



Marketing vs. Advertising:

***How To Build A Comprehensive,
Omni-Channel Enrollment Marketing Strategy***

CAHEA Annual Conference - 2021

HELLO!



Brad Gibbs

Chief Growth Officer

- Overland Park, KS
- 25 years in education
- Leveraging innovative, technology-driven marketing and enrollment management strategies, we blend connected technologies and automation with captivating, personalized experiences that result in a unique, rewarding journey for today's evolving learner community.



Erik Edmonds

Sr. Director of Digital

- Overland Park, KS
- 10 years in digital
- 8 years in higher education
- Oversees Archer's Agency Services business where his team is responsible for setting and executing an omni-channel strategies for Archer's partner universities.





TODAY'S GOALS

- › Share what we're learning
- › Walk through strategies & tactics we use
- › Ensure you leave with something valuable!

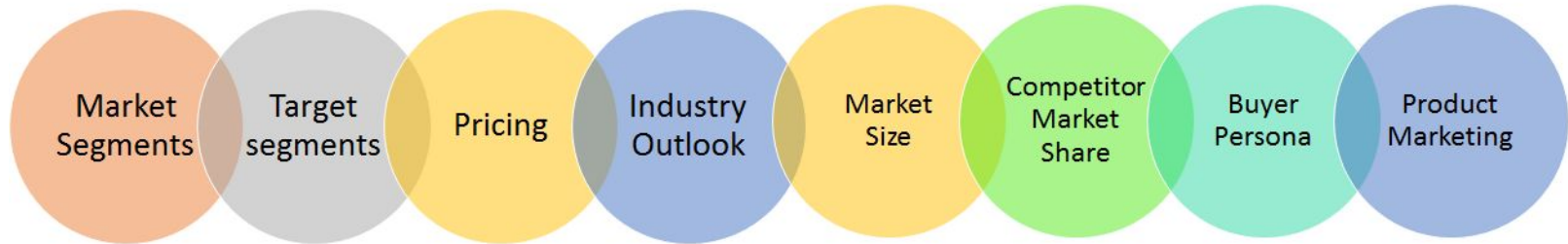


Marketing vs. Advertising

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In basic terms, marketing is the process of identifying customer needs and determining how best to meet those needs.

Advertising is a business practice where a company pays to place its messaging or branding in a particular location.



Marketing vs. Advertising

- **Paid Media** — This type of media involves a company paying a publisher to place marketing communications. Examples of paid media include billboards, broadcast and print ads, search engine ads, social media ads and direct mail or email.
- **Owned Media** — This type of media involves a company using its own channels to place marketing communications. Examples of owned media include retail merchandising, websites and blogs,, brochures, corporate social accounts and press releases.
- **Earned Media** — This type of media involves external communications about a company from third-party actors. Examples of earned media include online reviews, newspaper or magazine articles, social media endorsements, customer demonstrations and types of external publicity.



Marketing and Advertising in an Omnichannel Approach

Benefits

1. Better data collection and analysis
2. Better customer segmentation, better campaign designs and targeting
3. Greater synergy across all departments and channels
4. Better brand visibility
5. Achieve higher ROI





What Is An Omni-Channel Strategy And Why Is It Important

What Is An Omni-Channel Strategy?



Why Is An Omni Channel Strategy Important?

Google Surveyed Tech & University Leaders

- Only 20% said their institution regularly uses data analytics
- 39% said competing priorities impeded their ability to achieve the technology improvements they desired
- 71% considered digital capabilities to be a high priority for their institution, but only 15% said this was one of their highest priorities

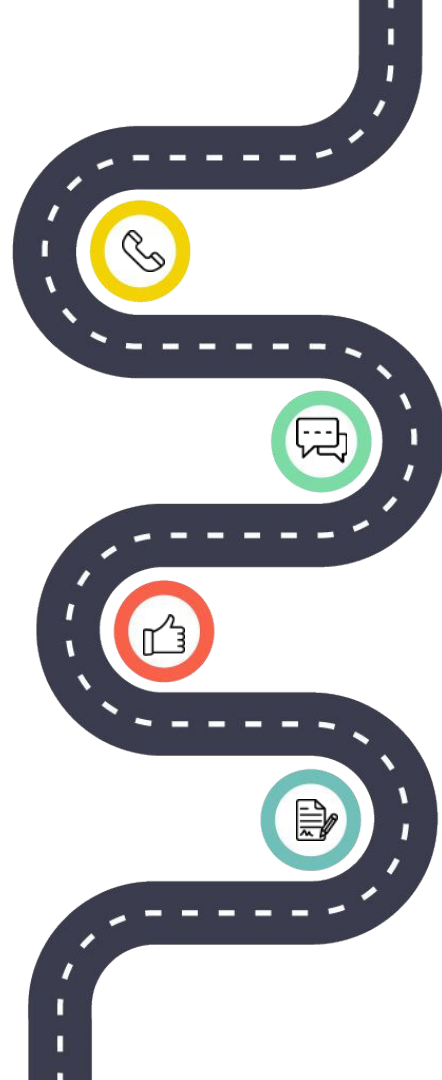




Getting Started

Getting Started | What Are Your Goals?

