



Forget Silver Bullets

Learn the 3 Essential Digital
Marketing Strategies
to Drive Enrollment

Where We're Headed

What's silver bullet thinking?

What's the alternative?

Why is it better?

How do I do it at my school?

Let's agree on the goal



A Silver Bullet Is:

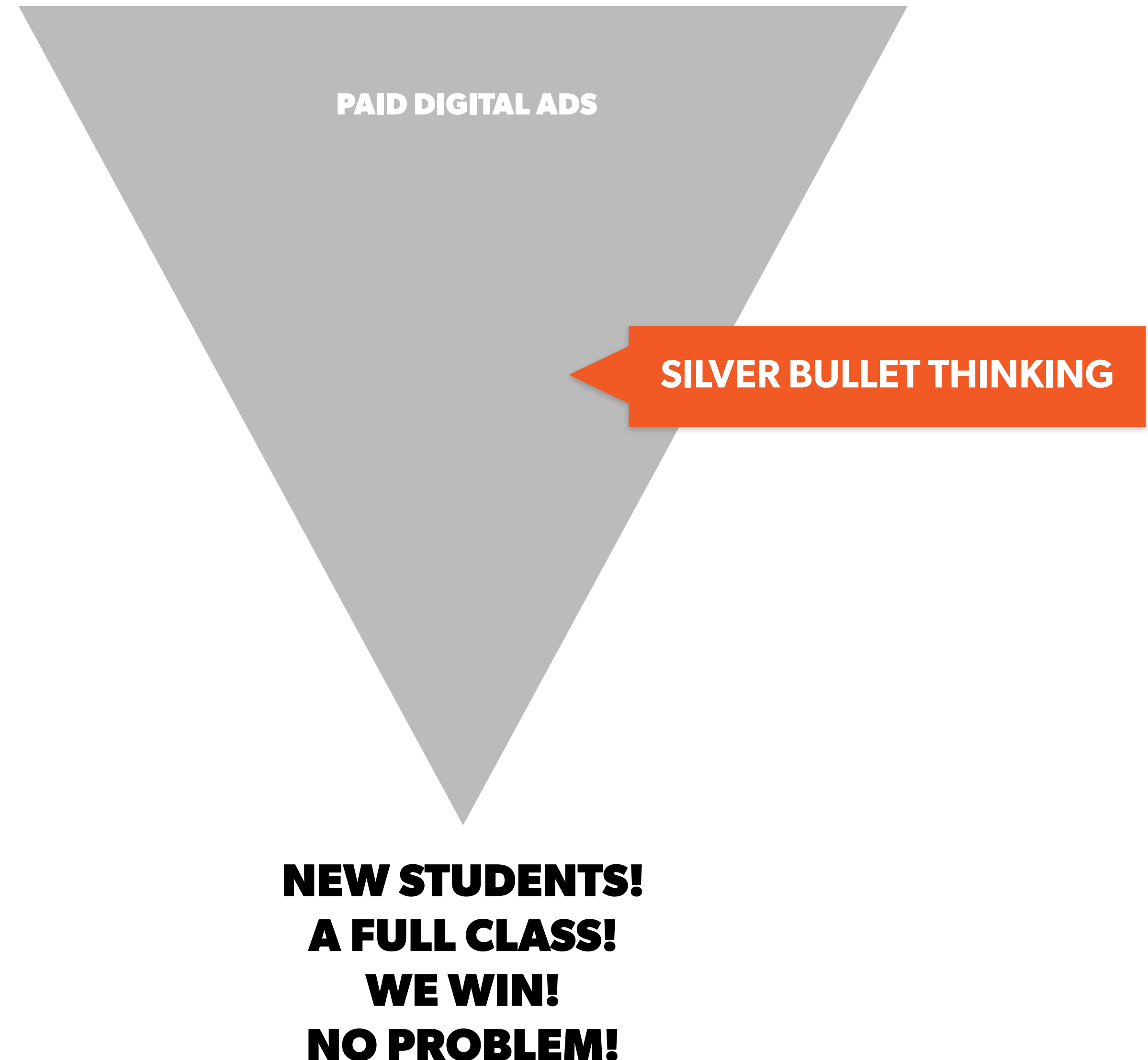
A *direct* and *effortless*
solution to a problem

The Problem

Schools or programs need to increase enrollment.

The Solution

Paid digital campaigns are seen as *the* quick solution to close the enrollment gap.



Silver Bullet Thinking Skips Over

1. What's the market demand for this degree?
2. How long is the recruitment cycle?
3. Is this degree the right product and positioning?
4. What budget is required to reach the enrollment goals?

Silver Bullet Assumptions

1. Google ads are inexpensive
2. Ads lead to students
3. Any school can offer any program
4. Digital ads are simple



MYTH
BUSTING

Myth Busting: Digital Ads Are Inexpensive

90,500 x 3% x \$25 = \$67,000 MONTH

The screenshot shows a Google search for "university of toronto mba". The search results are divided into "PPC AD" (Pay-Per-Click) and "ORGANIC" sections. The PPC ads are highlighted with orange callouts. The organic results are also highlighted with orange callouts.

2013: \$1.49 CPC (Callout pointing to the first organic result: "U Of T Business School - rotman.utoronto.ca")

2021 "UNIVERSITY OF TORONTO MBA" \$6.87 CPC (Callout pointing to the first PPC ad: "U Of T Business School - rotman.utoronto.ca")

2021 "MBA" \$25.07 CPC (Callout pointing to the second PPC ad: "Athabasca University")

ORGANIC (Label for the bottom section of results)

Advertiser	Monthly Budget
<input type="checkbox"/> devry.edu	\$5,783,965 - \$16,039,765
<input type="checkbox"/> snhu.edu	\$5,756,660 - \$15,964,177
<input type="checkbox"/> degrees.snhu.edu	\$5,731,488 - \$15,894,718
<input type="checkbox"/> asu.edu	\$4,911,017 - \$13,615,135
<input type="checkbox"/> uagc.edu	\$2,719,819 - \$7,540,649
<input type="checkbox"/> wgu.edu	\$3,287,740 - \$9,114,862
<input type="checkbox"/> purdue.edu	\$3,657,825 - \$10,138,656
<input type="checkbox"/> asuonline.asu.edu	\$2,746,355 - \$7,614,763
<input type="checkbox"/> onlinedegrees.purdue.edu	\$3,439,591 - \$9,534,787
<input type="checkbox"/> capella.edu	\$3,285,655 - \$9,112,163
<input type="checkbox"/> strayer.edu	\$2,056,907 - \$5,701,851
<input type="checkbox"/> go.asuonline.asu.edu	\$2,187,322 - \$6,063,654
<input type="checkbox"/> degrees.strayer.edu	\$1,953,307 - \$5,414,678
<input type="checkbox"/> onlinecolleges.com	\$1,998,066 - \$5,540,293
<input type="checkbox"/> explore.onlinecolleges.com	\$1,955,959 - \$5,423,004
<input type="checkbox"/> findtopcolleges.com	\$1,334,226 - \$3,697,740
<input type="checkbox"/> gcu.edu	\$1,622,792 - \$4,496,970
<input type="checkbox"/> explore.gcu.edu	\$1,608,502 - \$4,457,436
<input type="checkbox"/> luc.edu	\$2,150,558 - \$5,961,638

Myth Busting: Conversion

Ad · <https://requestinfo.onlinemba.unc.edu/top-ranked/mba-program> ▾

UNC-Chapel Hill #1 Online MBA - Finish in as Few as 18 Months

Don't Compromise on Alumni Network & Curriculum. Earn an Elite Degree in an Online Format.
Don't Compromise on Student Experience: 1:1 Guidance, Hands-on Leadership Development.
#1-Ranked Online **MBA**. World-Class Faculty. Study Around the World.

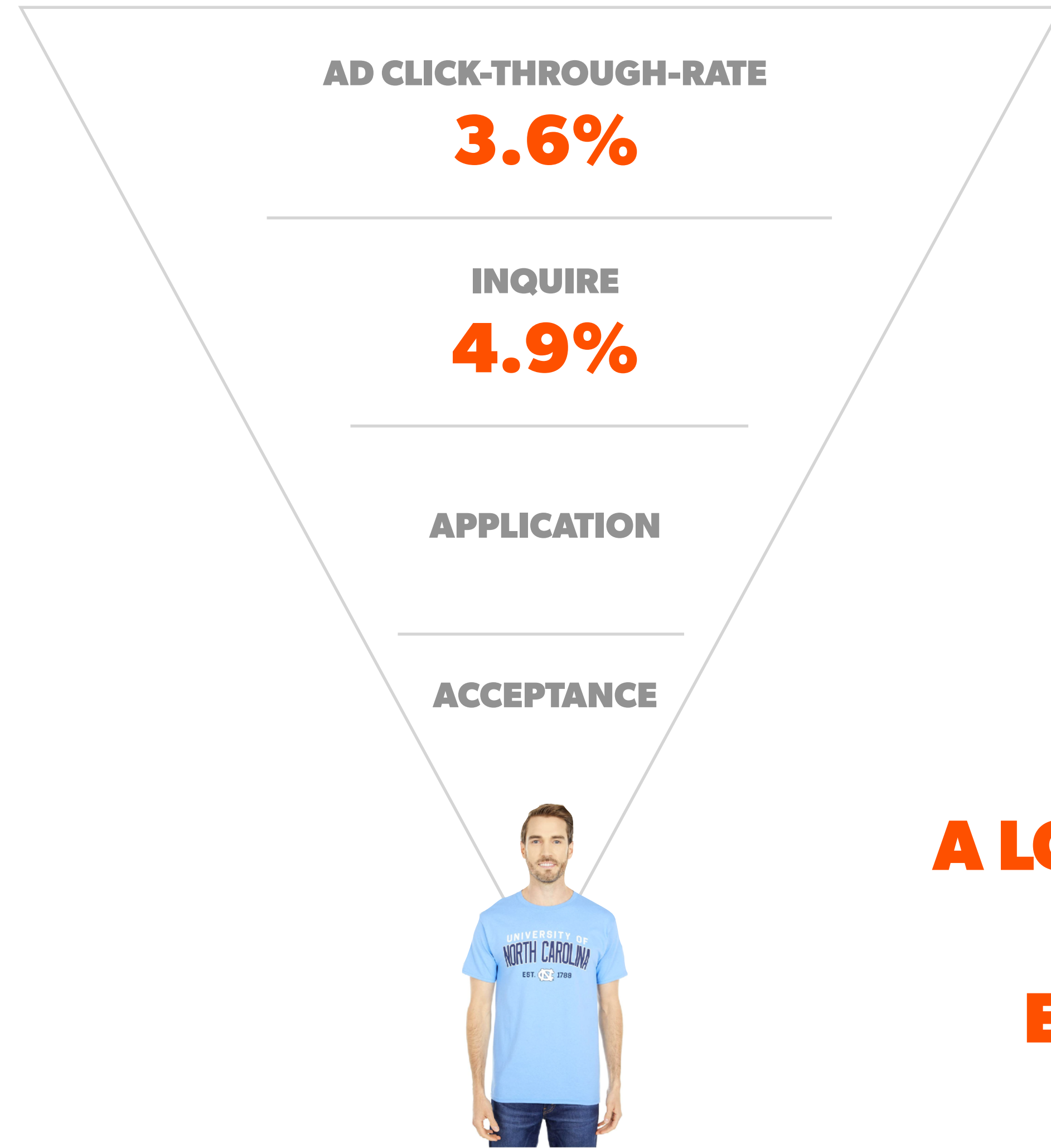
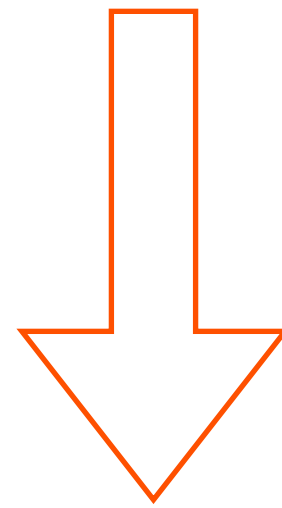
90,500

