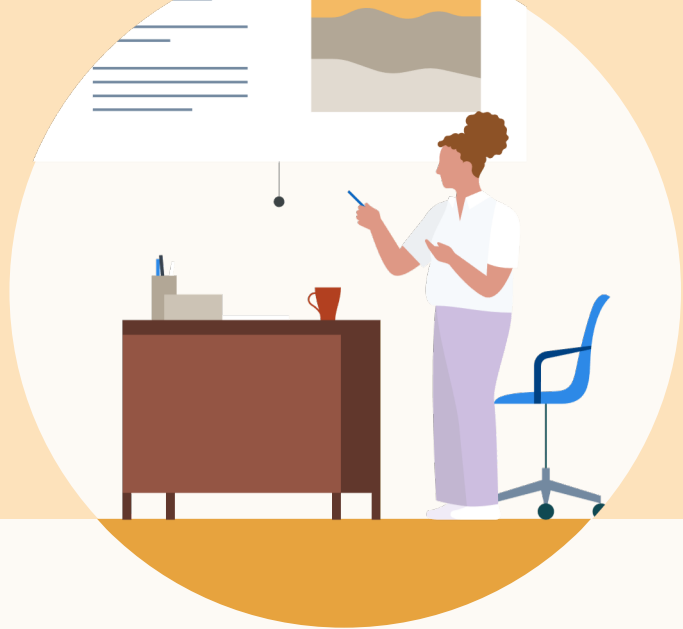









Educate with LinkedIn

Why LinkedIn is an effective & efficient channel to boost your enrollments.

- Quick reference guide -



Education is evolving rapidly, presenting challenges and opportunities for marketers.

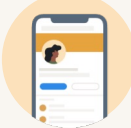



Barriers to education are decreasing	Student priorities are changing	Marketing landscape is evolving
<p>25% 25% change in job skill sets since 2015 – this number is expected to double by 2027</p> <p>46% 46% of college students exclusively enrolled in online courses, a 151% increase YoY</p> <p>21% ↑ 21% increase in applications since 2019-20, indicating broader range of student choice as applications become easier¹</p>	<p> Inflation and living expenses increasing</p> <p> Student loan debt higher than ever</p> <p> Upskilling a key focus</p>	<p> Data</p> <p> Differentiation</p> <p> Cost</p> <p> Strategy</p>

¹ Source: [Forbes: College Applications Are Up Dramatically In 2023](#)

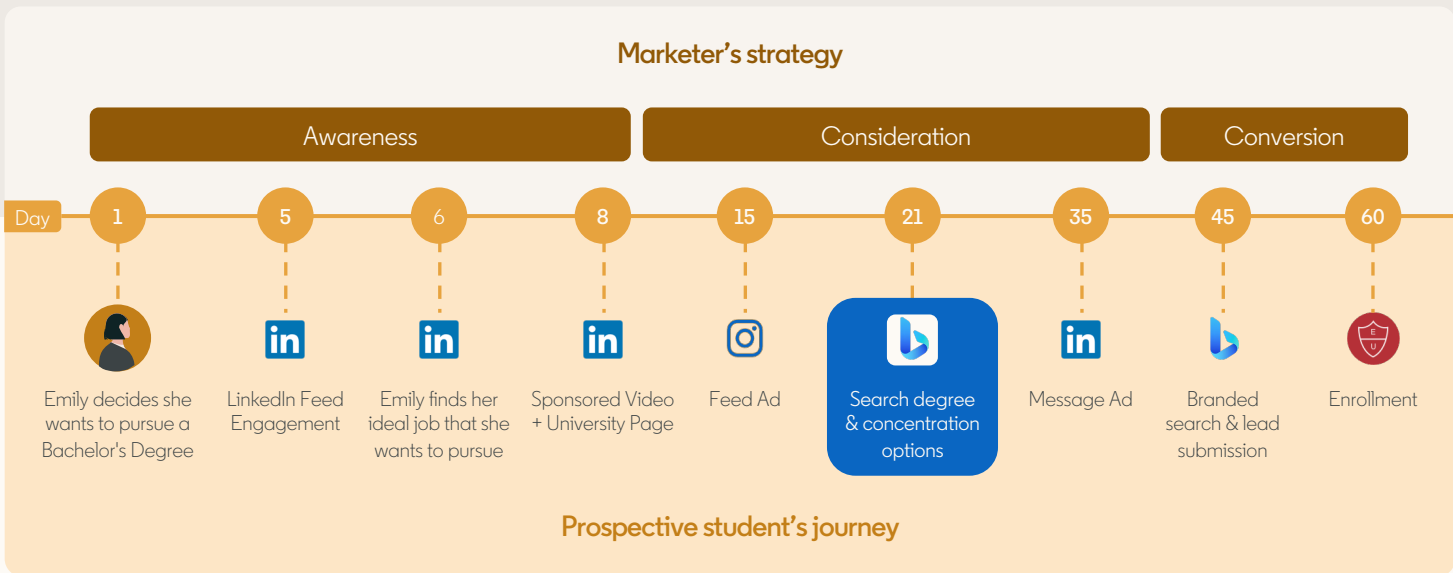
LinkedIn can help capture prospects at the intersection of education and career.