- › Understanding your goals will help determine which path to take
 - › Grow an existing program or area of study
 - › New program launch
 - › Expand into a new geographic area
 - › Build the brand
 - › Something Else



Getting Started | Who Is Your Audience?

BEHAVIOR

- Product usage
- Where they go
- What they search
- Digital activities
- Cognitive Biases

PSYCHOGRAPHICS

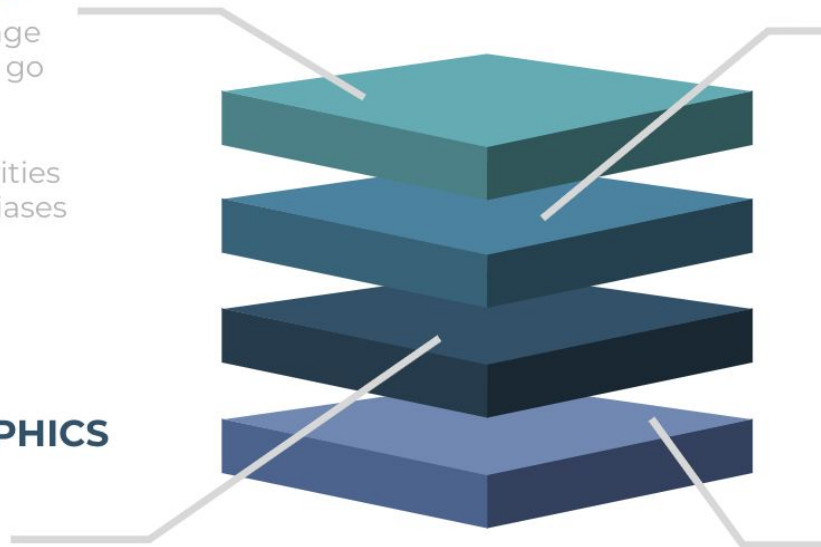
- Lifestyle
- Values
- Attitudes
- Personality traits
- Interests

DEMOGRAPHICS

- Income
- Age
- Gender
- Education
- Family structure
- Race/ethnicity
- Occupation

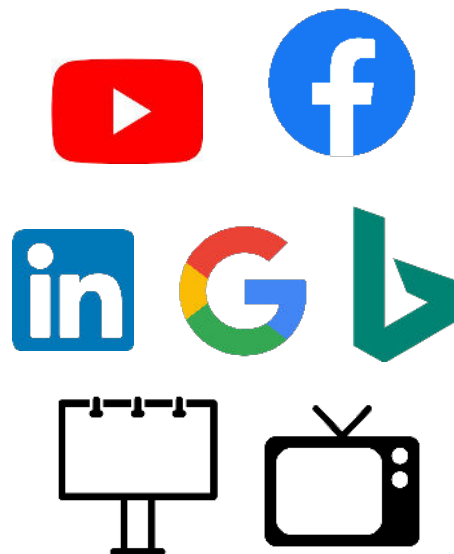
GEOS

- Local
- Regional
- National
- International



Getting Started | Determining Channels & Sources

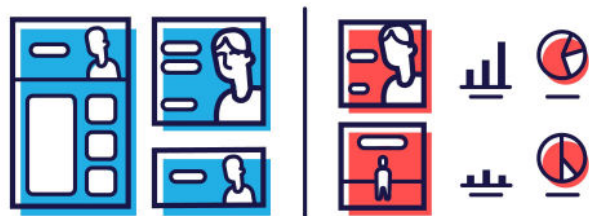
- › Budget & balance of sources
- › Not one size fits all, but prioritize best sources of return
- › Make sure to do what's native to individual sources
- › Success isn't always leads and cpl





