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# **Strategic Symbiosis:**

## **Maximizing enrolment growth through organic and paid channels**

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# Agenda

1. Paid Digital Strategies
2. Organic Digital Strategies
3. Working Together
4. Synergistic Success
5. Key Takeaways

# Online enrollment remains the strongest area within American higher education.



92% of students conducted a web search as the first or second step in their search process.



74% of students clicked on a digital ad during their search.



76% of students watch videos for information.



61% of students use the institution's program pages and website to make their enrollment decision.

# **Paid Digital Strategies**

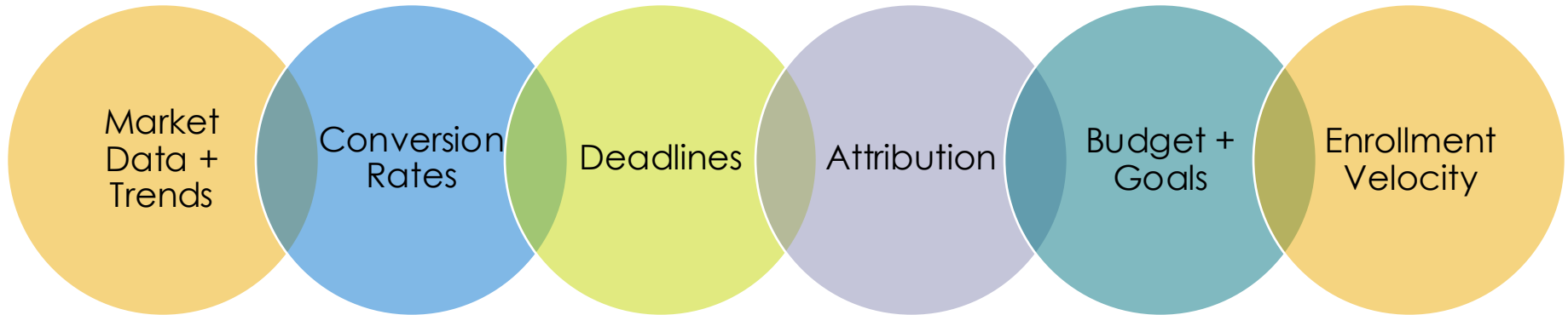




**How do you measure  
the success of your  
paid digital efforts?**

# Understanding the Digital Space

Working backwards to develop an enrollment-focused marketing strategy.