Strong feed engagement and alumni connections help to differentiate a brand early in the student’s enrollment journey.



<p></p> <p>96%</p> <p>of prospective students view Alumni profiles prior to enrolling</p>	<p></p> <p>↑60%</p> <p>increase in feed engagement in the 60 days leading up to enrollment</p>	<p></p> <p>↑60%</p> <p>increase in open rate for Sponsored Messages in the 60 days leading up to enrollment</p>	<p></p> <p>74%</p> <p>of students search for jobs on LinkedIn within 60 days of enrollment</p>
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Student enrollment journeys align with LinkedIn touchpoints.



Nielsen and LinkedIn collaborated to prove the effectiveness of LinkedIn advertising in driving strong search intent for education institutions.



Search intent is a strong indicator that prospects are considering your brand.

Marketing Mix Modelling (MMM)

is a top-down measurement approach designed to assess cross-channel media performance and help advertisers optimize spend.

Methodology: How the MMM report works.

- A meta-analysis to measure how LinkedIn can drive enrollment outcomes for education institutions
- Conducted over 2 years ending October 2022
- Measuring two key metrics:



1. Effectiveness was measured as the amount of search intent against the amount of media support – or impact per impression



2. Efficiency was measured as the amount of impact for every dollar spent



Results showed LinkedIn is powerful in driving search intent.



Effective at driving incremental search intent.

5X

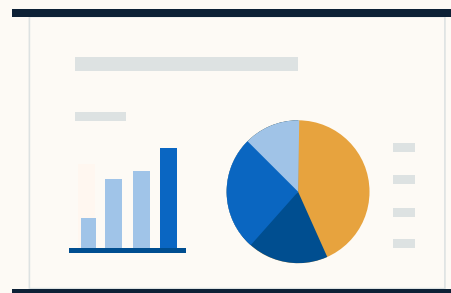
more effective than **linear TV** and display advertising

5X

more effective than other **social channels**

1.4X

more effective than **online video** such as YouTube, in-banner, masthead



Efficient in driving incremental search intent.

2nd most efficient channel behind video

114%

more efficient than **linear TV**

59%

more efficient than other **social channels**

22%

greater efficiency than **display**



How do education marketers capture this opportunity?

Maximize search intent and enrollments by considering these 3 evergreen principles and strategies:



1. Refine your Segment Goals and Measurement Strategy:

- Set KPIs that are aligned to your organization's sales and marketing priorities at every stage in the funnel
- Capitalize on [LinkedIn's measurement tools](#) to ensure the full impact of your campaigns are trackable



2. Prioritize tailored content creation and optimization:

- Define what "aspirational" is to your audience by addressing prospective students' concerns in your ads and posts, and utilizing storytelling that helps them visualize the benefits of your program
- Create and nurture community via dialogue, and speak to the benefits of alumni loyalty in your posts
- Test multiple ad formats in your initiatives, such as [Conversation Ads](#)



3. Leverage LinkedIn's superpower – high-value audiences who are ready to learn, engage, and convert:

- Unlock efficient CPMs by leveraging the [LinkedIn Audience Network \(LAN\)](#) to reach prospects where they are engaged on brand safe platforms (see [LAN brand safety features](#))
- Optimize your targeting and content using [Audience Insights](#) to ensure your brand is resonating with your audience based on their attributes and interests