Creative

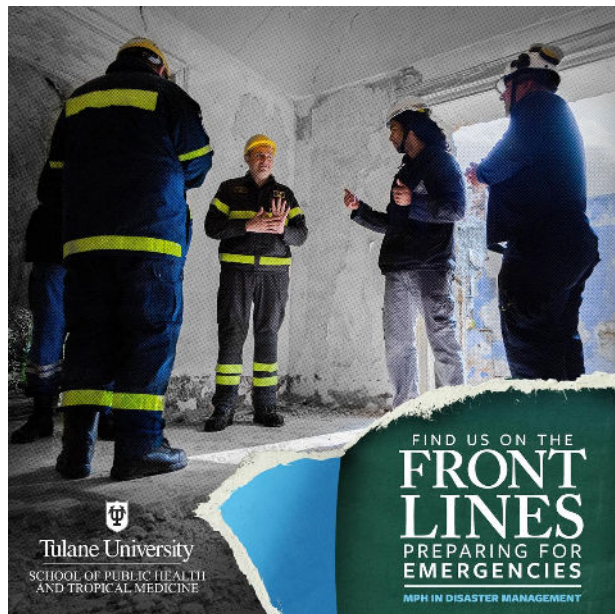
Creative | Personalized Experience



- › Creative strategy is key to success
- › Create a seamless user experience from first to last touchpoints
- › Build off the brand
- › Ads & Landing Pages
- › Content is king



Creative | Examples



Tulane University School of Public Health and Tropical Medicine
Published by Noodle Partners • March 22, 19

Learn more about the online MPH from the first School of Public Health in the nation. No public health education or work experience is required to apply.

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SCHOOL OF PUBLIC HEALTH AND TROPICAL MEDICINE

Online Master of Public Health
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READY WHEN DISASTER STRIKES

At Tulane, we're not just prepared for disaster. We're prepared to lead. Our MPH in Disaster Management will help you become a leader in the field of public health and emergency response.

[Apply Now](#)

PROGRAM OVERVIEW

The MPH in Disaster Management is a 12-month, 36-credit program that prepares students for leadership roles in public health and emergency response. The program is designed for students with a bachelor's degree in any field, and it includes a capstone project that allows students to apply their knowledge to a real-world problem.

PROGRAM HIGHLIGHTS

- Earn your MPH in just 12 months
- No public health experience required
- Flexible schedule with evening and weekend classes
- Hands-on learning with a capstone project
- Career opportunities in public health and emergency response

[Learn More](#)

SCHOOL OVERVIEW

Tulane University is a leading research institution with a rich history of academic excellence. Our School of Public Health and Tropical Medicine is a premier center for research and education in public health and tropical medicine. We offer a wide range of programs and courses, and we are committed to providing a high-quality education to all of our students.

[Visit Us](#)

GRADUATE PROGRAMS

Master of Public Health (MPH)

- Online MPH
- Full-time MPH
- Part-time MPH

Master of Science in Tropical Medicine (MSTM)

- Full-time MSTM
- Part-time MSTM

[Learn More](#)

DEAN'S MESSAGE

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WHO SUPPORT YOU CAN BECOME A PUBLIC HEALTH LEADER

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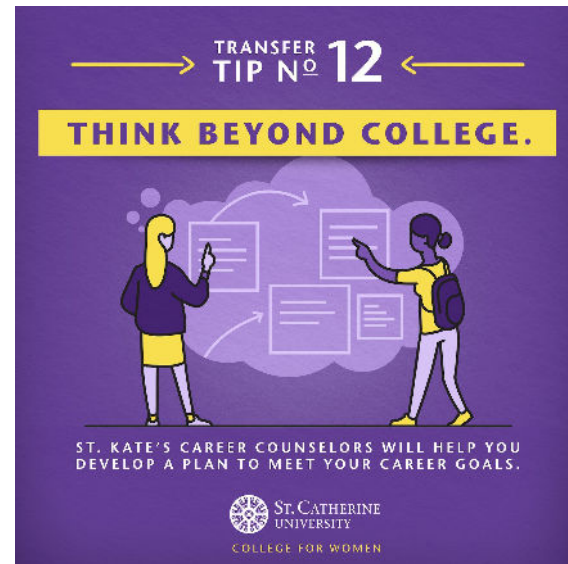
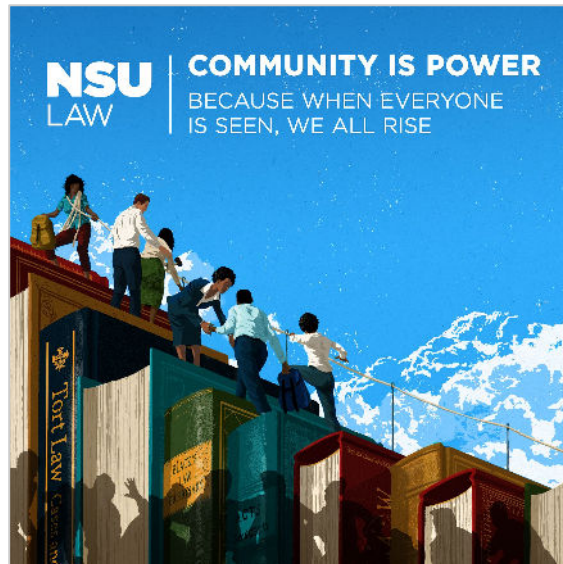
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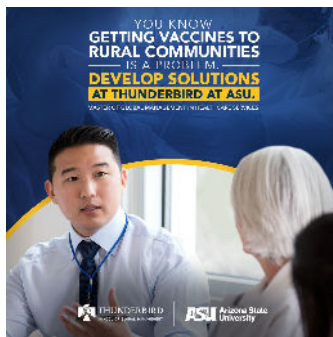
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[Learn More](#)

