

CASE STUDY

Strategies One Online Graduate School Used to Grow Spring Enrollment by 11%

Almond State University¹, a Large, Public University in the Midwest





- **About:**** Almond State University is a large, public university in the Midwest with an online graduate enrollment of about 4,000 students.
- **Opportunity:**** Almond State saw a bump in online enrollment during the COVID-19 pandemic, but realized they needed a long-term strategy to sustain that growth. With limited staff and resources, they saw an opportunity to expand their reach by investing in an enhanced promotion and recruitment strategy.
- **Solution:**** To help Almond State achieve their online growth goals, EAB introduced new audience sources to expand top of funnel and build sustainable future pipelines, and deployed intent-based marketing campaigns to cultivate known audiences and drive urgency around application activity.
- **Impact:**** In two years of partnership with EAB, Almond State increased their online graduate enrollment by 11% for the spring semester. EAB campaigns influenced 34% of applications and admits and 33% enrollments in spring 2024.

Impact Highlights
Spring 2022-2024

+11%
Increase in Spring enrollment

9:1
Return on investment

EAB’s Enhanced Strategies Supported Growth Throughout the Funnel

Previous Strategy	New Strategy with EAB
<p>Audience Generation</p>  <p>Almond State had a decentralized approach to recruitment that focused mainly on known sources, like their inquiry pool and recent alumni.</p>	<p>Audience Generation</p>  <p>EAB enhanced Almond State’s lead strategy by expanding upon previous sources and adding new sources like GRE and GMAT test-takers, Appily Advance, digital marketing, and EAB’s consumer database.</p>
<p>Marketing Campaigns</p>  <p>Almond State relied on a traditional, automated drip campaign with scheduled outreach and standard messaging that lacked customization.</p>	<p>Marketing Campaigns</p>  <p>EAB’s team designed and launched multi-channel marketing campaigns with messaging tailored to each candidate’s interests and concerns. EAB also introduced a strategic deadline schedule to drive urgency to apply.</p>