Ad · <https://requestinfo.onlinemba.unc.edu/top-ranked/mba-program> ▾

UNC-Chapel Hill #1 Online MBA - Finish in as Few as 18 Months

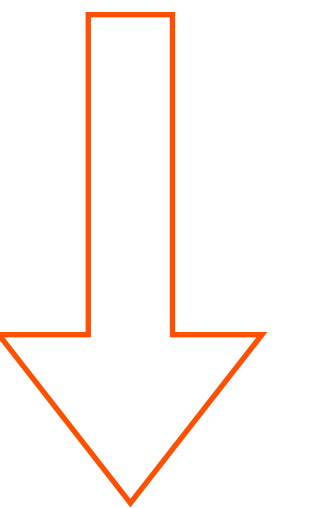
Don't Compromise on Alumni Network & Curriculum. Earn an Elite Degree in an Online Format.
Don't Compromise on Student Experience: 1:1 Guidance, Hands-on Leadership Development.
#1-Ranked Online **MBA**. World-Class Faculty. Study Around the World.

PRODUCES



3,258

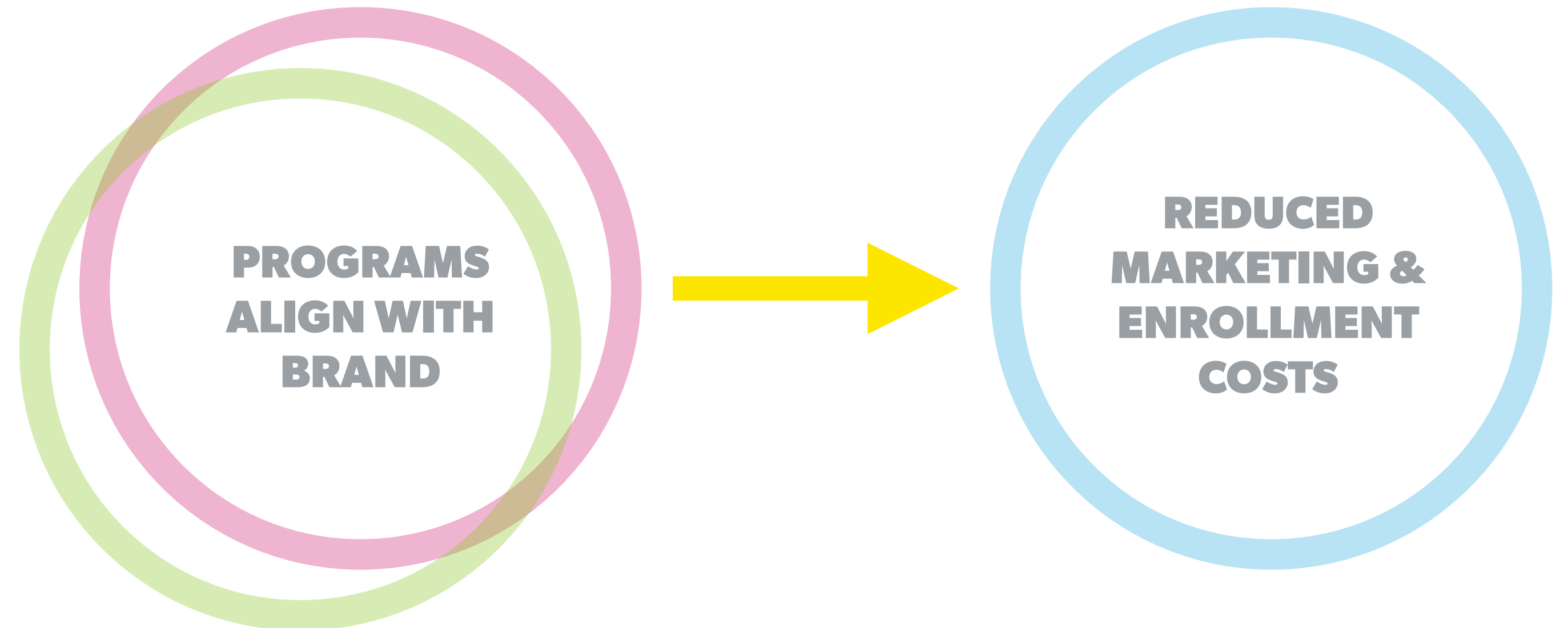
160



**A LOT FEWER
THAN
EXPECTED**

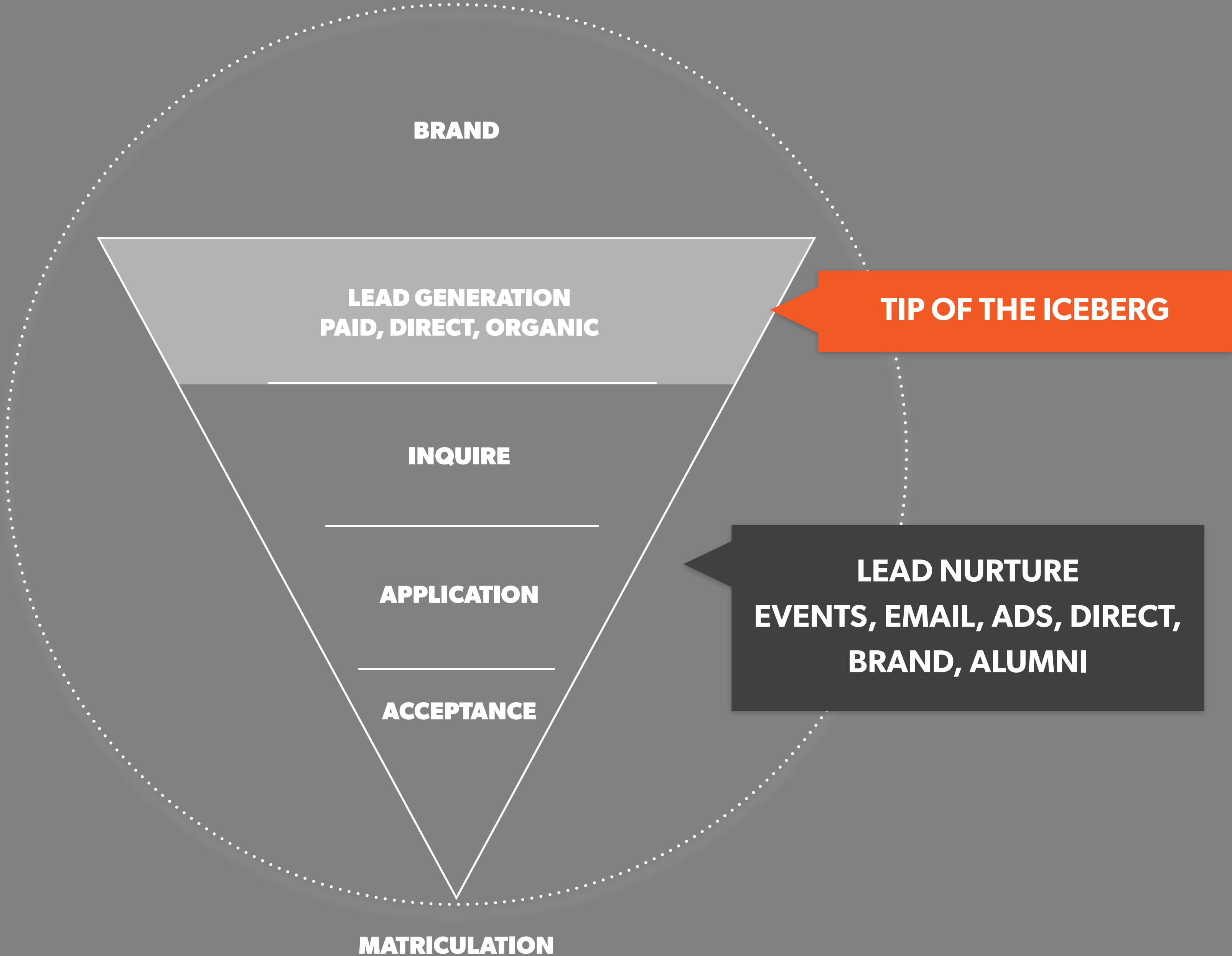
Myth Busting: Any School Can Run Any Program

Lower marketing and enrollment costs can occur when your programs align with the market's perception of your brand. This overlap should be considered by conducting competitive market research.



