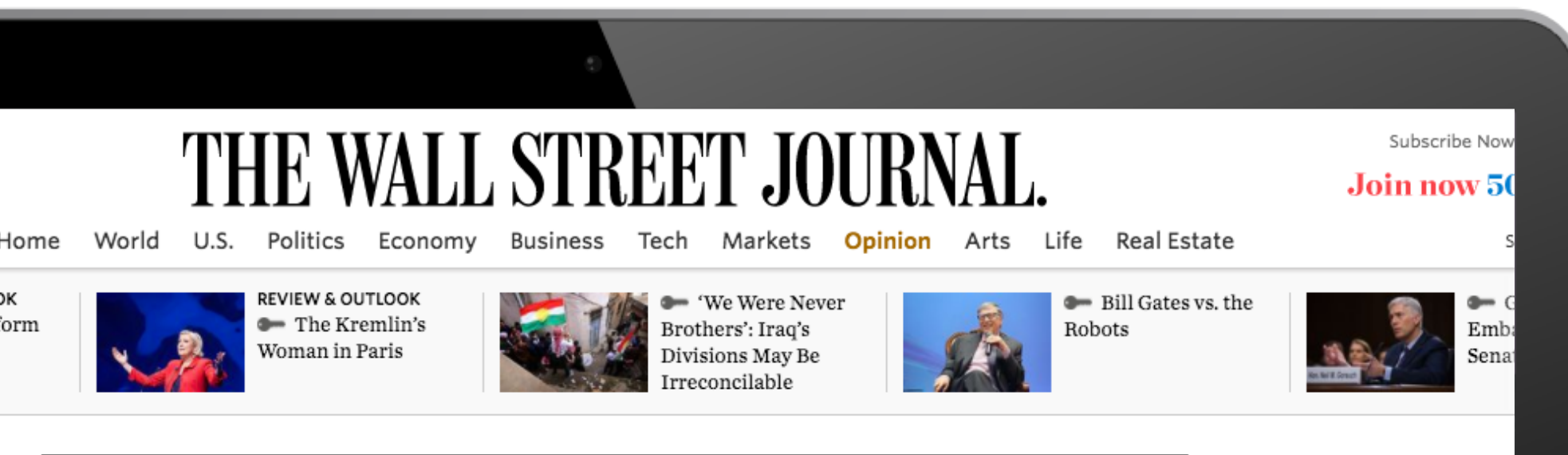




Online Schools Playbook

Using LinkedIn to Drive Quality Enrollment for Online
and Proprietary schools

The horizon is bright for online schools



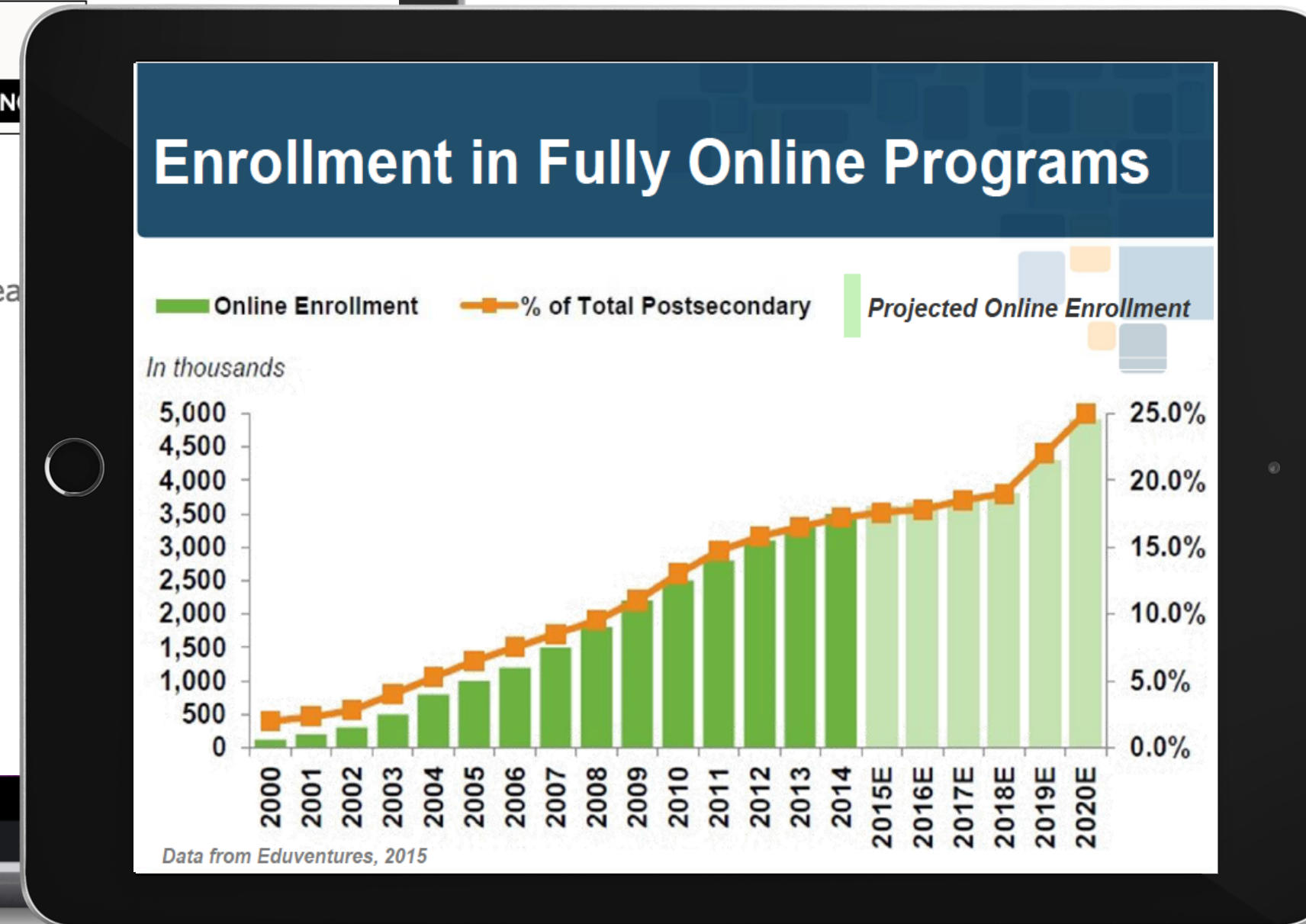
Get Real About Closing the Skills Gap

Colleges and private technical colleges across the country already are "tea

2:25 p.m. ET

Dougal comes so close to the mark in "The 'Labor Secretary' Needs a
" (op-ed, Dec. 30), but in the end his analysis falls short. His suggestions on
the Labor Department to the Workforce Department and then creating a new
nsive workforce strategy are excellent.

