Leading in the Age of Digital Communications
2023 PRESIDENTS INSTITUTE
Designing the Future

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The Adult Prospect Pipeline

Leading in the Age of Digital Communications
CIC Presidents Institute

Andy Carlson, VP, State Strategy
January 6, 2023
Digital media metrics – Choose a strategy

**Status Quo**
Ask digital platforms who you should advertise to (place ads in front of people with certain specified characteristics)
- Interest categories
- Demographics
- Past behavior models (maintain inequities)

Traditional Goals/Metrics
- Impressions
- Broad Reach
- $$ spent on feel good metrics

**Intentional and Strategic Engagement**
Tell digital platforms who you want to advertise to (strategically place ads in front of specific, curated individuals)
- Person-level data
- Democratization of targeting (everyone has a chance)
- Future intent models (address inequities)

Advanced Goals/Metrics
- Engagement
- Targeted Reach/Frequency
- $$ spent on conversion metrics
How the strategies play out in the real world

**Status Quo**

Advertises to the full population - spending time and money getting “broad reach” hoping to find the 25% of people who are interested in the message.

Each person is served the ad at a **frequency** of 2-3 times. Leads to 3 million **impressions**, 1% **engagement/click rate** (industry standard) leads to 10,000 clicks on the ad.

- **Status Quo wins**
  - Broad reach
  - Impressions
  - Dollars spent $$$

**Intentional and Strategic approach**

Advertises to 250,000 people who have the highest probability of intent.

Each person is served the ad at a **frequency** of ~10 times. Leads to 2.5 million **impressions**, 6% **engagement/click rate** (average with new approach) leads to 15,000 clicks on the ad.

- **The new approach wins**
  - Efficiency
  - Frequency
  - Engagement/click rate
  - Lead generation
  - Dollars spent $$$

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*Example*

An area with 1,000,000 adults aged 18-59 and a set digital marketing budget.
Just one piece of the puzzle

Tracking digital marketing metrics and being strategic is one piece of a complicated puzzle to enroll and support today’s student.

- Messaging and creative content that aligns to the perspective and lived experience of the potential adult student
- Long-running, consistent campaigns that stay in field for multiple months
- Focused delivery of ads to those who are most likely to have interest in postsecondary education opportunities
- Use of platforms with higher ROI for ad delivery
- Long-term consistent campaigns that increase ad frequency over time and acknowledge the busy lives of potential non-traditional adult learners
- Easy to navigate landing pages that streamline how a lead first engages with a postsecondary institution
- Timely follow-up and connection with each lead
Digital Ad Example
Merced College Video Carousel Screenshots

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Thank you