Myth Busting: One and Done



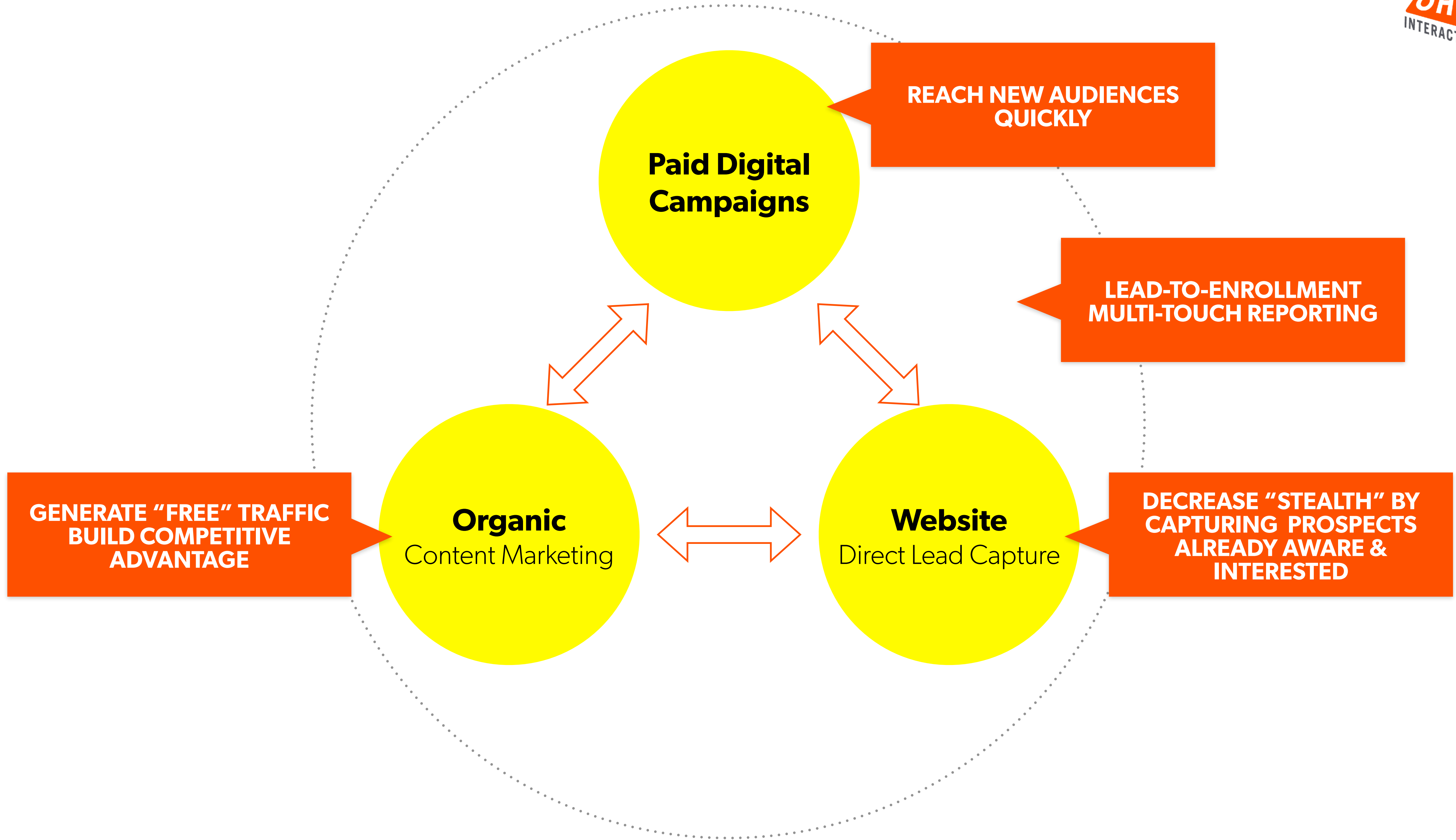




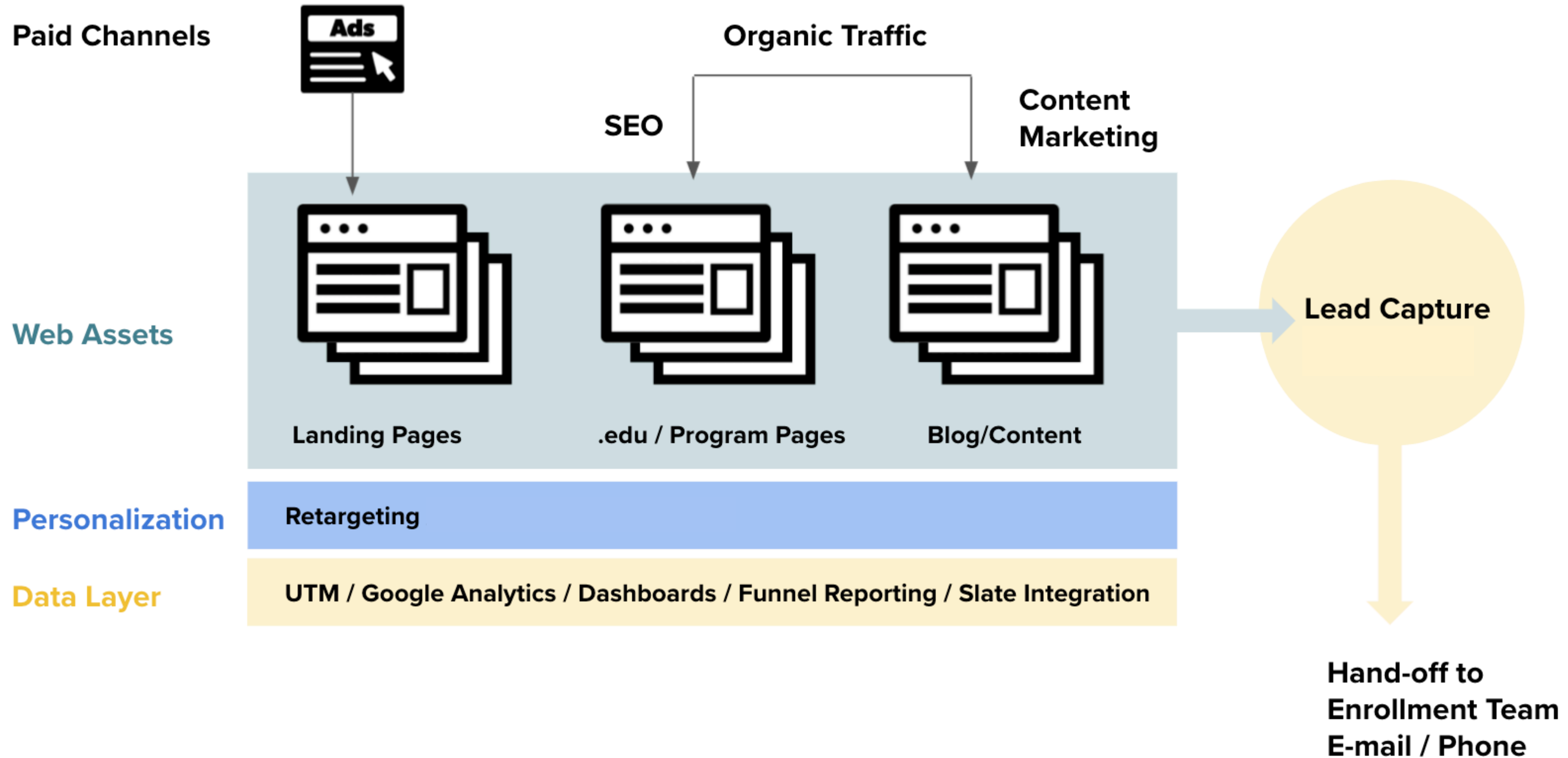
The
3 Essential
Digital
Marketing
Strategies
to Drive
Enrollment

Building a Sustainable Lead Generation Process

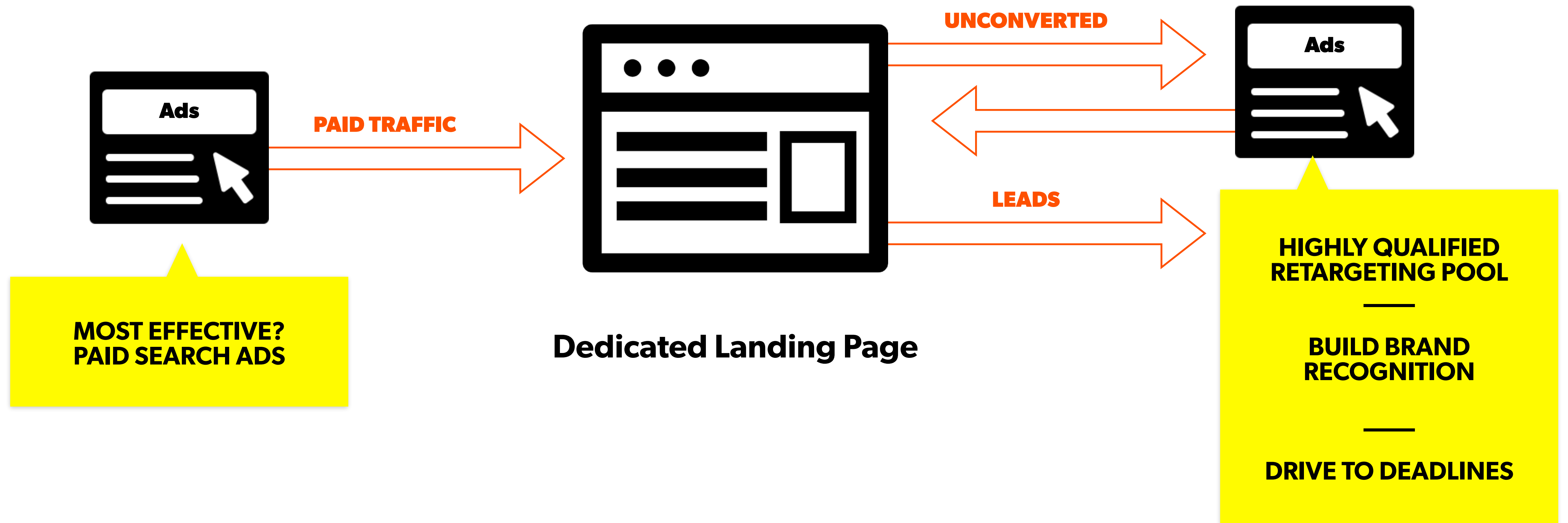
1. Need to pursue strategies in paid, direct, and organic.
2. Need to optimize at every step.
3. Need to have an end-to-end measurement strategy



Enrollment Marketing: Campaign Overview



Strategy 1: Paid Digital Campaigns

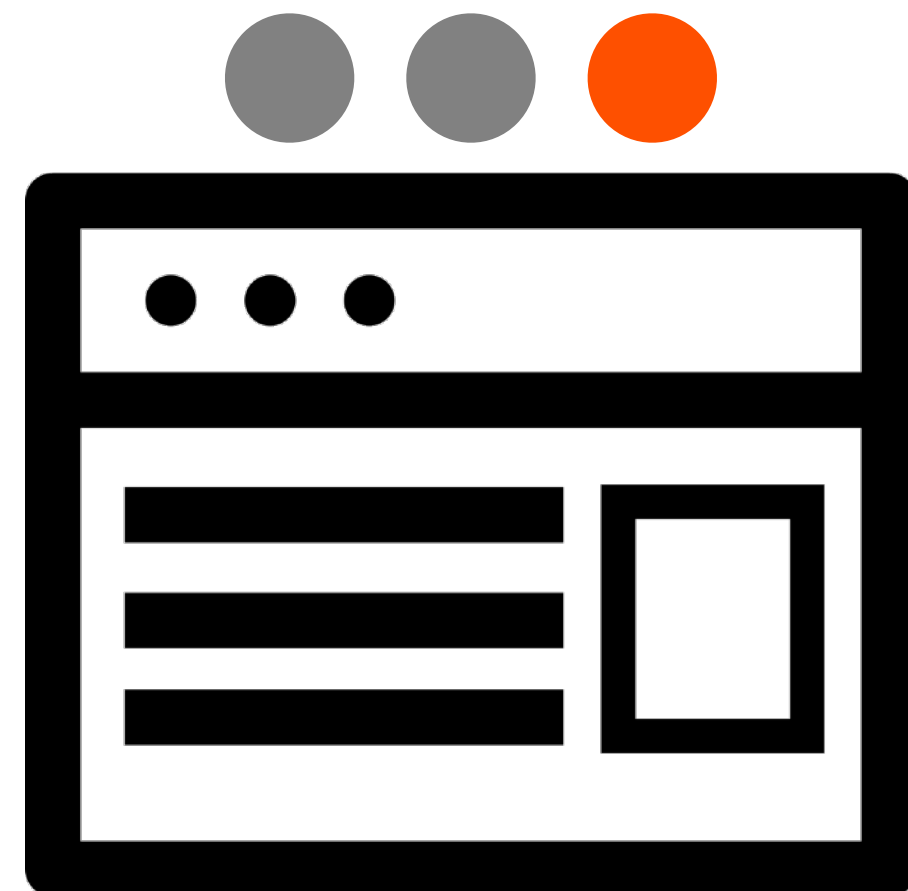
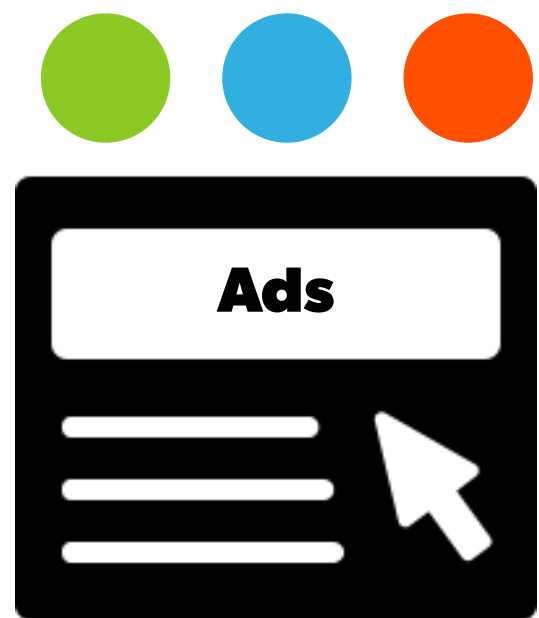


How Do We Optimize Targeting & Conversion?

