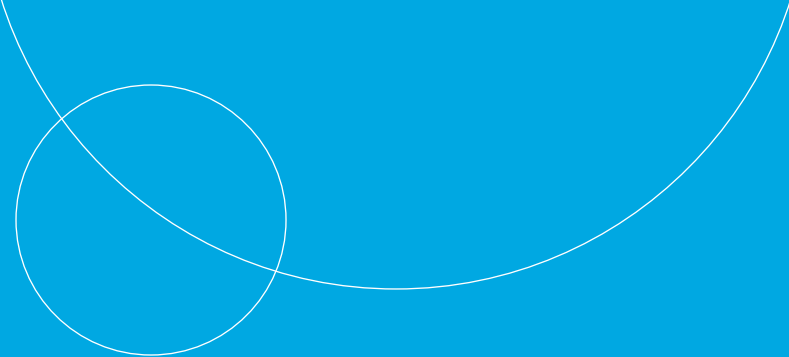




rni national conference
leading ai innovation
empowering higher education



Gauging Performance through Campaign-Focused EM Marketing

Cameron Jordan – Berry College, AVP Digital Marketing & Communications
Anabel Foucart – Berry College, Marketing Campaign & Analytics Manager

Introducing Berry College – Founded in 1902

Mount Berry, Georgia (one hour NW of Atlanta)

- Private comprehensive liberal arts institution
- 2,200 undergrad students + 3 grad programs
- 75+ areas of study
- Primarily residential
- Close-knit community with mentor support
- Extensive student work program – LifeWorks
 - 97% of students work a campus job while at Berry
- World's largest campus – 27,000 acres
 - 88 miles of hiking, biking and horseback riding trails



Let's Talk About Marketing Reporting and Analytics

1. Marketing in higher education – current situation
2. Why invest in marketing and marketing technologies?
3. What do we want to share or learn from reporting and analytics?
4. Berry's approach
 - Team | Systems | Considerations | Approach | Challenges | Results
5. Future considerations

Marketing in Higher Education

Where we are today

- More colleges and universities are investing in marketing — but still trail behind corporate
- 15 short years ago, marketing considered dirty word by higher ed administrators and faculty
- Until 2020, was historically dominated by for-profit providers
- Major shift post-COVID (2021)
 - Over 56% of Chief Marketing Officers were already serving at the executive level
 - Size of marketing teams averaged 9-24 employees
 - Colleges were annually spending between \$429 and \$623 per enrolled student on marketing
 - The AMA's Annual Higher Ed Symposium participation had grown by 500% over a 10-year period
 - **Marketing teams had begun to move toward corporate configurations and strategies**
- Today marketing is no longer referred to as the “M-word”

Why Invest in Marketing?

We can't afford not to

- Over 60 noteworthy colleges have closed or merged since 2020
- Number of high school grads peaks in 2025 — then drops 15%
- There is a growing anti-college narrative in the marketplace
- Purchasing names as a tactic is changing
- Consumers are demanding to see the value proposition
- Marketing tools and vendors are becoming increasingly savvy
- Building awareness and recognition outside of historical markets is becoming imperative
- You're seeing a maturation of marketing and brand management in higher education
- AI is poised to be a major disruptor

60+

noteworthy colleges
have closed or merged
since 2020 – certain
times at the rate of 1
per week.

The Hechinger Report, October 2021
The Chronicle of Higher Ed, February 2024
Best Colleges, June 2024



**Are you positioned to succeed
with marketing?**

Can you relate to any of these scenarios?