Creative | Examples



Creative | Testing



ASU's Thunderbird School of Global Management
Online Master of Global Management in Healthcare Services

- › Don't set it and forget it
- › Testing is key for ongoing success & incremental wins
- › Visual Concepts
- › New Channels/Sources
- › Landing Page
- › Messaging





Privacy

Privacy

- Top of mind across the digital industry
- Cookies will be going away
- Frontend experience will be harder
- Good news!
 - Simplify frontend strategy (pre-lead)
 - 1st party data offers solutions



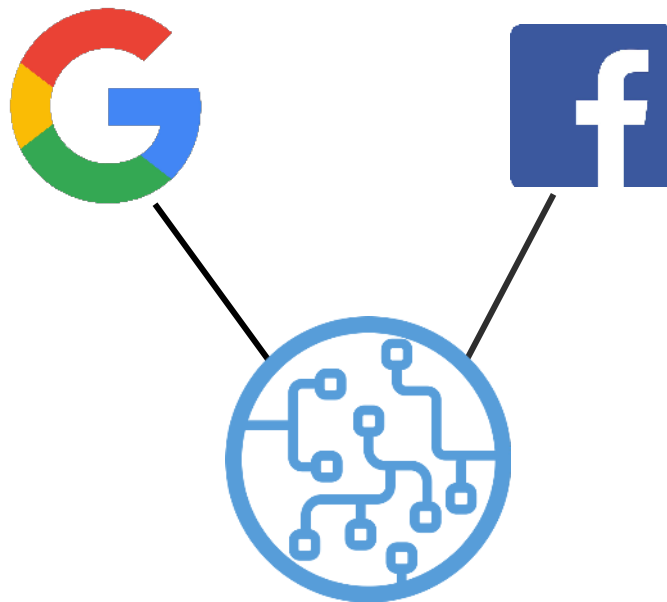
Privacy | 1st Party Data

- 1st party data offers visibility
- High quality & unique to your school
- Further segmentation for improved targeting



Embrace Machine Learning

- Automation is here - Embrace it or get left behind
- Establish API Connections
- Be patient and allow the machine to learn

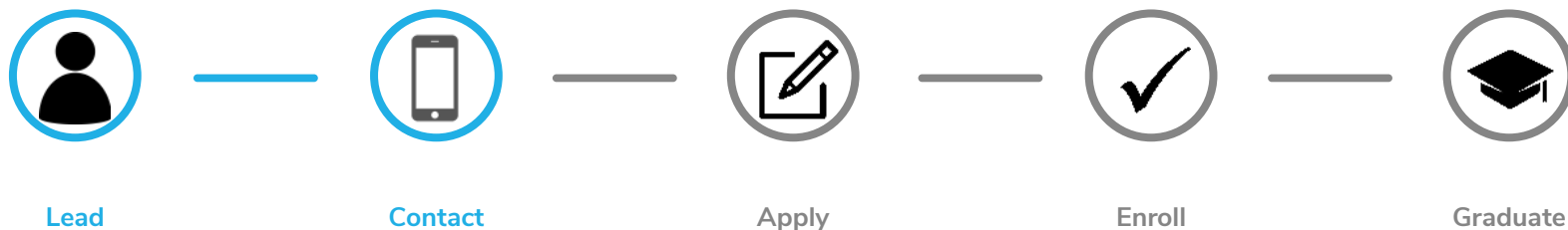


Deeper Funnel Optimization

- All leads aren't equal
- Optimize around signals unique to your school/programs
- Be patient and allow the machine to learn



Post Lead Remarketing



- Power of 1st Party data
- Segment your audience to personalize their experience
- Leverage different strategies to engage and nurture

Upsell graduates with Master's or Postgraduate Certs





Measuring Success

Attribution | Overview & Importance

- › Channels influence each other
- › Set appropriate targets by channel
- › Set milestones and evaluate to ensure you're on track



Attribution | Measuring Success



- BE PATIENT - Have faith
- Gather data and optimize
- Ask yourself
 - Are we growing apps & enrolls?
 - Are we hitting our CPA & CPE targets?





Thank you! Questions?

Brad Gibbs

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