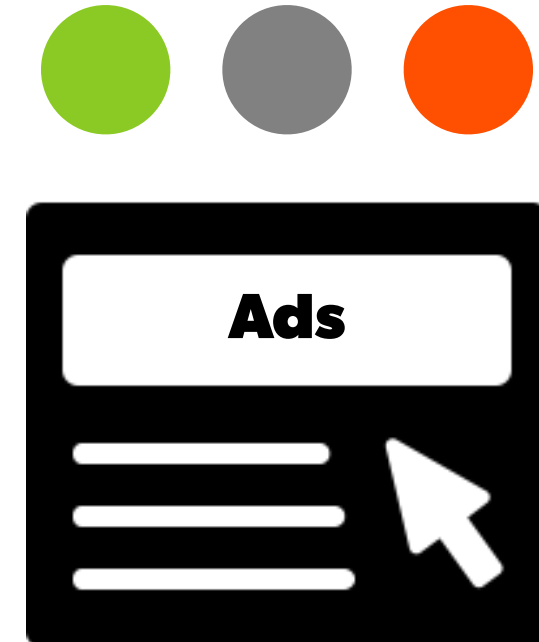
PLATFORM SELECTION

AUDIENCE TARGET

CREATIVE OPTIMIZATION

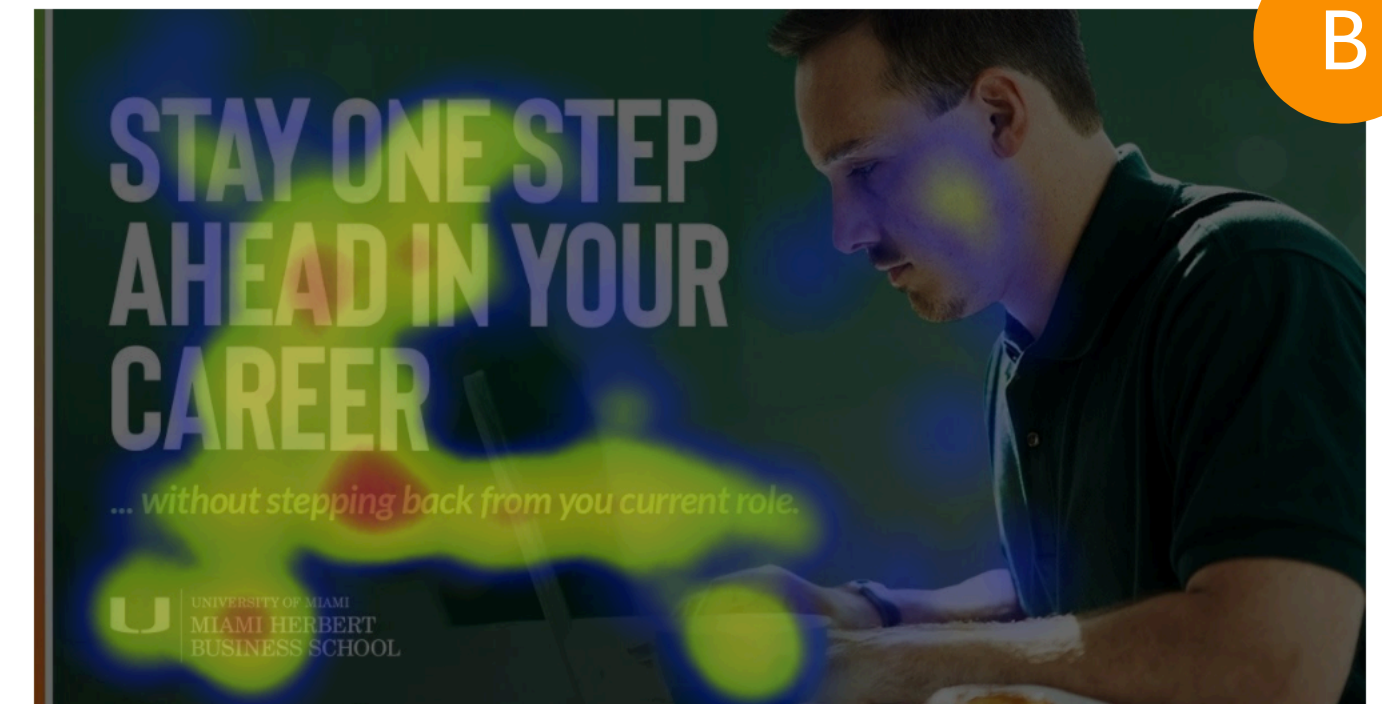
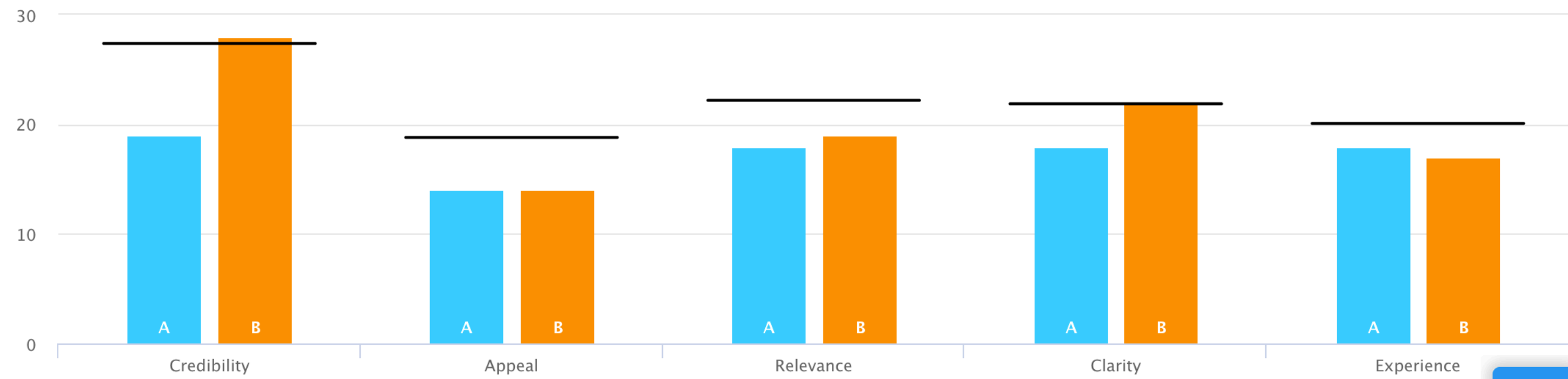
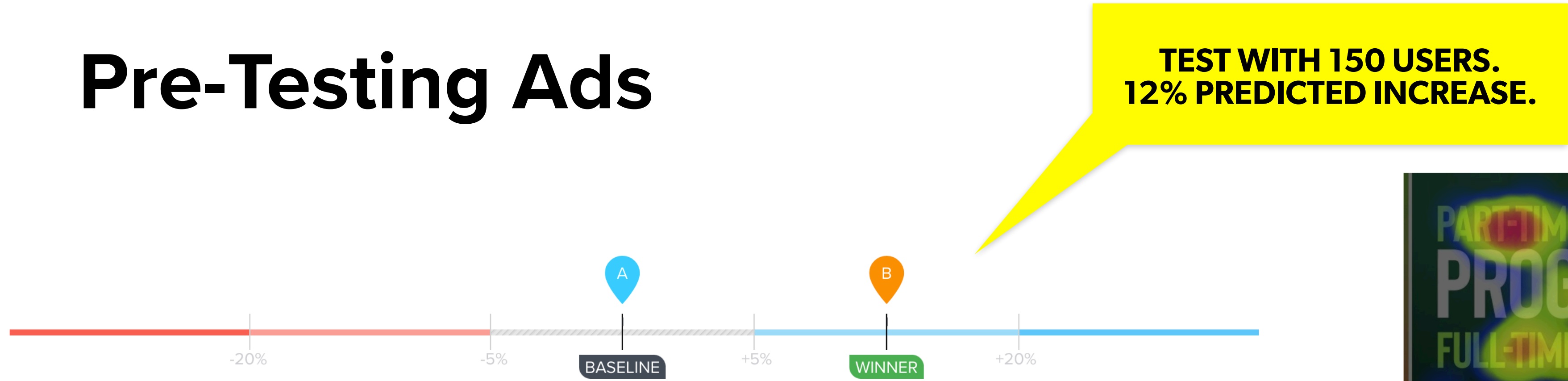


Dedicated Landing Page



Re-targeting

Pre-Testing Ads



SUB-HEAD TESTS BETTER

BRAND TESTS BETTER

Landing Pages

AN MBA MADE BY TODAY'S EXECUTIVES FOR TOMORROW'S LEADERS.

[Get Program Details](#)

EMPLOYER-APPROVED MBA.

EARN YOUR MBA ON WEEKENDS. LEAD THE BUSINESS WORLD DURING THE WEEK.

Call Admissions 305-284-2510 [APPLY NOW](#)

A TOP-RANKED MBA FOR WORKING PROFESSIONALS

Earn your Masters in Business Administration without compromising your work schedule. The Professional MBA from Miami Herbert Business School meets Saturday mornings and Monday evenings, allowing you to apply what you learn to your job today and transform your career tomorrow.

REQUEST MORE INFORMATION**

We'll send you a program overview and get you connected to your personal advisor who can answer any questions.

First Name*

*Required Fields

**Miami Herbert Business School will not share or sell personal information. [Privacy Policy](#)

TOP ACCOUNTING FIRMS.

GET THERE WITH PACE.

