

# Marketing and Enrollment Solutions

An Overview of EAB's Graduate, Online, and Adult Recruitment Services



EAB

# Service Overview

Right programs. Right audiences. Right now.



Lead Generation



Creative Asset Design



Digital Campaigns



Responsive Recruitment Campaigns



Persona Development



Enrollment Strategy



Financial and Yield Optimization



Custom Market Research



CRM Integration



Website Design and Content Strategy



AI Personalization



Strategic Enrollment Management Consulting

## Helping Graduate, Online, and **Adult-Serving Programs Succeed**



**200+**  
partners



**6:1**  
average ROI across  
multiyear partnership



**40+**  
marketing and analytics  
professionals on staff



**100+**  
researchers dedicated  
to higher ed strategy





A photograph of two young adults sitting on wide stone steps outdoors. On the left, a person wearing a brown beanie, a plaid shirt over a white hoodie, and dark jeans is looking at a laptop. On the right, a person with long dark hair, wearing a light blue fuzzy jacket and light blue jeans, is looking at a tablet. A black bag is on the step to the left. The background is a bright, sunny outdoor setting with a blue sky. The image is framed by a dark blue triangle on the left and a teal triangle at the bottom.

# Lead Generation

and Audience-Building Services

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Expand and diversify your prospective student audiences using a combination of **proprietary services and other lead gen sources**



## Find More Graduate and Adult Learners with Appily Advance

Cost-effective, high-intent leads for graduate and adult-serving programs



Acquire right-fit students



Convert general interest into marketable leads



Integrate directly with **EAB's student success CRM**



Receive rich leads for inclusion in your marketing

## Navigate360

Higher ed's leading student success CRM, which supports enrolled students across their college journey—and drives traffic to Appily Advance for engagement and lead capture

**10M+**  
students served

**850+**  
college and  
university partners



**Explore programs currently served**

## Use Consumer Analytics

to Expand Your Prospect Pool

EAB's data scientists match your historical student records to records in a national consumer database with up to 200 variables per person, including information about personality type, hobbies, and lifestyle. This data is analyzed using machine learning to identify a new audience of right-fit prospects for each partner.

Historical Students



National Consumer Database



## Your Unique Audience Insights Reveal Trends and Create New Audiences for Your Funnel

**1** ✨

Machine Learning Finds Prospective Students

**2** 📈

Deep Dive on Analytic Insights

**3** 📋

Generate a Custom List Using Data Science



## Leave No Lead Source Untapped

Our team orchestrates highly visual and responsive campaigns **across an array of sources.**



EAB is indispensable as far as I am concerned. Their advice and perspective, their knowledge of the market has led us to do things and, just as importantly, to not do things we might have done. EAB Adult Learner Recruitment is **another branch of our enrollment office.**

**Associate Dean for Enrollment Management**  
Hofstra University



Meet Today's Digital Expectations with  
**Striking Creative Assets**

Taking website design and content strategy to the next level with an enrollment-focused approach to on-site optimization

With **1B+ student interactions** leveraged across EAB platforms, we know what students want.



**Hyper-Personalization with AI**



See how EAB is leveraging AI to personalize and **improve the student experience** and **drive better enrollment outcomes**