**Your marketing leader isn't part
of the president's cabinet**



**Your marketing team consists of
only 1-2 highly overworked
people**



**Your marketing spend is
consistently carved out of other
budgets**



**Your communications people
across the institution are siloed
and not collaborating**



**Your website is still viewed as
an IT-related resource and
managed as such**



**Your enrollment management
and marketing teams do not
collaborate**



**You don't have data-related
expertise readily available to the
marketing team**

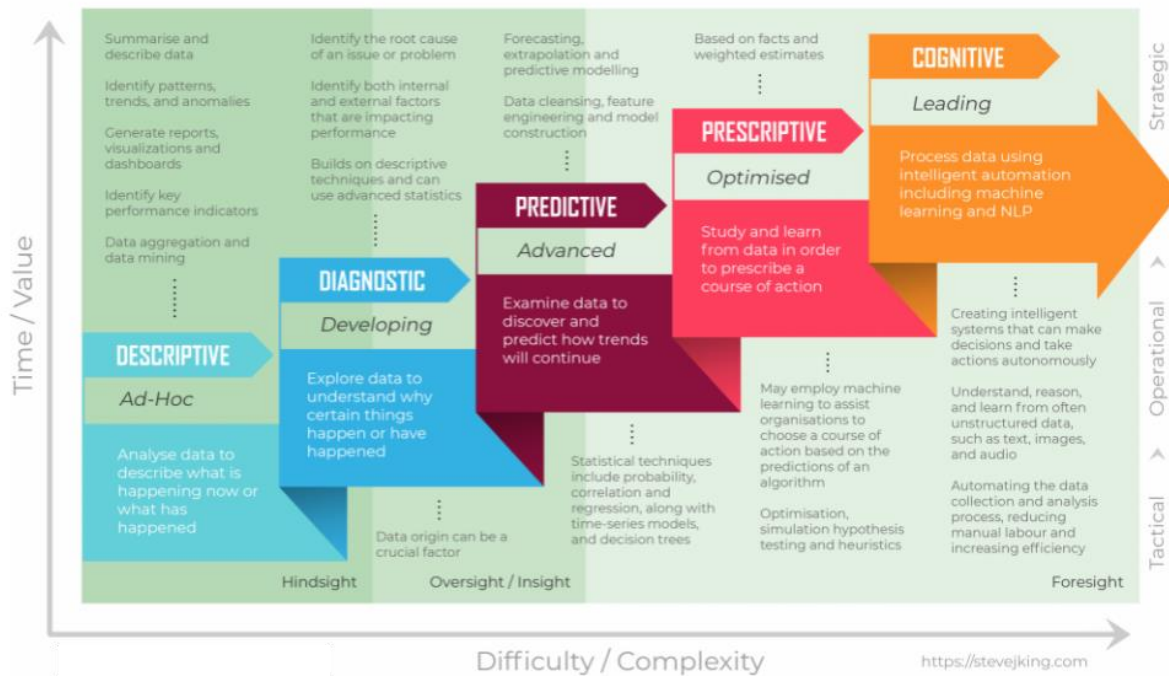


If so, you may need to address some foundational challenges before tackling reporting and analytics

Reporting vs. Analytics



Analytics Maturity Model



What do we want to share or learn?

From reporting and analytics

EFFORT	ENGAGEMENT	ACTION	ACHIEVEMENT	ATTRIBUTION
How do we share the amount of work being done?	Are audiences broadly interacting with our efforts?	Are individuals completing the actions intended?	Are goals being achieved and how do they compare?	Which marketing tactics are resulting in success?
Difficulty: Easy	Difficulty: Easy	Difficulty: Medium	Difficulty: Medium	Difficulty: Hard
Type: Reporting	Type: Reporting	Type: Reporting/Analytics	Type: Reporting/Analytics	Type: Analytics
Examples <ul style="list-style-type: none">• Impressions• Placements• Sends• Mailings• Audience Size	Examples <ul style="list-style-type: none">• Views/Sessions• Opens• Clicks• Swipes• Shares	Examples <ul style="list-style-type: none">• Form Submit• Info Share• Register/Apply• Pay	Examples <ul style="list-style-type: none">• Total Inquiries• Total Applications• Total Deposits	Examples <ul style="list-style-type: none">• Journey Maps• Attribution Reports• Decomposition Trees

Complexity & Data Needed



Berry College's Approach

Berry College Marketing Data & Analytics

Continuous improvement through data-informed decisions

- Marketing is an institutional priority with executive representation
- Close collaboration between Marketing, Enrollment Management and IT
- Investments in marketing staff and technology – Salesforce w/ Marketing Cloud
- Sound project-management methodology
- Annual planning using an agile approach to implementation
- Development of reporting standards and dashboards available to the team
- Regular check-ins and KPI updates with executive leadership



- 6 years of consistent growth – prospects | applications | deposits | academic quality | diversity