BECOME A DATA SCIENCE SPECIALIST

Earn your MS degree in NYC or Westchester

The global disruption caused by COVID-19 has made clear that now more than ever we depend on technologists to keep the world spinning, even if we're doing it all from home. Jobs in technology have continued to get posted throughout the pandemic, and companies are finding ways to offer internships from home. It's a good time to get a master's degree in technology, and data science is a field that has proved its utility during the coronavirus crisis. Collecting and analyzing data has been—and will continue to be—crucial to the prediction of the spread of COVID-19 as communities plan their responses.

Pace University's Master of Science in Data Science teaches students how to apply data science methods to different fields of interest. As a student, you'll have the opportunity to conduct original research across a broad range of topics, working directly with expert faculty and industry professionals. You'll gain the skills needed to use analytical programming languages, data science tools and applications, and, importantly, you'll learn how to create knowledge from data. Knowledge based on facts is essential to successful decision-making in business, government, and even as individuals.

During your studies in the program, you'll become familiar with both the underlying theory and practical techniques necessary to succeed in data science. Moreover, you'll learn the ethical issues relevant to the design and execution of research studies. The program also integrates a research seminar so you will be aware of the latest advances in data science.

IS THE MS IN DATA SCIENCE THE RIGHT PROGRAM FOR ME? This program is a specialized program geared specifically to those who are interested in data science. It is preferable for students to have a background in computer science, mathematics, or statistics, and a desire to combine the skills of these fields. However, students with other bachelor's degrees will be considered for the MS in Data Science based on their previous academic performance and experience.

Students must be proficient in calculus and linear algebra, and also have some programming and database experience. The program prepares students for careers as data scientists in multiple fields including financial services, technology, consumer products, retail, healthcare, telecommunications, aerospace, the sciences, consulting, and government. Throughout the degree program, students will work on projects, individually and in teams, as part of their ordinary course requirements. Moreover, students will work with a variety of programming languages and tools including Python, R, Tableau, Spark, Hadoop, and MapReduce.

Graduates may choose to work as data scientists in any field where the analysis and interpretation of data is critical. The program provides students with knowledge of data analysis, complex modeling techniques, data mining, and systems.

Take the Next Step

Learn more about how our Data Science master's program can transform your career.

[Financial Aid](#) → [How to Apply](#) → [Attend an Info Session](#) →

PREP FOR THE CPA WITH LUBIN'S RENOWNED ACCOUNTING PROGRAMS

Earn your master's degree in NYC or Westchester

Get in Touch

We'll connect you with an advisor to help explore your academic and professional opportunities with our MS in Data Science.

First Name*

Last Name*

Email Address*

Cell Phone Number

Would you like to receive text messages about deadlines and admission events?

Program of Interest

Data Science, MS

Anticipated Entry Term*

Have you, your spouse, or parents served (or are currently serving) in the armed forces?

[Submit](#)

At Pace, we have reimagined graduate business education, giving you the power and freedom to create your own path to success. Prepare to take the CPA exam with Lubin's MS and MBA programs in accounting. As an accountant, you will be among the most essential, in-demand professionals in the corporate and financial world, and will enjoy high-potential career opportunities—many CFOs once started out as cost accountants.

YOUR CAREER IN DATA SCIENCE.

GET THERE WITH PACE.

RECRUITERS KNOW THE VALUE OF A MIAMI MBA.

They helped design it.

[See Program Details](#)

CONNECT WITH BUSINESS LEADERS IN THE INNOVATION EPICENTER

Earn your MBA from one of the world's top business schools in one of the world's top business hubs. Named one of the world's best MBA programs**, the Miami Herbert Business School Professional MBA prepares you to take on business challenges with creativity and confidence.

**Wall Street Journal, 2018

BALANCED EXPERIENCE
Maintain work-life balance with Monday evening and Saturday classes.

FLEXIBLE CURRICULUM
Build on the core MBA curriculum by choosing from a selection of electives within the program.

EXTENSIVE NETWORK
Join a diverse network of South Florida professionals and an influential community of more than 40,000 Miami Herbert alumni.

ENRICH YOUR WORK ON A DAILY BASIS

You can immediately integrate the critical thinking and leadership skills that you gain in the Professional MBA program with the strategies and perspectives of your organization. But you can also gain a competitive edge in your career by honing your ability to tackle the most pressing business challenges via ethically and socially sound decision making. In addition to an optional 2-week international trip, students will choose from a selection of electives across the following areas:

Data Analytics • Finance • Accounting • Law & Ethics • Marketing • Economics & Sustainability • Leadership & Management • Business Technology • Entrepreneurship • International Management

JOIN THE RANKS OF BUSINESS WORLD LEADERS

In 2019, 90% of Miami Herbert Business School Professional MBA students received a salary increase, promotion, or new position. As a student and alumnus, you have ongoing access to the experts in our career center who can help you go further, faster.

Alumni Employers

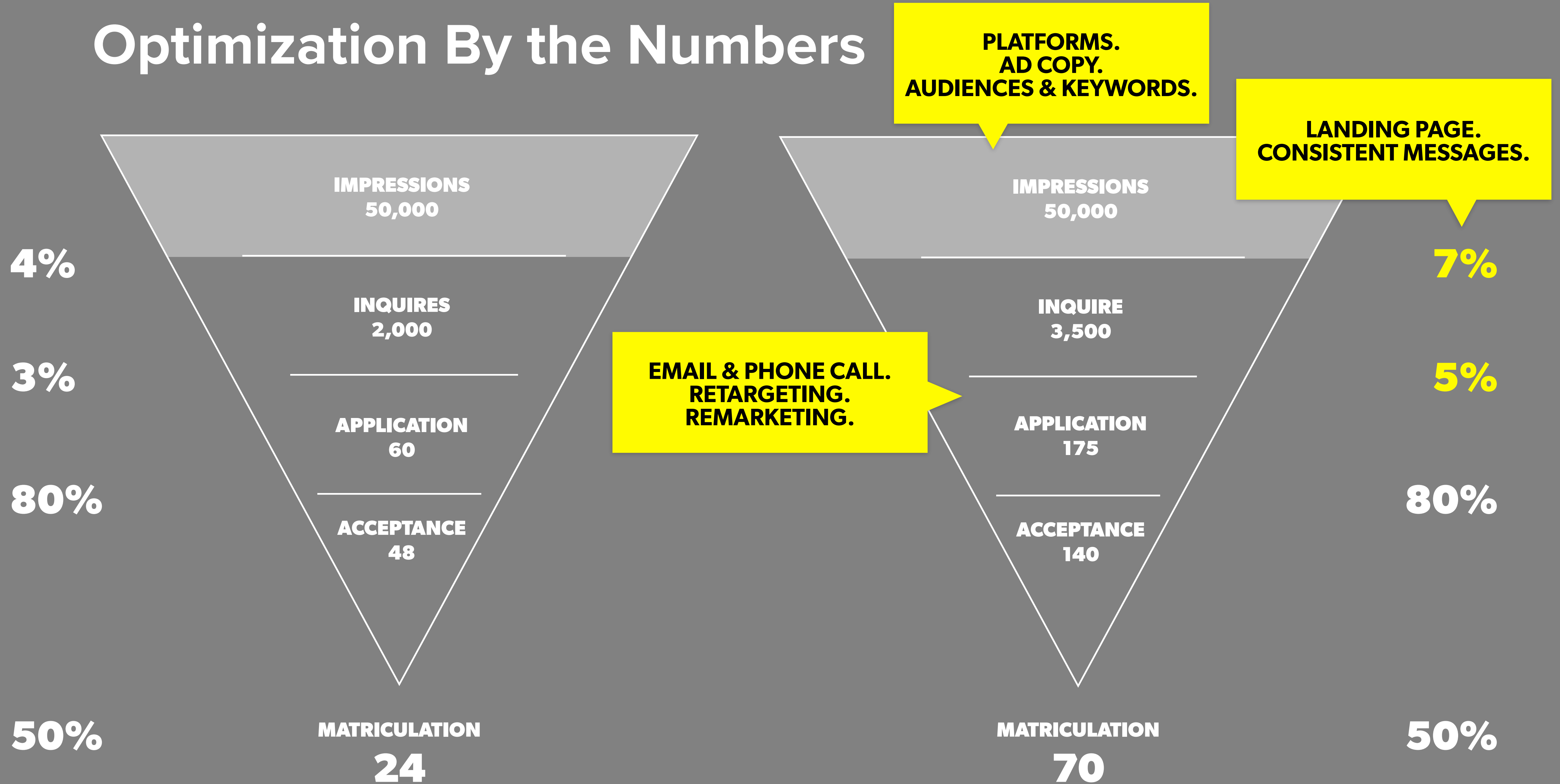
- Beacardi
- Ernst & Young
- ESPN
- General Electric
- Univision Communications
- VISA

Featured companies

Students have access through coursework, internships and recruitment to Seidenberg's extensive partnership and alumni network at leading companies including:

- IBM
- Google
- Environmental Protection Agency
- Facebook
- Microsoft
- PwC
- Citibank
- US Department of Justice
- Morgan Stanley
- Spawit
- NBCUniversal
- Mastercard

Optimization By the Numbers



What's Working Right Now? Graduate, Adult, & Online Education

- Strategic approach to targeting
- “Similar but different” degrees/
programs
- Hyper-targeted in key regions where alumni (Thus awareness) is high

What's Working Right Now? **Undergraduate**

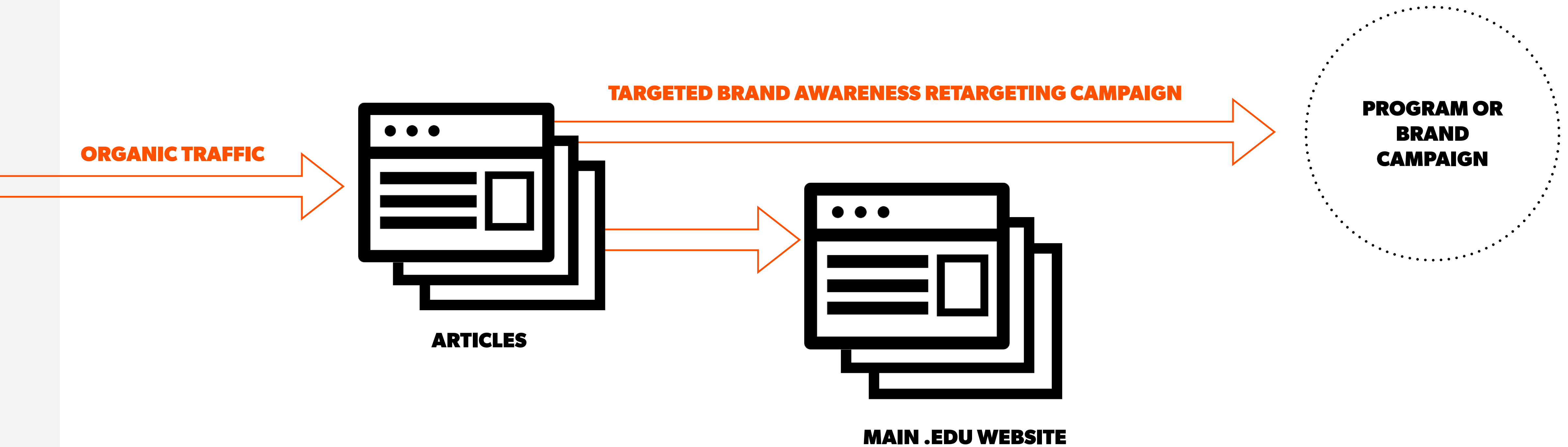
Broadly, digital channels play a supporting role in undergraduate marketing mix – targeting to families receiving emails, direct mail, and pushing for deadlines.

