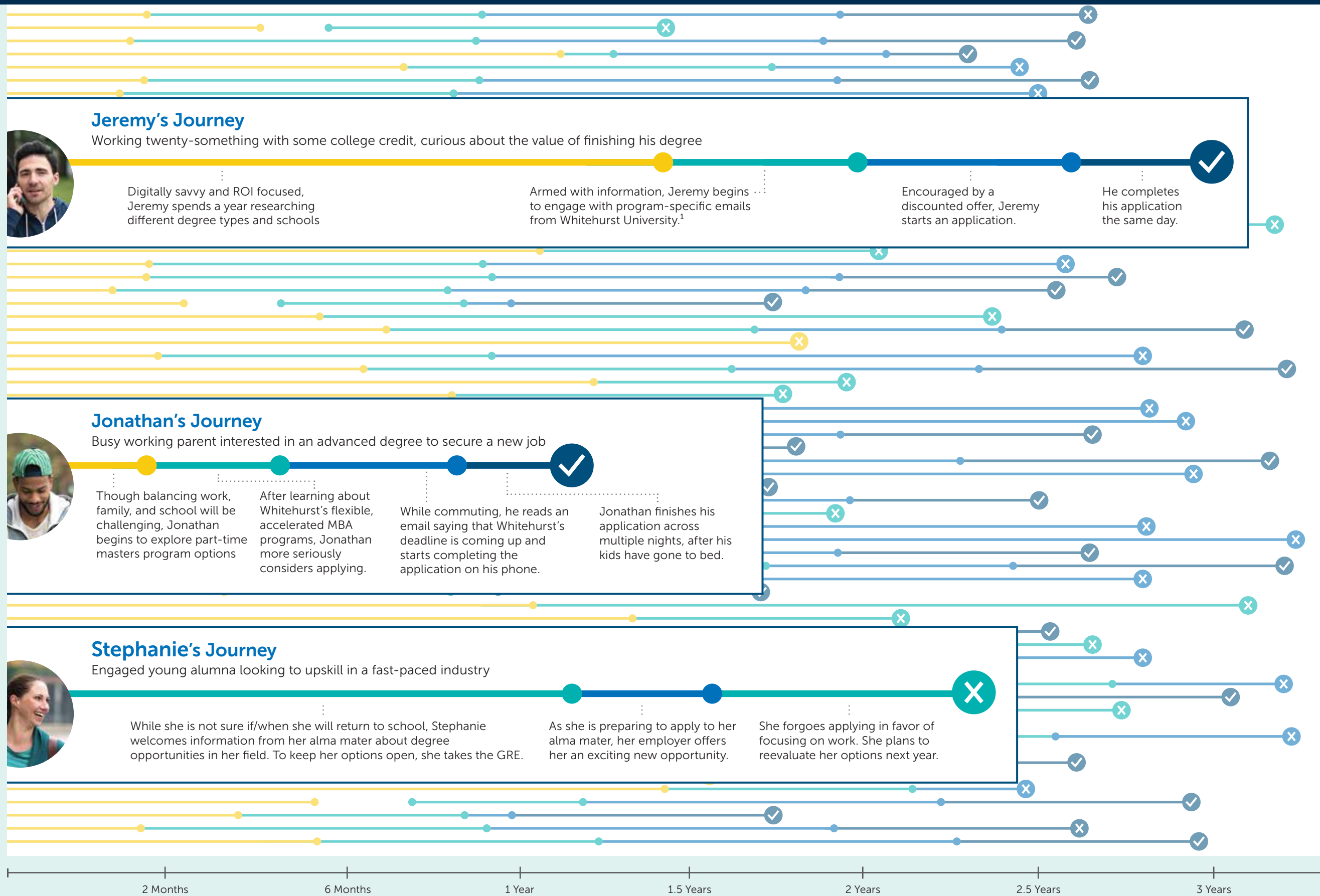
THE COMPLEX Adult Learner JOURNEY TO ENROLLMENT

Every student's path is different—are you prepared to respond?

Finding and enrolling right-fit students for your graduate and online programs is challenging in part because every adult learner has unique motivations, expectations, and timelines. Some prospective students research their options for three years and still choose employment over enrollment, while others will move from research to application in three months. To recruit adult learners, schools need to be hyperresponsive to engagement cues and signals, which requires advanced analytics and the ability to personalize communication at scale.

KEY: UNDERSTANDING THE STAGES OF THE STUDENT JOURNEY

- Awareness
- Consideration
- Decision to Apply
- Application Completion
- ⊗ Did not enroll
- ✔ Enrolled



Data-Driven Marketing for Each Adult Student Journey

Marketing to Jeremy

- Leveraging consumer data, Whitehurst targets Jeremy with **display ads** on their degree completion options
- Across the year, Jeremy receives additional **targeted ads** highlighting the benefits of degree completion.
- While on LinkedIn, Jeremy **downloads a white paper** from Whitehurst, "Five Reasons You Need to Earn Your Bachelor's Degree."
- Engages with a **micro-survey email**, revealing motivations and concerns and about completing his degree
- Received **customized communications** based on survey response, focused on the ROI of a Whitehurst education
- Completes application after receiving a **personalized offer** for a discounted application fee

Marketing to Jonathan

- Whitehurst uses **analytics to target** Jonathan with part-time MBA programs geared towards working parents.
- Jonathan engages with Whitehurst's **micro-survey email**, sharing concerns about balancing family and work.
- Receives a **nurturing email series** featuring flexible options and data on time to degree
- In response to incomplete application, receives **text messages** nudging him to complete by deadline

Marketing to Stephanie

- Stephanie receives emails promoting relevant programs as part of a **young-alumni targeting strategy**.
- After registering for the GRE, she receives **personalized ads**, which she shares and likes.
- Prior to the test, she receives a **well-timed email** from her alma mater wishing her good luck
- Opens a **deadline reminder email**. Replies that she has decided to apply in a future term.
- Stephanie is placed in the **graduate newsletter stream**, respecting her intent, but keeping her informed

1. Whitehurst is a fictional university.