



FIU | Online

Florida International University Online uses multi-pronged approach to boost enrollment in online degree programs

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Cristina Raecke
Executive Director, Marketing, Recruitment, and Enrollment
FIU Online

Reach highly targeted prospects for online degree programs

Florida International University (FIU) is a public, research-focused university based in Miami with an enrollment of more than 55,000 students. FIU Online, the University’s online division, offers 20 undergraduate degree programs as well as multiple graduate degree programs in the areas of business, communications, education, and engineering.

FIU Online’s programs are highly specialized, so the school needed a tailored approach for reaching pre-qualified prospects with job experience in each vertical market.

FIU Online began using LinkedIn’s self-service platform to build interest in its online programs. After seeing results there, the school promptly increased its investment and worked with a dedicated account management team

Challenge

- Raise overall awareness of online programs
- Increase enrollment with the right kind of students

Solution

- Sponsored InMail
- Sponsored Content

Results

- Four applications in less than two weeks from one InMail campaign
- Sponsored InMail open rate up to 2x LinkedIn benchmarks
- Up to 1.8 % engagement rate on Sponsored Content
- Ability to attribute leads directly to LinkedIn and connect on a personal level

to leverage both LinkedIn Sponsored Content and Sponsored InMail to build overall brand awareness and drive pre-qualified leads. Their ultimate goal: increase enrollment in niche professional programs.

“We’re always trying to find the right mix between brand awareness and lead generation, and I think that LinkedIn does a very good job of matching the two,” says Cristina Raecke, executive director of marketing, recruitment, and enrollment. “Our goal is always to increase enrollment with the right qualified students, and LinkedIn makes it so easy for us to find the target audiences that we need for our programs.”

Reaching just the right people

FIU Online uses criteria like job function, education level, and field of study to target and reach just the right audiences. For example, when recruiting for the Master of Science in Human Resources Management, FIU Online displays targeted Sponsored Content only to prospects who have undergraduate degrees and are working in an HR function.

They target the same prospects with Sponsored InMail, offering a concise but detailed message that explains the benefits of the 12-month degree program and includes a “learn more” CTA. This strategy is generating tremendous results—one InMail campaign resulted in four applications in less than two weeks.

Tracking leads through conversion

While FIU Online cites the quality of the prospects they are able to reach as a key benefit for investing in LinkedIn, Raecke also appreciates how easy it is to track the attribution of leads and adjust their marketing spend accordingly.

“LinkedIn allows us to easily determine our ROI,” she says. “We are able to promote FIU Online to top-of-funnel prospects that are qualified for our programs and follow their path from lead to enrolled student.”

Using both Sponsored Content and Sponsored InMail, FIU Online targets prospects that are most likely to be interested in and qualified for their niche professional programs.

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.