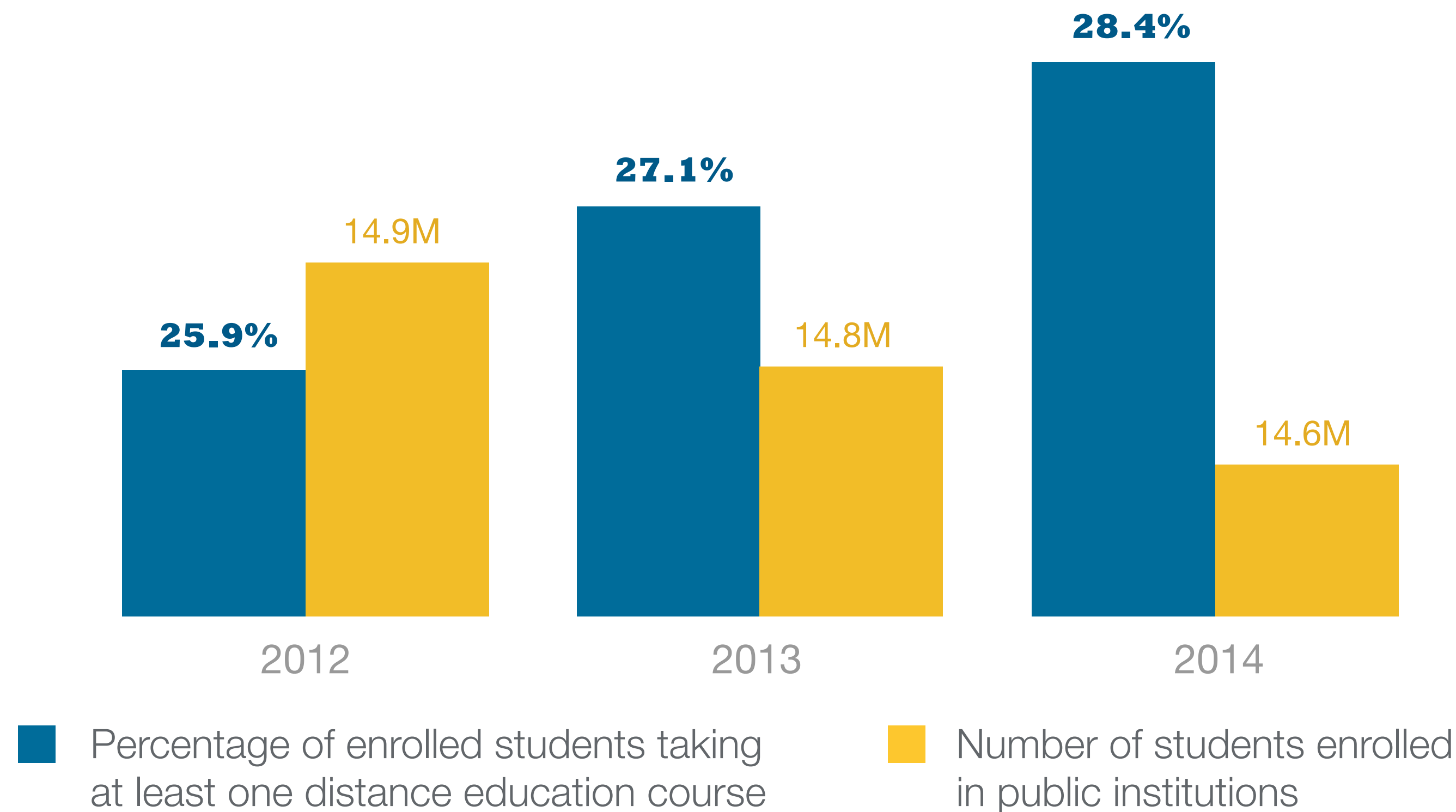
Mr. MacDougal's solutions for closing our skills gap ring hollow. Most
y colleges and private technical colleges across the country already are
what employers actually need." We already spend countless...



Given the growing skills gap and the demand for flexible programs catered towards working professionals, online education programs are seeing great success in the marketplace.

Enrollment has been growing steadily over the past several years, even through the recession.

Enrollment for online programs is increasing while public university enrollment decreases



While overall enrollment at public educational institutions are in structural decline, the percentage of students enrolled in online/distance learning is increasing.

This shows that online education is here to stay.

However, the market is maturing and there are many more competitors

“Not everyone can win. We will see a bit of a shakeout. Any school that has ambitious goals [whose] brand cache is not national is going to be caught off guard.”

RICHARD GARRETT
CHIEF RESEARCH OFFICER
EDUVENTURES

Competition is fierce on two fronts: traditional schools and proprietary (for-profit) schools.

Increased competition will force schools to focus on quality, not quantity, to differentiate themselves.

Programs that successfully deliver on the needs of adult learners with quality and scale will be the biggest winners.

Online schools can win if they can successfully do 3 things:



1. Improve awareness of programs
2. Target and retain quality students
3. Differentiate programs from competition

This eBook will show you how you can leverage LinkedIn, the world's largest professional network, to accomplish all three of these objectives.

