

CASE STUDY

Enhancing Enrollment Through Digital Recruitment Marketing and Year-Round Search Campaigns

Public Research University in the South with 14,500 Undergraduate Students

Challenge: This large university, located in a highly populated city, had been facing stagnant application and enrollment growth for years.

Solution: By 2017, the university had decided to reach out to EAB for support. EAB implemented Year-Round Search and Application Marketing campaigns. EAB's Search campaigns focused on building a larger applicant pool to generate high-quality inquiries, while the Application Marketing campaign revamped the university's creative and messaging in order to build stronger student relationships.

In early 2020, the global pandemic hit, and deposits began to slow dramatically during the months of March and April. EAB helped the university pivot and develop a virtual campus landing page and display ad campaign to communicate with students and families during the uncertain time.

Impact: Despite the effects of COVID-19, the university experienced significant enrollment funnel growth that can be attributed to the strong affinity of the Sophomore and Junior Search inquiries, who demonstrated strong yield rates and increased academic preparedness.

Impact Highlights

Entering Classes 2019–2020

20%

Increase in submitted applications

14%

Increase in admits

+65

Increase in deposits

Digital Recruitment Marketing Campaign Drives Strong Engagement During COVID-19

3,000+

Reactions to posts

12,900+

Unique clicks driven by display

3,900,000+

Viewable impressions

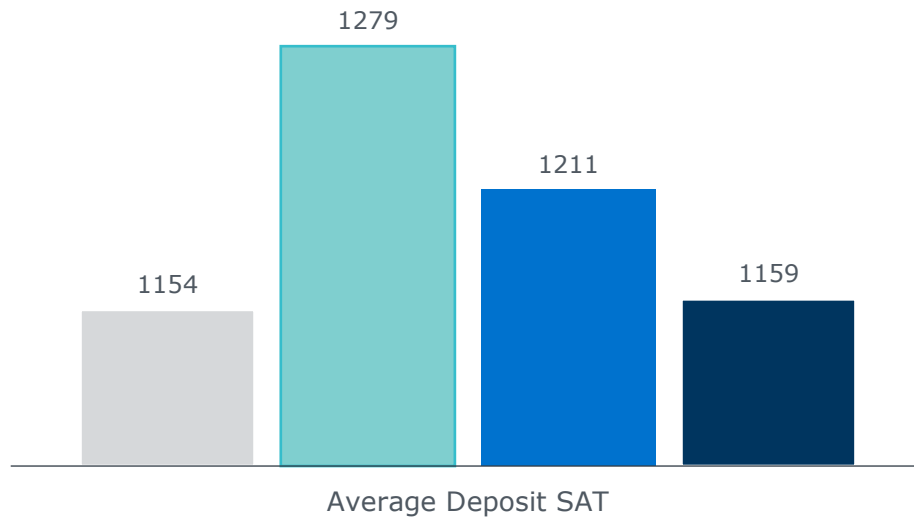


Sophomore Students Are Top Enrollment Influencers in Entering Class 2020

Average SAT Score by Search Grade Level

Entering Class 2020

■ Non-Search ■ Sophomore Search ■ Junior Search ■ Senior Search



Sophomore and Junior Search Inquiries Contributed Highly to a Successful 2020

Fall Freshman Enrollment Funnel by Search Grade Level

Entering Classes 2018–2020

■ Non-Search ■ Sophomore Search ■ Junior Search ■ Senior Search