- **IP-targeted campaign** – using the purchased lists from the College Board, find the “digital address” of individuals and target these households
- **Geofencing** – based your target states, county, towns or high schools, we can direct your advertising directly to these geographies.
- **Retargeting** – we can target prospects who the visit the website or landing pages with re-targeting/re-marketing ads to keep Champlain top of mind, promote events, and reinforce key marketing messages
- **Paid Search to target unique degrees** –targeting unique degrees or pre-professional can be a strong strategy. This strategy is best when the degree is very specific, teaches a unique tool or approach, and is not.

Strong message strategies for undergraduates:

- **Build awareness** – lead with school brand, third-party, outcomes, unique programs, and primary and secondary differentiating messages
- **Highlight dates** – call out events, deadlines, and financial aid/scholarship offers

Strategy 2: Content Marketing



A content marketing strategy reaches an audience not yet considering a graduate program by producing content that is of general business interest that can be found by means of organic search.

Strategy 2: Content Marketing Goal

EQUIVALENT PPC COST

	Organic Search Value (Per Month)	First Page Keywords
1. Harvard Business School	\$61,732	3,102
2. Chicago – Booth	\$39,111	847
3. Stanford	\$21,927	785
4. MIT – Sloan	\$18,533	373
5. Houston – Bauer	\$13,633	579
6. NYU – Stern	\$13,332	680
7. Vanderbilt – Owens	\$8,640	867
8. USC – Marshall	\$8,263	323
9. Northwestern – Kellogg	\$7,341	736

Strategy 2: Content Marketing Goal

Google biomolecular science courses

About 9,510,000 results (0.55 seconds)

Students in the biomolecular science major can take courses such as:

- Inheritance, Evolution and Diversity.
- Cellular and **Molecular Biology**.
- Genetics.
- Biochemistry.
- Chemical Equilibrium and Dynamics.
- Organic Chemistry.
- Physical Chemistry.

<https://www.clarkson.edu/undergraduate/biomolecular-science-bs-curriculum/>
Biomolecular Science | Clarkson University

<https://engineering.nyu.edu/academics/programs/biomolecular-science-bs/>
Biomolecular Science, BS | NYU Tandon School of Engineering
 Biomolecular Science, B.S. · About the Program · Curriculum · Quick Links · Quick Links.

<https://lsa.umich.edu/lsa/academics/majors-minors/biomolecular-science-major/>
Biomolecular Science Major | U-M LSA U-M College of LSA
 Students may obtain Honors in **Biomolecular Science** by successfully completing all courses required for the **Biomolecular Science** major with an overall GPA of ...

<https://lsa.umich.edu/dam/chem-assets/chem-docs/biomolecular-science-major-lsa-university-of-michigan/>
Biomolecular Science Major - LSA - University of Michigan
 course offerings in chemistry, biophysics, and molecular, cellular and developmental biology. **Biomolecular Sciences** is a less extensive major than Biochemistry, ...

<https://www.clarkson.edu/biomolecular-science-bs-curriculum/>
Biomolecular Science B.S. Curriculum | Clarkson University

WIN FEATURED SNIPPETS

Google cyber security job description

Cyber Security Specialist is responsible for providing **security** during the development stages of software systems, networks and data centers. The professionals have to search for vulnerabilities and risks in hardware and software. ... The professionals will examine and evaluate **security** strategies and defenses.

www.fieldengineer.com/skills/cyber-security-specialist/
Cyber Security Specialist | Job Description and Salary ...

People also ask

What are the duties of a cyber security?

What skills do you need to work in cyber security?

The Top Skills Required for Cybersecurity Jobs

- **Problem-Solving Skills.** ...
- Technical Aptitude. ...
- Knowledge of Security Across Various Platforms. ...
- **Attention to Detail.** ...
- Communication Skills. ...
- Fundamental Computer Forensics Skills. ...
- A Desire to Learn. ...
- An Understanding of Hacking.

online.champlain.edu/blog/top-cybersecurity-skills-in-high-demand/
Top Cybersecurity Skills in High Demand | Champlain College Online

WRITE TO ANSWER QUESTIONS

Strategy 2: Content Marketing **How**

**ARTICLE WRITTEN
OPTIMIZED TO KEYWORDS**

**ARTICLE CONNECTS TO
PROGRAM PAGE**

CHAMPLAIN COLLEGE ONLINE

Request Info Apply Now 866.637.6292

Blog and News > How to Become a Healthcare Administrator

How to Become a Healthcare Administrator

Sonya Krakoff

HEALTHCARE ADMINISTRATION

Given the growth of the healthcare field in recent years - which can largely be attributed to an aging population whose care needs must be met - and the high salaries associated with healthcare administration jobs, many people are now considering a career in the field.

If you've researched the field and decided that it's something you want to pursue, you're likely wondering about the qualifications, skills, and experience you'll need to find a job as a healthcare administrator. We've broken down the key things you need to know.

How to Become a Healthcare Administrator

ABOUT THE AUTHOR

Sonya Krakoff
Senior Content Marketing Specialist

Sonya Krakoff is the Senior Content Marketing Specialist at Champlain College Online, where she is the voice behind the CCO blog and helps tell the school's story across multiple digital platforms.

Healthcare Administration

FEATURED PROGRAM

Anchored in the real world of healthcare and led by expert-practitioner instructors, Champlain's online healthcare administration degree challenges you to think about the healthcare industry differently. You'll emerge from the program with a clear understanding of the challenges and opportunities in the field, the strategic vision to enact change in the workplace, and the ability to create innovative solutions to address complex problems.

INTERESTED IN LEARNING MORE ABOUT HEALTHCARE ADMINISTRATION?

[Contact Us](#)

You May Also Like

[Explore Our Stories >](#)

Is Healthcare Administration a Good Career Choice? >

What Is Healthcare Administration? >

CAPTURE INQUIRIES

Download Online Experience Guide

Learn what you can expect from your experience at Champlain College Online.

Online Experience Guide Download

Learn more about what you can expect from your online experience at Champlain.

First Name _____

Last Name _____

Email _____

Mobile Phone _____

Zip _____

Academic Level of Interest

Select a Program

SUBMIT

Champlain College will not share or sell personal information. Submitting this form constitutes your express written consent to agree to receive e-mails, texts, and phone messages from Champlain College at the phone number(s) and email address provided in this form.

Strategy 2: Content Marketing **How**

PICK KEYWORDS WITH TRAFFIC & THAT ALIGN WITH YOUR BRAND

CHICAGOBOOTHREVIEW

[FINANCE](#)
[BEHAVIORAL SCIENCE](#)
[ECONOMICS](#)
[ENTREPRENEURSHIP](#)

Should the US bail out airlines?

APR 16, 2020

SECTIONS [ECONOMICS](#) [PUBLIC POLICY](#) [VIDEO](#) [COLLECT](#)

Should the US bail out airlines?
<https://review.chicagobooth.edu/economics/2020/video/should-us-bail-out-airlines>

Keyword	Position	Trend	Search Vol	CPC
bail out	5 (+4↑)		1,900	\$14.57
steven davis	7		1,600	\$0.28
bail-out	12		1,900	\$14.57
bankruptcy bailout	13		N/A	\$0.05
bailout	13.5		2,400	\$6.6

VIEW MORE

With so many people hunkered down at home, it's no surprise that the travel industry is in peril. But Chicago Booth's Steven J. Davis says that while the US should want to prevent airlines from shutting down entirely as a result of the COVID-19 crisis, it needn't bail them out to keep them out of bankruptcy.

Video Transcript

Credit support makes a lot of sense for businesses. Bailing out shareholders makes less sense.

Google

Videos

Should the US bail out airlines?
Chicago Booth Review · Chicago Booth Review
Apr 16, 2020

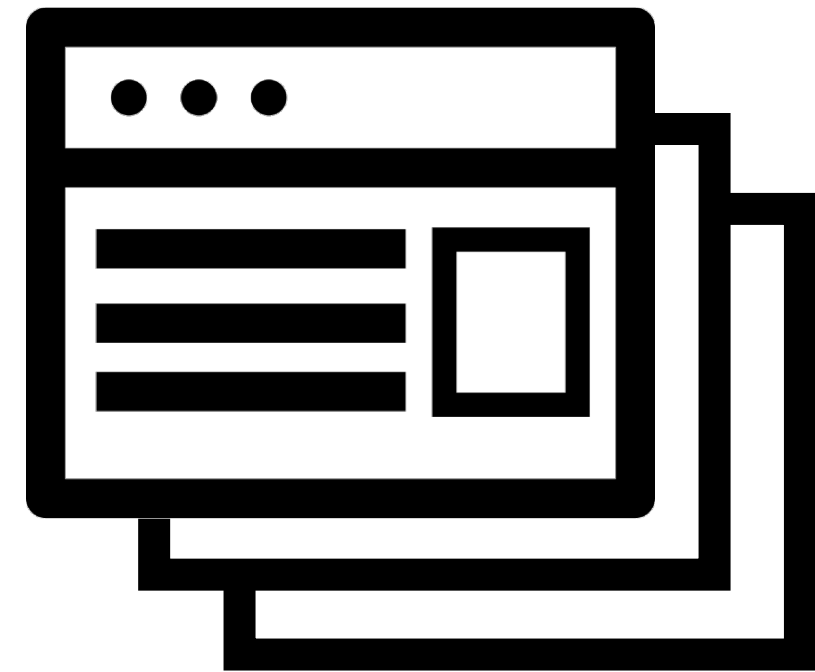
We Must Bail Out Workers, Not Just Corporations
YouTube · Bernie Sanders
Mar 24, 2020

What the bailout means for your bank account
CNN
Apr 7, 2020

[View all](#)

Strategy 2: Organic Optimization

ORGANIC TRAFFIC



MAIN WEBSITE: PROGRAM PAGES

OPTIMIZATION TIP

**DEGREE NAME +
LOCATION +
MODALITY**

Optimizing the degree/program pages on the main website to reach branded and unbranded traffic.