Grow Your Organic Leads Through  
**Search Engine-Optimized Content**



SEO Audit and Management

Integrated Lead Capture



Content Strategy and Design

User Experience and Informational Architecture







## Use Responsive Nurture Campaigns to **Convert Leads**

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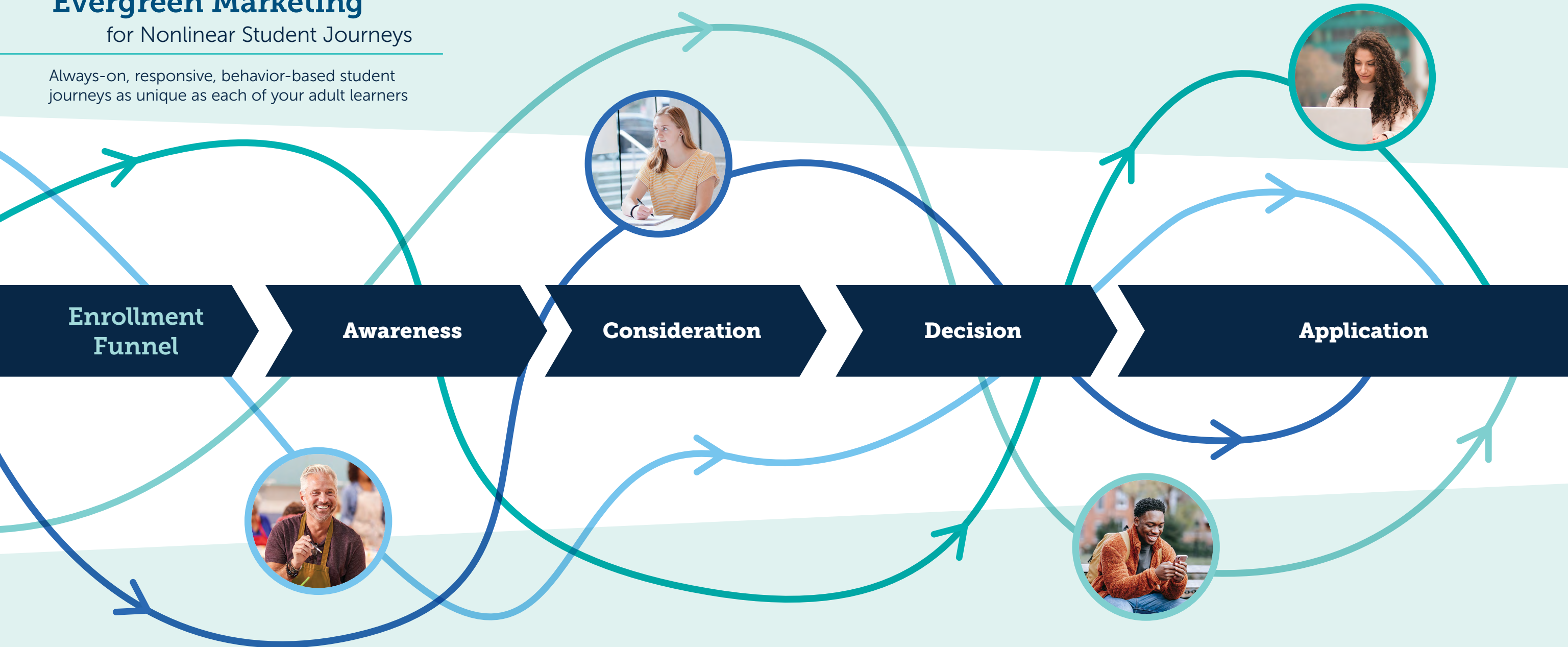
Nurture Students to Application with  
**Custom, Data-Based Campaigns**



# Evergreen Marketing

for Nonlinear Student Journeys

Always-on, responsive, behavior-based student journeys as unique as each of your adult learners



Campaigns Nurture Near- and Future-Term Prospects | 25+ months duration



# Take Advantage of Integrated Solutions

to Outperform the Market



Paid Search and  
Social Strategy



Campaign  
Strategy



Organic  
Strategy

## Orchestration Across Channels



EAB's Adult Learner Recruitment represents **the leading edge of obtaining results** in a very important part of the market that is becoming increasingly competitive.