# Organic Digital Strategies



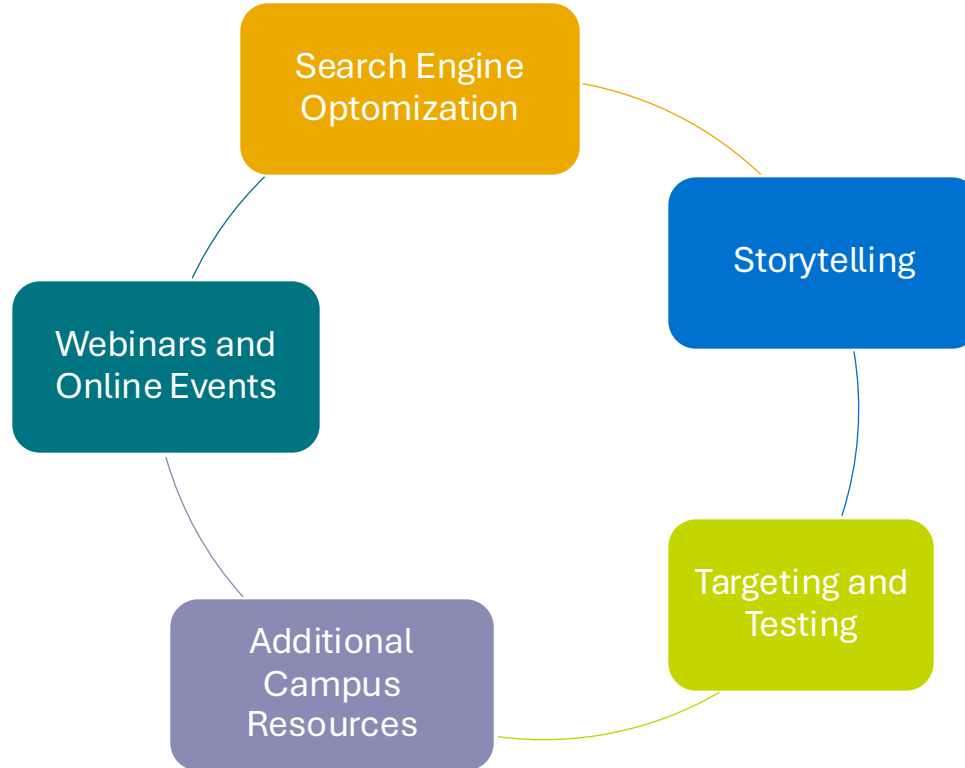


**What social media  
platforms does your  
campus use?**



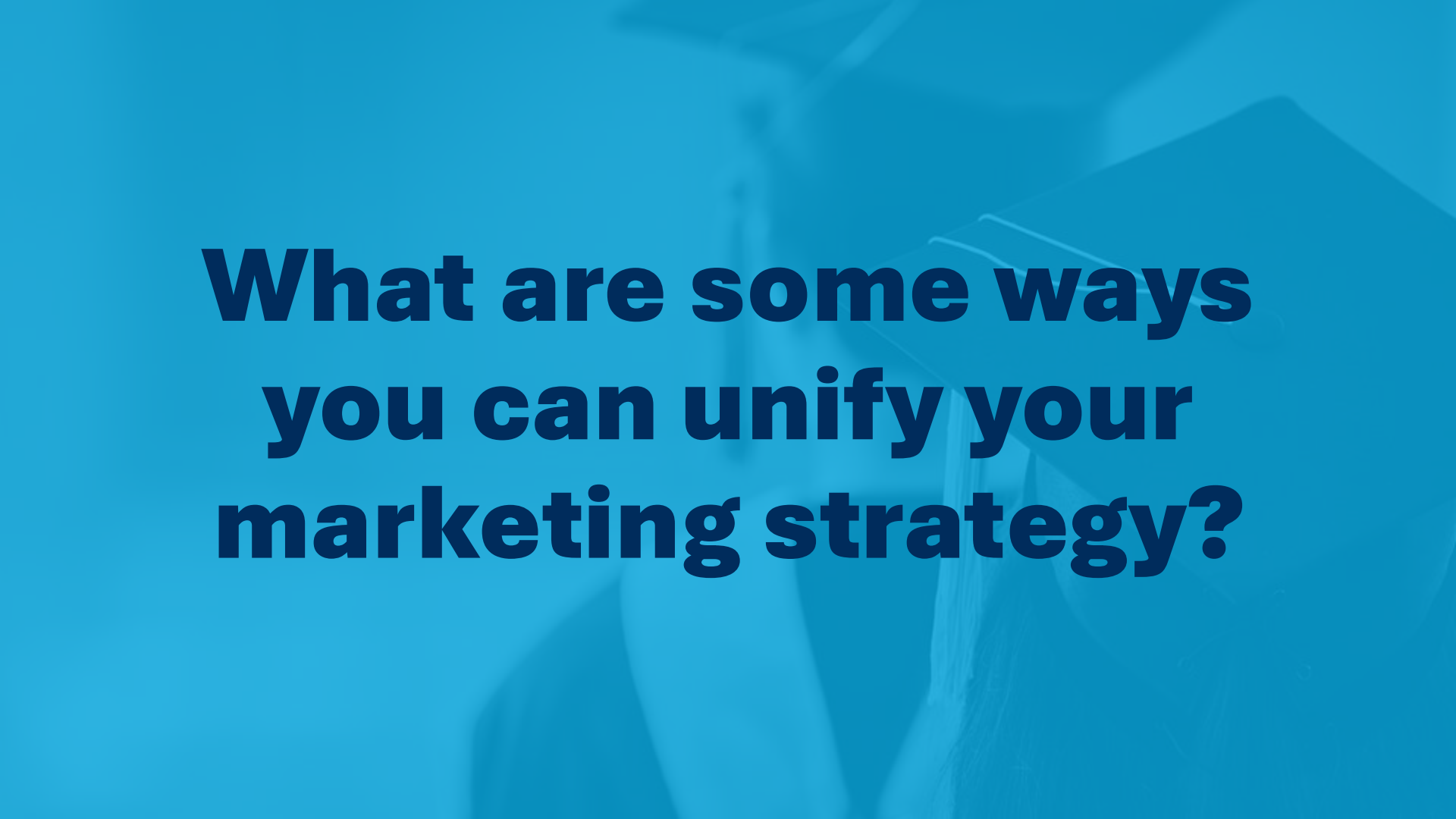
# Organic Strategies

Tactics to support your digital efforts.



# Working Together





**What are some ways  
you can unify your  
marketing strategy?**

# Leveraging Marketing Cohesion

## Creating symbiosis in your marketing strategy

- Amplifying Reach
  - Use paid media to extend the reach of your best performing organic content
- Building Brand Awareness
  - Quickly build awareness via targeted ads and strengthen trust by highlighting values
- SEO and SEM Integration
  - Use SEM to bid on keywords and phrases and SEO to improve organic page rankings
- Leverage Analytics
  - Ensure you combine performance data from paid with organic metrics to comprehensively review and evaluate your marketing effectiveness

# Synergistic Success



# Rice University

## Digital Boost of Organic Social Media

- Attracts attention to the events/initiatives and extends reach to a new audience
- Cost effective way to promote and grown brand awareness
- 1.08% CTR and over 11,600 impressions



# Agnes Scott College

## Combined DLG and Organic Efforts

- Paired Digital Lead Generation along with SEO work to optimize their EDU
- Full funnel reporting showed a positive correlation with growth in organic traffic
- 24% organic lead increase over 6-month period

# Brown University

## Online Webinars and Email Cadences

- Webinars:
  - Produce monthly webinars for campus based on program information, enrollment requirements, campus culture, and financial aid/scholarship information
  - These were effective for information sharing and relationship cultivation, also utilized for incentivization
  - Interactive and showcase expertise and value
- Email Cadences:
  - Effective in nurturing leads as they provide constant communication, can be personalized and are an efficient way to provide campus and educational content





# Webster University

## Search Engine Optimization

- Conducted an overhaul on all program pages to drive towards strong SEO results
- Positive growth in Page 1 Keyword performance: 58% increase over past 9 months
- Overall growth in total Keyword performance pages 1-10: 20.7% increase

# Key Takeaways



# Key Take Aways

## Understanding the balance of paid and organic marketing.



Include specific examples and call outs of organic strategies within your institutional marketing plan.



Utilize data and full funnel metrics to frame your efforts and determine success.



Explore ways to combine targeting, testing, and analytics to create a robust marketing approach that drives growth and brand loyalty.

# Thank you!



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