Strategy 2: Organic Optimization Goal

**PROGRAM PAGES
TOP SEO PRIORITY FROM
A LEAD AND BUDGET
PERSPECTIVE**

4 PAID ADS

#1 ORGANIC PAGE

Google search results for "part-time mba in miami". The search bar shows the query and the number of results (About 6,150,000 results in 0.53 seconds). Four paid advertisements are listed:

- Ad · www.bu.edu/**
BU Professional Evening MBA - Pick Your Pace - bu.edu
Flexible. Personal. Immediately applicable. Synch your **MBA** with your career & life goals. Low stress schedule, high impact results. Evening/weekend classes, and virtual learning.
[Attend Info Session](#) · [Personalize Your MBA](#) · [Health Sector MBA](#) · [Social Impact MBA](#)
- Ad · www.tuw.edu/**
Part Time MBA 100% Online - Touro University Worldwide
Enhance Your Career Today With TUW Online **MBA**, Scholarship Available, Get Information Now! A WASC Accredited University. Online Programs That Are Significantly Less...
- Ad · pages.northeastern.edu/ptmba**
Northeastern's Part-Time MBA - Learn from Experienced Faculty
Complete your **MBA part-time** with convenient 1x per week evening or Saturday class **times**. Learn the skills critical for leadership in a world transformed by technology.
- Ad · requestinfo.onlinebusiness.pepperdine.edu/pepperdine-mba/no-gmat**
Pepperdine Online MBA Program - No GMAT Required to Apply
Earn a Degree While You Work With Flexible Self-Paced Coursework & Live Online Classes.
[Curriculum](#) · [Explore the Program](#) · [Upcoming Deadlines](#) · [Tuition and Financial Aid](#)

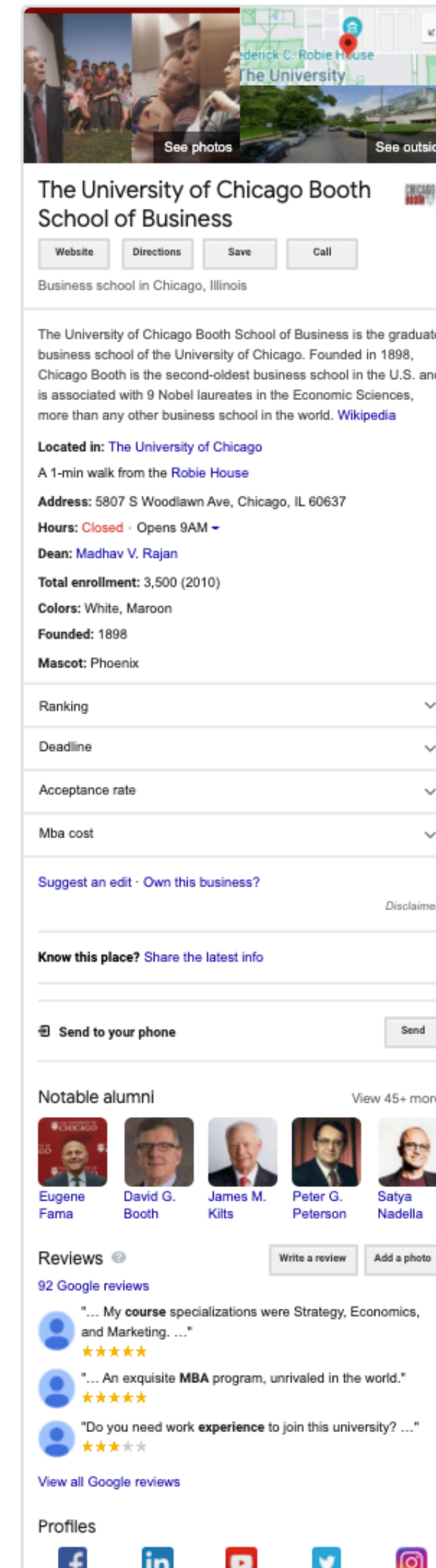
Below the ads, the organic search result for the Miami Herbert Business School is shown:

www.bus.miami.edu › academic-programs › mba-masters › **Part-Time Professional MBA Program | Miami Herbert**
The Professional **MBA** at the **Miami Herbert Business School** is a **part-time** program designed to help busy professionals gain that competitive edge to meet the new demands of today's organizations. To be successful, today's professionals need more than just an understanding of business.

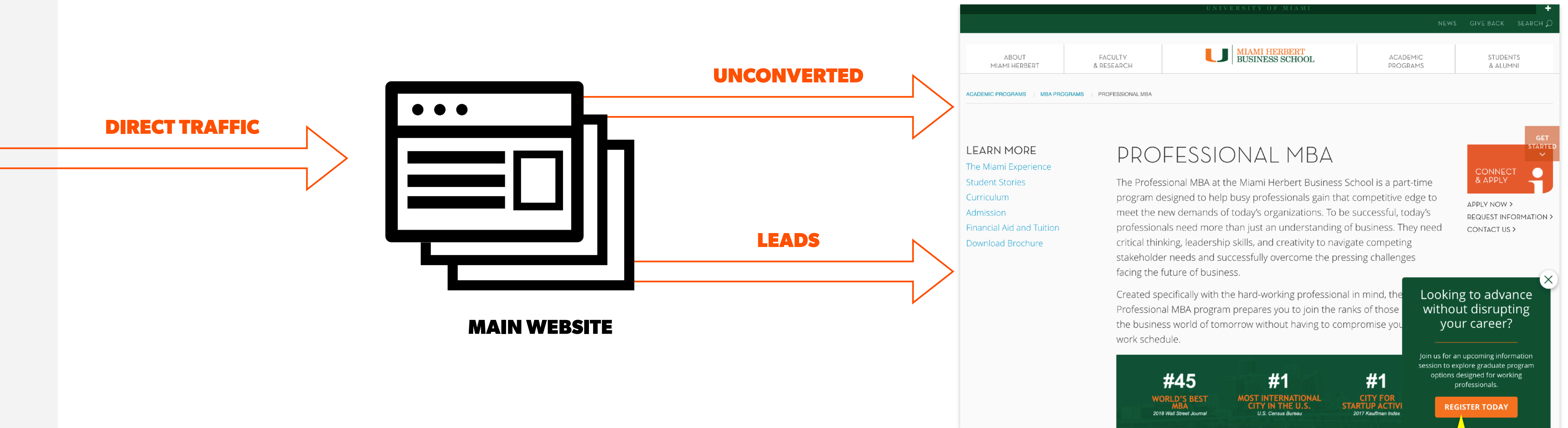
Website screenshot for the Professional MBA program at the Miami Herbert Business School. The page features a navigation menu with links for "ABOUT MIAMI HERBERT", "FACULTY & RESEARCH", "ACADEMIC PROGRAMS", and "STUDENTS & ALUMNI". The main content area includes a "LEARN MORE" section with links to "The Miami Experience", "Student Stories", "Curriculum", "Admission", "Financial Aid and Tuition", and "Download Brochure". The "PROFESSIONAL MBA" section describes the program as a part-time program designed to help busy professionals gain a competitive edge. A "CONNECT & APPLY" button is visible, along with links for "APPLY NOW", "REQUEST INFORMATION", and "CONTACT US". A statistics banner shows the program is ranked #45 as the "World's Best MBA" (2018 Wall Street Journal), #1 as the "Most International City in the U.S." (U.S. Census Bureau), and #1 as the "City for Startup Activity" (2017 Kauffman Index). A video player at the bottom shows a man in a suit with his hands raised, with the text "At Miami Herbert, our Professional MBA offers a flexibl..." and "Watch later Share" options.

Strategy 2: Content Marketing **How**

- **Technical Challenges** – These relate to server speed, page load, efficiency of code, and mobile readiness.
- **Global Changes** – These might related to XML site maps, meta descriptions, structure of templated code or set-up of the CMS to allow for optimization (meta descriptions, title tags, URL structure).
- **Appearance across Google** – There are likely edits to the information that Google is using in the knowledge panels, maps, and listing. It's mostly content editing in the Google business profile, wikipedia edits, cleaning up image alt tags, looking at reviews, and editing YouTube video.



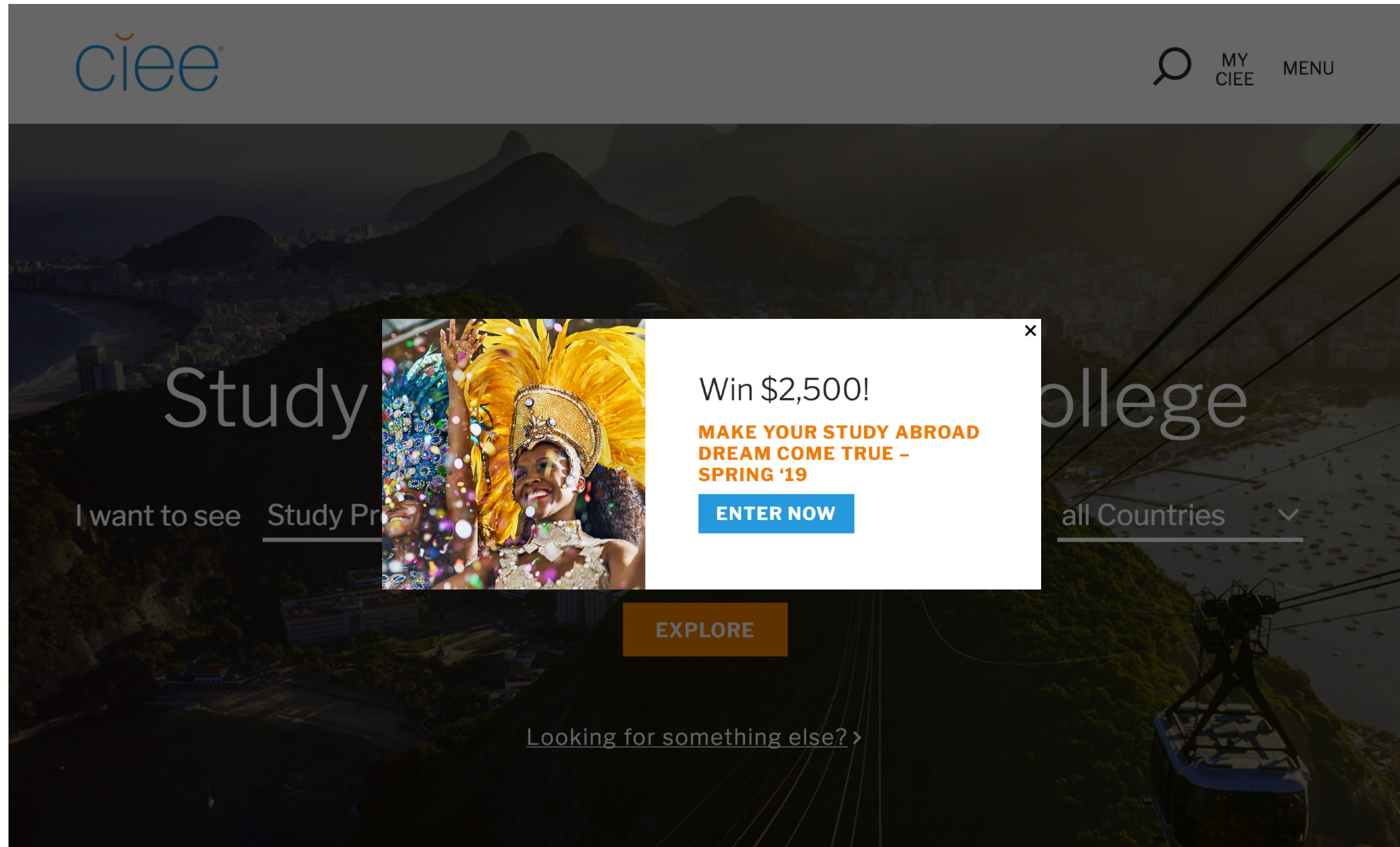
Strategy 3: Website Optimization



Capturing leads from prospects that are already aware of your school and interested in your programs.

