



# Amplify Higher Education Enrollment Marketing through **Streaming Video Strategies**

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# THE IMPORTANCE OF STREAMING VIDEO

## In The Higher Education Enrollment Mix

The landscape of higher education enrollment marketing continues to evolve especially with the explosion of streaming video. Among the myriad

of options available, streaming video has emerged as a pivotal component, revolutionizing the way institutions connect with prospective students.

### **Engagement and Reach**

Streaming video offers a dynamic and engaging way to capture the attention of potential students. Unlike traditional text-based content, videos can convey emotions, stories, and experiences in a more compelling manner. This medium allows universities to showcase their campus life, academic programs, and student testimonials in a way that resonates deeply with viewers. With platforms like YouTube, Instagram, and TikTok, institutions can reach a global audience, breaking geographical barriers and attracting a diverse pool of applicants.

### **Authenticity and Transparency**

Today's traditional prospective students crave authenticity. They want to see real experiences and genuine interactions. Streaming live events, such as campus tours, Q&A sessions with faculty, and student panels, provides an unfiltered glimpse into the university's environment. This transparency builds trust and helps students make informed decisions about their future.

### **Personalization and Connection**

Video content can be tailored to address the specific interests and concerns of different student demographics. For instance, a prospective engineering student might be interested in lab facilities and research opportunities, while an international student might want to know more about cultural integration and support services. Personalized video content can address these unique needs, creating a stronger connection between the institution and the prospective student.

### **Showcasing Campus Culture**

Whether they are looking for either an online or in-person program, the culture and community of a university are often deciding factors for students. Streaming video allows institutions to highlight their unique culture, whether it's through showcasing student organizations, sporting events, or campus traditions. This visual storytelling helps students envision themselves as part of the community, fostering a sense of belonging even before they start their classes.

### **Accessibility and Convenience**

In an era where convenience is key, streaming video provides an accessible way for students to gather information at their own pace. Whether it's watching a recorded webinar or a virtual campus tour, students can access content anytime, anywhere. This flexibility is especially crucial for international students or those with busy schedules who may not be able to visit the campus in person. Streaming video allows for Online Programs to also showcase their benefits and engage student prospects.

### **Data and Analytics**

One of the significant advantages of streaming video is the ability to track engagement and gather data. Institutions can analyze metrics such as view counts, watch time, and audience demographics to understand what content resonates most with prospective students. This data-driven approach allows for continuous improvement and optimization of marketing strategies.



# WHY YOUTUBE

According to **published data**, YouTube remains the premier streaming platform where statistics indicate that 15.7% of all users are 18 to 24 years old with an additional 21.5% being 25-34. 55.1% of YouTube users are less than 44 years of age. And, according to **Pew Research**, roughly 90% of teens say they use YouTube, making it the most widely used platform measured in Pew's late 2023 survey.

Consumers find YouTube ads to be more relevant than linear TV advertising. YouTube ad targeting capabilities create a highly tailored experience for the end user. According to a 2022 study, 59% of respondents agree that **YouTube ads are more relevant** than ads on linear TV or other streaming apps.

Internet users aged 16 to 24 who say that they use social networks to research purchases are almost twice as likely to say that they also use search engines to conduct brand research, as compared with people in the same cohort who do not use social media to research potential investments. This emphasizes that social media platforms, including YouTube, are not a replacement for organic and paid search components of a higher education enrollment marketing mix.

YouTube's advertising revenue has increased 8% compared to 2023. Aside from this, YouTube's crackdown on ad blockers has also resulted in a rise in investments in their YouTube Premium subscription, currently with over 100 million subscribers, providing early access to experimental tools, and announcing AI-powered benefits.



**15.7%**

YOUTUBE USERS  
AGES 18 TO 24

**55.1%**

YOUTUBE USERS  
UNDER AGE 44

**90%**

OF TEENS SAY  
THEY USE YOUTUBE

**59%**

OF RESPONDANTS SAY YOUTUBE  
ADS ARE MORE RELEVANT



## WHY CONNECTED TV

While YouTube's age demographics are concentrated on young adults, expanding on the traditional television market through CTV, allows schools to reach a wider audience. CTV streaming services such as Hulu, Sling TV, Prime Video, and others broadcast over the internet, have revolutionized how traditional television commercials can now be distributed on most popular streaming platforms.

***CTV platforms target prospects based on their demographics, geography, behaviors, and interests.***

This advanced, data-driven targeting approach provides a more refined audience than traditional models, ensuring ads are only served to those more likely interested, while also continuing to contribute to increased brand awareness.



*Ads on streaming media are becoming more universally accepted. A recent survey indicates two-thirds of TV viewers would prefer watching ads if it saves on subscription costs, as ad intolerance wanes.*

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## HOW

# Advance Education Does It



Advance 360 Education leverages extensive data to uniquely integrate YouTube Video and CTV into our marketing strategies. This approach ensures that we effectively reach and engage prospective students at various stages of their journey.



## YouTube Video Strategy

**Targeting by Interests and Behaviors:** We identify, and target audience groups based on their interests and behaviors on YouTube, including those actively searching for specific programs or schools.

**Leveraging Search Campaign Data:** With this strategy, we use the highest-performing keywords from an institution's Pay-Per-Click search campaigns to set up broad matching for more effective targeting.

**Retargeting for Brand Trust:** We retarget users who have already viewed an instream video or taken predefined actions on an institution's YouTube Channel to build trust with our clients' brand.



## CTV Integration

**Expanding Reach and Awareness:** Incorporating CTV helps build greater brand awareness than YouTube alone, broadening reach, increasing frequency of message and fostering greater interest. With expanded reach, schools can also engage influencers like parents and guardians to encourage consideration.

**Targeting Specific Audiences:** We leverage available data to target specific very specific audiences, reaching an institution's best potential prospects. This can include age, DMAs, States, Cities, Zip Code Clusters, or interest and behaviors.





## HOW

# Advance Education Does It

## Campaign Optimization:

**Data-Driven Insights:** The longer we run both YouTube and CTV campaigns, the more data we gather to demonstrate how they provide attribution and brand lift to your other marketing campaigns.

**Ongoing Optimization:** We continuously optimize based on performance insights derived from the data.

## Creative Strategy:

**Emotional Connection:** We emphasize creating an emotional connection with prospective students by showcasing student success stories.

**Collaborative Messaging:** Our creative experts work closely with you to craft messaging that resonates and connects with your audience.

## Visibility and ROI:

**Multiple Exposures:** Given that a prospective student typically needs to be exposed to your brand and messaging at least seven times before taking action, YouTube Video and CTV contribute to the desired frequency to get a prospective student to inquire for more information.



### CASE STUDY

*Creative makes a difference in skippable ad format.*

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## Conclusion

By diversifying channels within a higher education enrollment marketing strategy, Advance 360 Education's clients experience an increase in volume of inquiries as awareness grows. The combination of YouTube

Video and CTV is a powerful marketing approach that provides higher education institutions the ability to cost-effectively reach their target audiences with precision.

***YouTube and CTV are complementary to each other, as well as other marketing channels, and have resulted in helping clients effectively and efficiently reach ideal student prospects.***

## 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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I am very satisfied with our partnership with Advance Education...Their willingness to contribute to the success of our campaign has been a substantial asset... **Their expertise has been invaluable in the success of our marketing endeavors.**



**JAI PATEL**

Digital Marketing Manager  
Pacific School of Religion

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Email us at [EnrollmentConsult@AdvanceEducation.com](mailto:EnrollmentConsult@AdvanceEducation.com).

Read more about our work with institutions like yours at [www.AdvanceEducation.com](http://www.AdvanceEducation.com)