Marketing landscape is evolving
Barriers to education are decreasing
Student priorities are changing
Marketing landscape is evolving

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

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

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.

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

**Marketer’s strategy**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Day 5</td>
<td>Day 6</td>
</tr>
<tr>
<td>Day 8</td>
<td>Day 15</td>
<td>Day 21</td>
</tr>
<tr>
<td>Day 35</td>
<td>Day 45</td>
<td>Day 60</td>
</tr>
</tbody>
</table>

**Prospective student’s journey**

1. Emily finds her ideal job that she wants to pursue
2. Sponsored Video + University Page
3. Feed Ad
4. Search degree & concentration options
5. Message Ad
6. Branded search & lead submission
7. Enrollment

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

---

Nielsen Custom Media Mix Modeling Study, commissioned by LinkedIn for US Education vertical, 2022.