Collecting the Right Data

To tell our story of success

EFFORT	ENGAGEMENT	ACTION	ACHIEVEMENT	ATTRIBUTION
<p>We've been collecting these "vanity metrics" for years. Usually found in-platform.</p> <p>Consolidated using tools like Looker Studio & Datorama.</p>	<p>Fairly easy to collect in-platform including point-in-time reporting for comparisons.</p> <p>Consolidated using tools like Looker Studio & Datorama.</p>	<p>While recording actions is not difficult, tying them back to specific efforts can be.</p> <p>Recorded as completed form fills or data field updates. Reported in Salesforce.</p>	<p>Actuals recorded against goals. Simple for totals. Difficult when attributing to specific efforts.</p> <p>Pulled from multiple data sources into consolidated reports or dashboards.</p>	<p>Consolidated look at touchpoint timing, actions taken and trending.</p> <p>Pulled into PowerBI from multiple data sources for complex querying and assessment.</p>

Complexity & Resources Required

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Complexity & Resources Required

Attribution



Identifying all customer interactions that ultimately led them toward enrollment. These interactions (touchpoints), consist of anything that **prospects do on their way to the deal — from searching in Google to contacting the admissions team via a phone call.**

Laying the Foundation for Attribution Analytics

Key considerations for Berry College

Organizing and storing marketing touchpoint data	Persistently passing marketing data from our marketing tactics into our systems	Understanding that our website(s) are complex and play a key role in recording transactional data
Salesforce Campaigns	UTM Parameters	Cross-domain Linking/Tracking
Making full use of additional data-recording tools as available	Understanding the limitations and assumptions affecting the accuracy of our data	Making sure our marketing data is protected when written to Salesforce (system of truth)
GA4/Pardot (SF MCAE)	Trends and High-level Insights	Understand Data Processes (Deduping)

Campaigns

Organization and Best Practices

Parent Campaign (Marketing Objectives) -> Interest Push, **Application Push**, Visit Push, Deposit Push

Child Campaign (Marketing Tactic) -> **25_EML_Apply1**

Prospects added to campaign at point of PUSH

Prospect status for campaign changes to CONVERTED if they "take action"

Best Practices

- Collectively develop campaign structure and standards and communicate regularly with team
- Create a maintain knowledge center for materials reference (Microsoft Teams-based for Berry)
- Develop campaign naming convention and charge one person with naming consistency
- Start small and progressively bring additional tactics and processes online
- Test - Test - Test

UTM Parameters

Key to Recording Individual Tactics Driving Prospects

Use UTM Parameters in:

- Digital ads and paid media
- External affiliate websites (college research sites)
- Emails
- Internal landing pages that are campaign specific
- SMS messages
- Social media posts
- QR code and vanity redirects for print and traditional ads

```
https://www.berry.edu/admissions?  
utm_medium=email&  
utm_source=sfmc&  
utm_campaign=25_EML_Apply1
```

Other parameters:

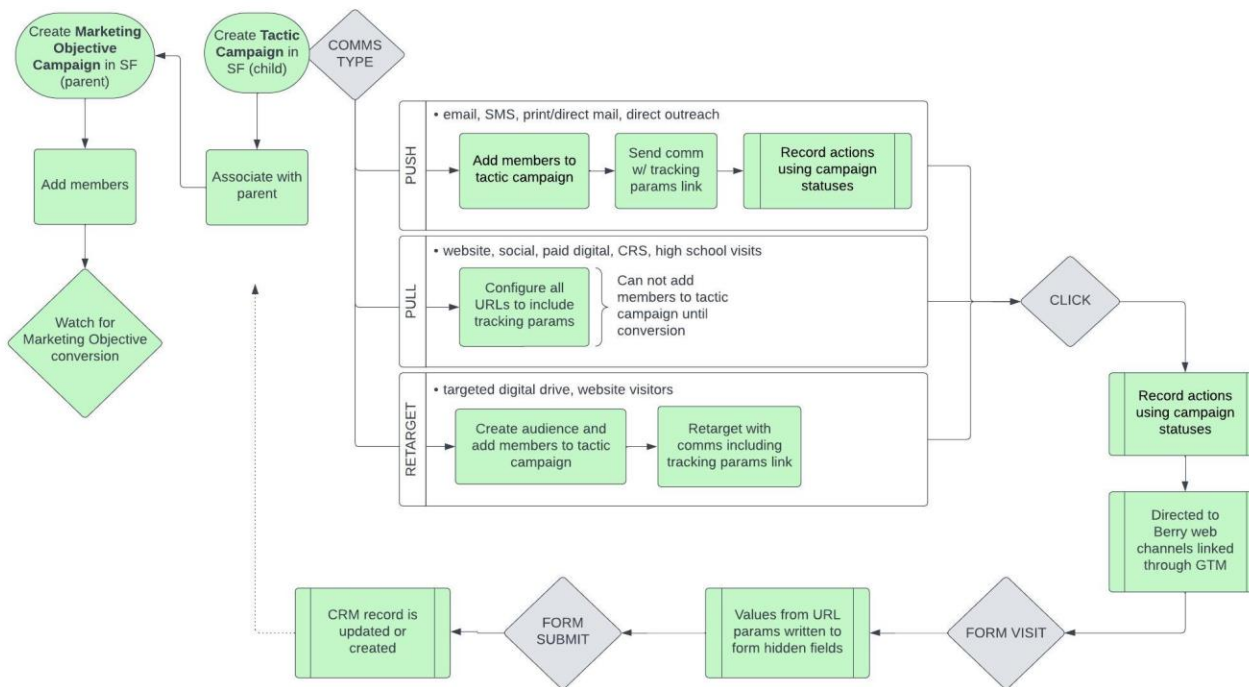
utm_id

utm_term

utm_content

custom (ie. sf_cid)

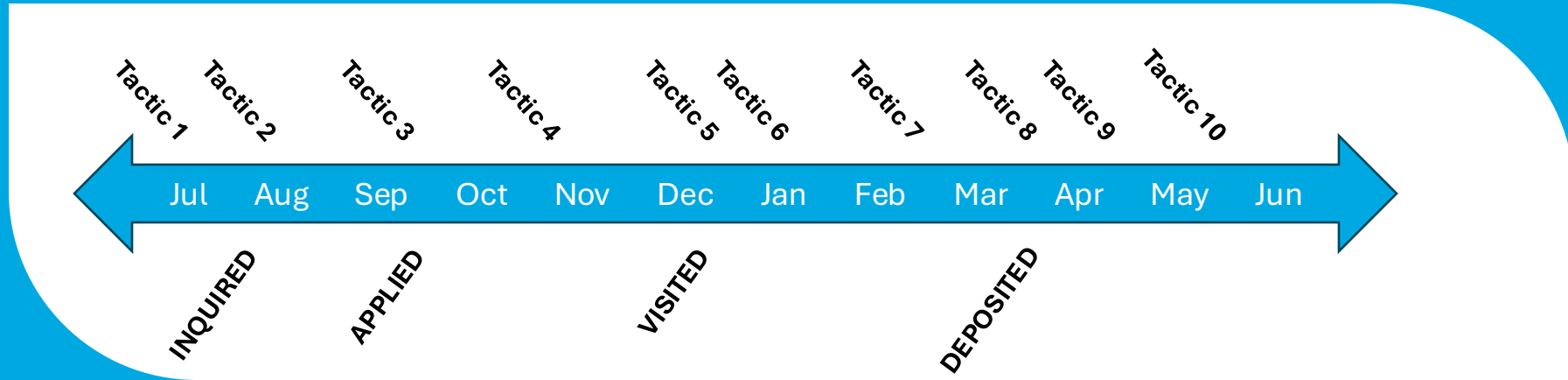
Pulling it all together



We now know:

- Which marketing objectives are active for each prospect
- Which tactics we've used for each prospect
- If and when they've taken action around a tactic
- When they converted or moved between funnel stages
- Supplemental tracking w/ GA4 and Pardot

Pulling it all together



What we can analyze:

- Which tactics most often result in actions?
- How many touchpoints does it take to drive action?
- How should we apply weight to the attribution of our tactics using the best model for Berry?

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Future Considerations

- AI for data mining, tagging and personalization — there are new options on the horizon
- Voice search and a new focus for search around a user's "intent"
- A continuing consolidation trend for vendors
- Future privacy changes
- An understanding that higher education is not e-commerce

Questions?



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