Layered Display for University Marketing

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Introduction

Advance Education has developed an effective layered approach to digital display advertising.

By targeting an audience in stages, we increase impact and influence your most relevant prospects as they research, develop deeper interest, and ultimately make decisions. Layered Display has proven a tremendous success.

While Digital Display is traditionally a top-of-funnel solution, Layered Display has had a significant positive impact on other campaign tactics, such as SEM, SEO, social, organic, and direct website engagement.

Impressions are delivered across desktop and mobile to premium and in-market audiences that are interested in a school's programs and meet the necessary criteria.

Our Process

With Layered Display, we segment different audience types at various stages of the funnel to target a wider range of audiences that are either in-market for your program or have an interest to eventually become in-market. While our strategies are customized to the client's needs, priorities and KPIs, here's an example of how various audiences are layered in within a campaign.

Influence the most relevant prospects throughout the stages of their journey

LAYER 1
PREMIUM CONTEXTUAL TARGETING

Targeting within the Advance Education Network to target prospects with interest in content relevant to the school's offerings.

LAYER 2
IN-MARKET AUDIENCES ON EXTENDED REACH NETWORKS

Two options: Employ the school's CRM data to target prospects that have already inquired and create lookalike audiences. We can also use Google audiences who have demonstrated an interest in the programs the school offers based on clicks, shares, content visited, along with recency and frequency of activity.

LAYER 3
COMPETITOR CONQUESTING/ CUSTOM APP TARGETING

Targeting based on a custom list of competitor websites, or relevant education-related apps downloaded to use or find education services.

LAYER 4
FIRST-PARTY AUDEINCES WITH CUSTOM INTENT KEYWORDS

Utilize the Advance Education Network's first-party audiences along while leveraging search query-based keywords or phrases that represent your ideal prospect.

LAYER 5
REMESSAGING

Utilizing direct call-to-action ad copy to reengage prospects who have engaged with your brand via previous website visits.

INTEREST

Attract new audiences and increase awareness of your school

RESEARCH

Stay in front of audiences with higher intent to consider your school

COMMITMENT INTENT

Target audiences who have visited your competitor websites

DEEPER RESEARCH

Target audiences most likely to engage with and attend your school

ALTERNATIVE SHORTLIST

Maintain top-of-mind school consideration after engaging with your site

Case Studies

Incorporating Layered Display into the multi-channel strategy of our higher education clients has amplified our ability to reach student prospects throughout their journey and contributed to campaign success. To illustrate, we share two examples of success based on different target audiences, program offerings, and KPIs.

CASE STUDY
PUBLIC 4-YEAR LIBERAL ARTS COLLEGE

Goal & Audience

Sought Advance Education's expertise in using data to deliver laser-focused targeting to reach, and raise brand awareness among, college-intended 14- to 16-year-olds, and the influencers in their lives, as they begin to explore their post-high school education options. The geo-focus centered on prospective students who reside in-state or within the identified DMAs which generate the highest percentage of undergrad enrollments.

Strategy & Results

Utilizing the layered display approach across myriad channels, we deployed a series of creative concepts to communicate the school's unique experiential educational offering and diversity of the student body. Our digital strategists monitored the campaign daily and implemented optimizations to drive greater interest and engagement.

Acknowledging that prospective students and their influencers may engage with messaging differently, at different stages, reinforces the benefit of layered display tactics to influence them.

54 Million	55,000	.10% CTR
IMPRESSIONS SERVED	CLICKS	25% OVER INDUSTRY BENCHMARK

Over 11,500 people who viewed or clicked on the campaign display ads returned to the schools' website within 30 days of seeing the ads, a significant indicator of brand recognition and engagement.

CASE STUDY
PRIVATE 4-YEAR LIBERAL ARTS UNIVERSITY

Goal & Audience

The university partnered with Advance Education to help increase enrollments for its online-only graduate programs. Focused on specific states, targeting included individuals with a bachelor's degree, aged 26 – 41 with an intent on enrolling in an online graduate program. These prospective students had an area of study interest in the environmental, animal behavioral and/or marine sciences.
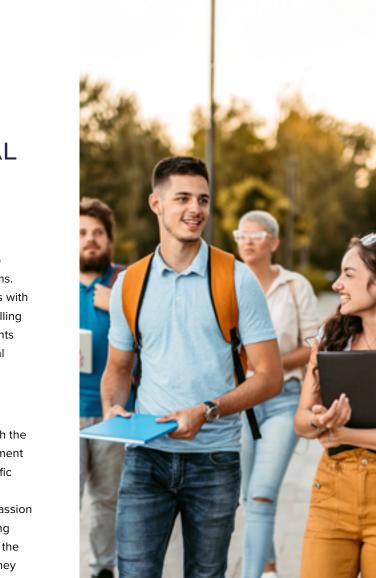
Strategy & Results

Developed a layered display campaign designed to reach the most relevant audiences at different stages of the enrollment cycle. We utilized both general brand and program specific creatives to engage prospective graduate students with compelling imagery and messaging that spoke to their passion and inspired action. A well-executed landing page, serving as the campaign micro-site for prospects who clicked on the ads, guided and encouraged them to continue their journey of exploration by gather valuable information, with the goal of leading them to conversion with a form submission.

50 Million	102,000	.35% CTR
IMPRESSIONS SERVED	CLICKS	4X INDUSTRY BENCHMARK

In just 3 months, the campaign was attributed to an additional 28 landing page form fills, 76 calls, and 63 website form fills.

LAYERED DISPLAY EXAMPLES

Please explore Advance Education's creative portfolio to review several Layered Display campaign examples here: **advanceeducation.com/portfolio/higher-education**

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Conclusion

Higher Education institutions tend to limit their digital display marketing budgets because it can be more challenging to attach ROI to channels typically thought of as upper-funnel, branding tactics.

Advance Education's experience demonstrates that digital display advertising, when appropriately delivered throughout the stages of the student prospect journey, has a direct impact on driving applications and enrollments. Thus, layered display results in positive ROI and can be justified as part of an effective enrollment marketing mix.

Please reach out to Advance Education to discuss your challenges, collaborate, and develop an effective plan to help your school increase enrollments.

We're enrollment marketing experts and we're here to help.

Advance Education is a digital marketing agency specializing in enrollment marketing for higher education, community colleges, and vocational schools. Through partnerships with traditional four-year universities, community colleges, and technical and career schools, we help institutions level up marketing strategies for student recruitment, as well as alumni outreach.

1 Market intelligence and student assessments help us build the perfect targets for your enrollment goals.

2 Creative that connects, intrigues and inspires fuels the science of marketing strategy.

3 Never-satisfied, results-oriented optimization is what keeps our campaigns on top, delivering continuous ROI aligned with your goals.

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We were looking for strategic and logistical help in **building our brand reputation and brand awareness through a robust digital advertising campaign.** Working with Advance Education, we have been able to engage with targeted audiences to develop top-of-funnel awareness and interest in our university.

FORT LEWIS COLLEGE

ANNA MCBRAYER
Director of Marketing & Communications
Fort Lewis College

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Email us at **EnrollmentConsult@AdvanceEducation.com**.

Read more about our work with institutions like yours at **www.AdvanceEducation.com**