

# 5 WAYS TO KEEP YOUR MARKETING ON COURSE

These strategies can help you steer clear of dead ends and optimize your marketing.



## CROSSROAD 1: METRICS



### GETTING OVERWHELMED BY DATA

Too much or unfocused data can be as harmful as none. Stay away from numbers that don't apply directly to your school's goals.



### FOCUSING ON METRICS THAT MATTER

Choose a concise list of key performance indicators (KPIs) that will yield concrete, actionable insights about your school's business. Stick to data that takes your goals into account.

## CROSSROAD 2: KNOW-HOW



### PUTTING YOUR CAMPAIGN IN THE WRONG HANDS

Beware of marketing partners who don't have expertise in your industry or applicable data, who lack credibility with your key audiences, or who develop only short-term campaigns.<sup>2</sup>



### CHOOSING EXPERT PARTNERS

The right partner can help you gather data, tell you what it means, and develop a long-term, results-driven campaign.

## CROSSROAD 3: RISK-TAKING



### USING THE SAME OLD APPROACH

Audiences are restless, and the digital landscape is always evolving. Project a message that resonates with your school's prospects and be targeted with your approach.



### TAKING SMART RISKS

Getting noticed in a crowded field means constantly looking for new, creative ways to connect.

Display campaigns can increase brand metrics by up to 55%.<sup>3</sup>

## CROSSROAD 4: PLACEMENT



### LIMITING MESSAGE VIEWABILITY

Even a great message won't have as much impact if it's placed "below the fold," where users have to scroll to see it. According to Google, because of placement issues, just 44.9% of ads are clickable.<sup>4</sup>



### PLACING MESSAGES FOR MAXIMUM IMPACT

People respond more to messages connected with sites or publications they know and trust.

## CROSSROAD 5: TARGET AUDIENCE



### CREATING A SCATTERED CAMPAIGN

It doesn't matter to you that Instagram has more than 600 million active users. What matters is which of those users are your potential customers.<sup>5</sup> Dig deeper to find audiences within audiences.



### CONCENTRATING ON THE RIGHT AUDIENCE

Identify your target audience, and focus your energy there. Pay attention to who's paying attention and optimize your audience targeting strategy in real-time.

## STAY ON COURSE WITH A KNOWLEDGEABLE PARTNER

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.

Visit [advanceeducation.com](http://advanceeducation.com) to learn more or email us at [EnrollmentConsult@AdvanceEducation.com](mailto:EnrollmentConsult@AdvanceEducation.com)



### SOURCES

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