PERSONALIZED CALLS TO ACTION

Strategy 3: Website Optimization



Strategy 3: Website Optimization

Introduce Yourself

Take the first step towards joining our inspiring and collaborative community.

We use the information you provide on this form to tailor our communications to your specific interests. *Please note, by submitting this form you are opting into HBS MBA Admissions email updates. You may unsubscribe at any time.*

Your Contact Information

First (Given) Name*

Preferred First Name

Last (Family) Name*

Date of Birth*

This helps us keep your data secure!

Email Address*

WE'LL BE IN TOUCH WITH RELEVANT ADMISSIONS NEWS AND UPDATES

Please confirm your Email Address*

Mobile Phone Number

Optional. Standard message and data rates apply.

Current Residence*

Country

City

State

WANT TO GET UPDATES ON THE LATEST ADMISSIONS INFORMATION?

YES PLEASE

NO THANKS



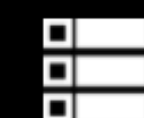
DOWNLOAD BROCHURE



READ STUDENT STORIES



REQUEST INFORMATION



VIEW APPLICATION CHECKLIST



VIRTUAL EVENTS



APPLY

MIT MANAGEMENT MBA PROGRAM

THE WORLD IS Y(OUR) INCUBATOR.
What will you do with an MBA from MIT?

First Name

Last Name

Email

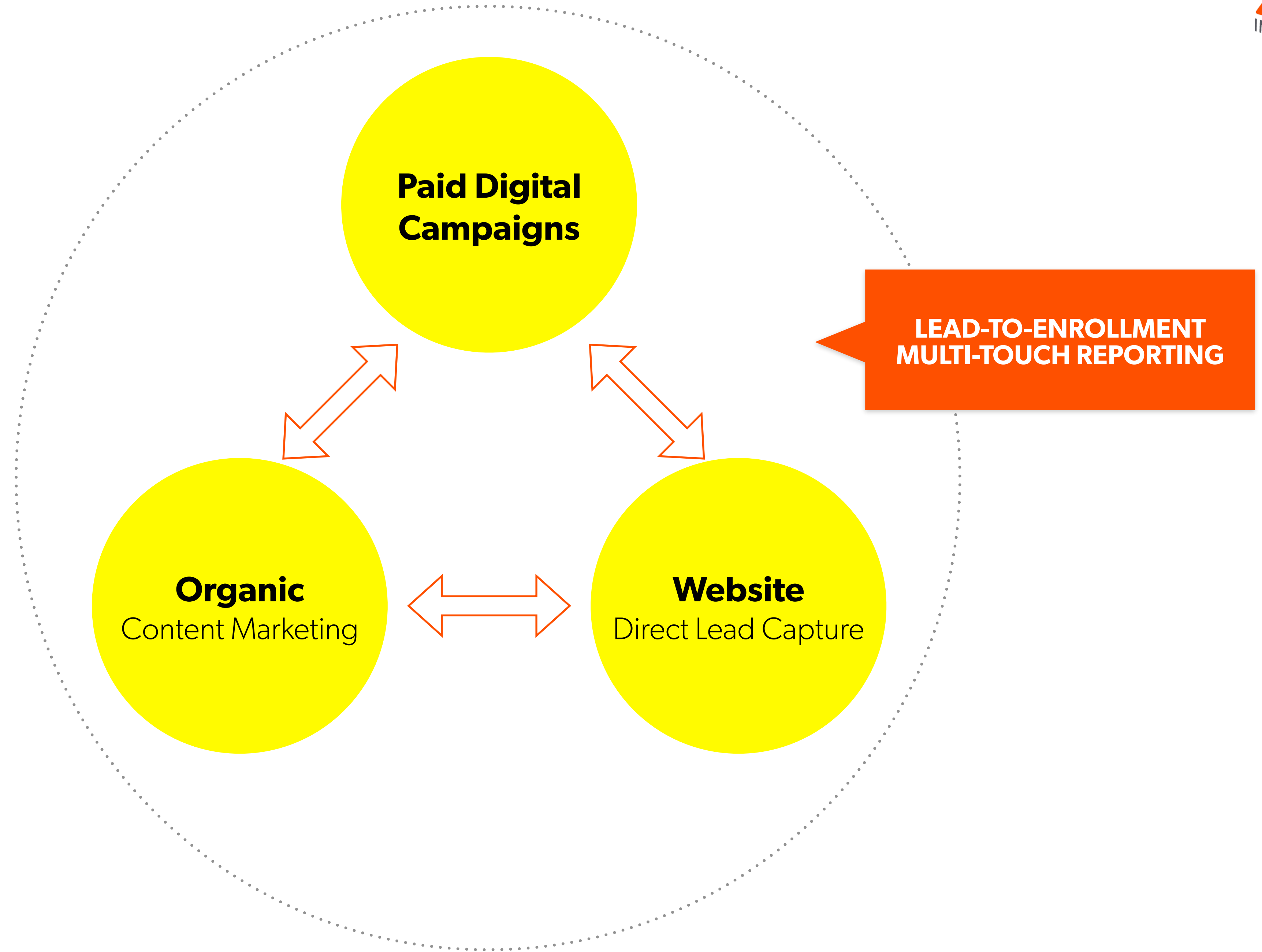
LEARN MORE

Work smart with our Thinking Forward newsletter

Insights from MIT experts, delivered every Tuesday morning.

Email:

SIGN UP



Paid Digital Campaigns

Organic
Content Marketing

Website
Direct Lead Capture

**LEAD-TO-ENROLLMENT
MULTI-TOUCH REPORTING**

Key Metrics to Monitor

The ultimate goal is to measure enrollments generated from the campaign.

5 Key Metrics to Monitor

1. Lead Volume
2. Cost-per-lead
3. Lead Quality
4. Applications
5. Cost-per-application



- Monitor activity and performance in ad platforms



- Connect campaign to website activity.
- Monitor aggregate data
- Track events/conversions

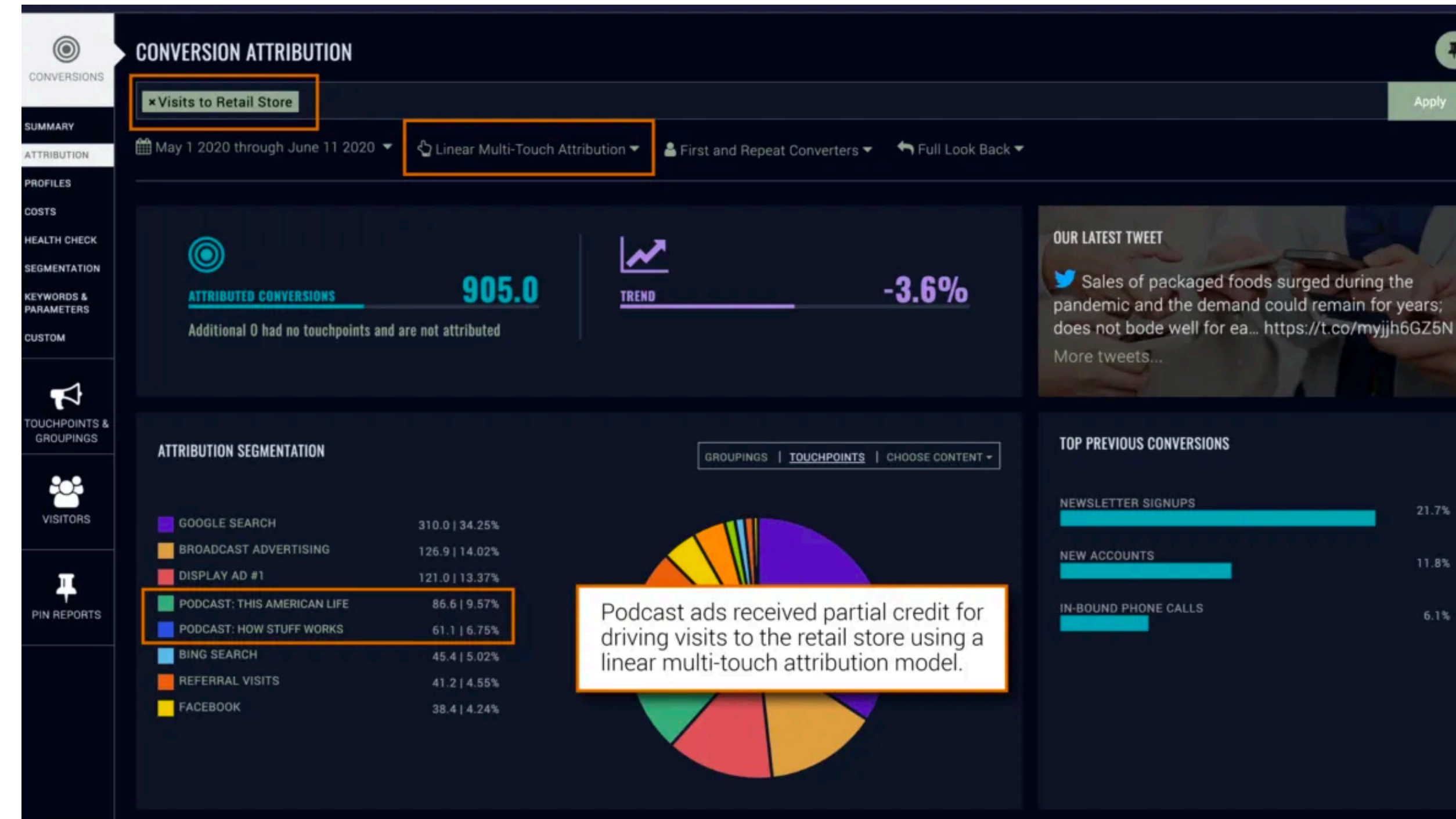


- Connect activity to individual records
- Pass touchpoints to CRM
- Use UTM and hidden fields

Last Touch vs. Multi-Touch

The ideal state is to implement multi-touch attribution so that the true measure of each of the touch points – paid and unpaid – can be understood and evaluated.

Channel Grouping Path	Conversions ↓	Conversion Value
Display Advertising > Paid Search > Direct	7,514	\$100,712.19
Organic Search > Paid Search	5,377	\$117,319.55
Display Advertising > Paid Search	3,716	\$182,264.71
Paid Search > Referral > Direct	3,015	\$58,779.31
Social > Organic Search	2,746	\$190,549.19
Display Advertising > Display Advertising	2,729	\$59,692.22
Organic Search > Social > Direct	2,588	\$39,751.97
Referral > Organic Search	2,557	\$31,964.93
Email > Paid Search	2,329	\$58,277.85
Referral > Display Advertising > Direct	1,631	\$40,072.25



Growing Your Enrollment

1. Digital marketing can have a direct impact on your enrollment goals.
2. Build a system that captures leads from multiple touch points and demonstrates impact.
3. Adopt a growth mindset – always be learning.



**Thank
You!**