VP for Student Success  
Middle Tennessee State University





# Maximize Enrollment Potential Through **Smart Yield Strategies**

Drive your bottom of funnel with deliberate services to **optimize aid pricing and yield intelligence solutions**



# Leverage Financial Aid

as a Strategic Enrollment Lever

100+

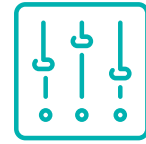
combined years  
of on-campus  
financial optimization  
experience



Policy  
Strategy



Live Aid  
Modeling



Award Activity  
Monitoring



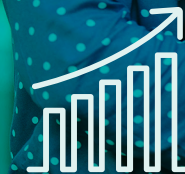
EAB is the **premier enrollment services provider** from soup to nuts on the funnel. There is no way we could scale this deliverability and the analysis, sophistication, and intelligence that goes into Financial Aid Optimization, the best there is! We did a complete analysis at Knox for our very large goals.

Vice President for Enrollment  
Knox College

# Uncover Student Enrollment Intentions



Solicit Applicants'  
Feedback



Predict Who  
Will Enroll



Improve Admissions  
Feedback



Boost Competitive  
Intelligence





Empower Your Team with

## Full Data and Performance Visibility

Our **Insights Dashboard** provides transparent access to campaign data, including:



Top-of-funnel reporting



Future planning views



Full-funnel analytics



Consultant access

## Total Integration with Your CRM

1

EAB **collects data** each time a student interacts with our campaigns or platforms

2

EAB compiles **70–80 fields of student data** in a user-friendly, comprehensive format

3

EAB sends **prospect information to your CRM daily** to enable personalized outreach through a two-way data highway





# Improve Your Strategy

and Prepare for Your Future

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Stay ahead of the **graduate and adult market** through consistent innovation, new research and insights, and a rigorous learning agenda.



# Research and Customized Guidance

on Core Areas of Grad and Adult Enrollment Strategy



**Strategic Enrollment Management Consulting**



Pricing



Employer partnerships



**Program insights**

## Strategic Enrollment Management Consulting

EAB's strategic enrollment management consulting services help institutions optimize student recruitment, retention, and success.

Our data-driven strategies aim to enhance marketing, admissions, and financial aid processes to align enrollment goals with institutional priorities.

## EAB's Market Insights Services



From program benchmarking to market opportunity scans, our growing list of program services helps institutions strengthen their program and portfolio growth strategy.

Pilots and Tests from Our

# Marketing Innovation Lab

Exploring the Potential of **Generative AI and More**



**Hyper-Personalized Outreach**

Data-driven segmentation



**Conversational Analytics**

Next-generation data-mining



**Guided Experiences**

User-designed virtual "tours"



**Virtual Counselor**

Enhanced chatbot personalization





# Meet the Adult Learner Recruitment Team

Our graduate and adult learner recruitment experts become an extension of your team and expand the capacity of what you can accomplish. With your **Strategic Leader** and **Account Manager** as your main points of contact, our multidisciplinary team is focused on your path to success.



- Creative Strategist
- SEO Strategist
- Business Analyst
- Strategic Analyst
- Data Science Analyst
- Project Management
- Technology Engineering
- **Strategic Leader**
- **Account Manager**
- User Experience
- Art, Copy, and Web Creative
- Digital Marketing Specialist
- Paid Search Strategist
- Research & Market Insights
- Content Specialist
- Enrollment Management Consultant



## HEAR FROM OUR PARTNERS



**Key word there is partner.** EAB helps me do so many projects well. We talk to someone at EAB almost every day.

**Vice President for Strategic Enrollment**  
Washburn University





I've been a sitting Vice President for more than 20 years. Every year that I've been a sitting Vice President, I've been partnered with EAB. **I don't think I could do this work without this partnership.**

Senior Vice President for  
Enrollment Management and Student Services  
Notre Dame of Maryland University

EAB can take a small school like us and **give us big school tools**, especially with the ALR team working with us!

Director of Enrollment Services  
University of St. Francis



READ MORE  
**partner stories**





# Let's drive your graduate and adult learner enrollment goals together

Learn more at [eab.com/alr](https://eab.com/alr) or email [eabalrcommunications@eab.com](mailto:eabalrcommunications@eab.com)