Table of Contents

Section 1

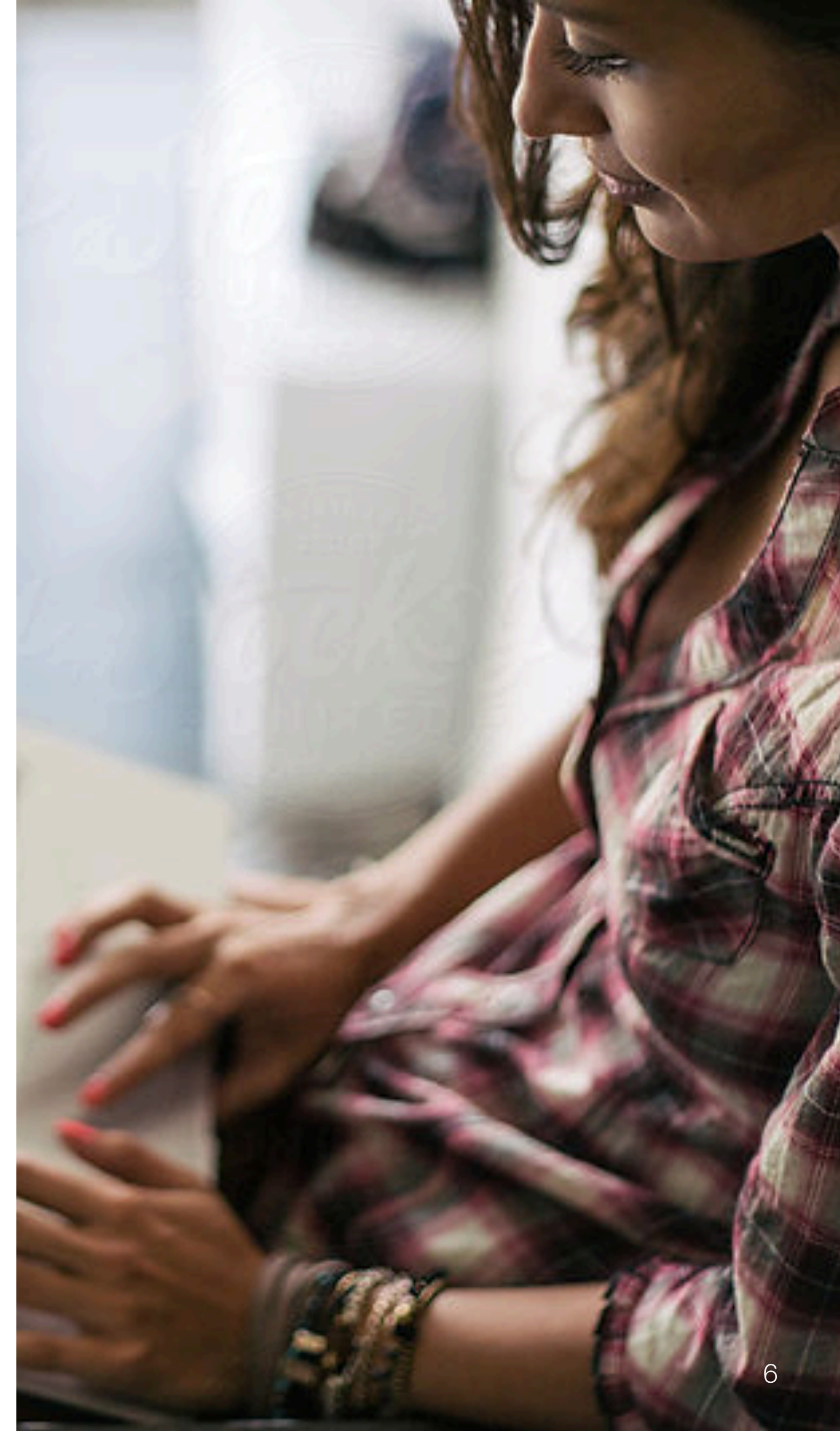
New Student Decision Journey

Section 2

How LinkedIn Can Help - Market to Who Matters

Section 3

LinkedIn Solutions for Generating Quality Enrollment

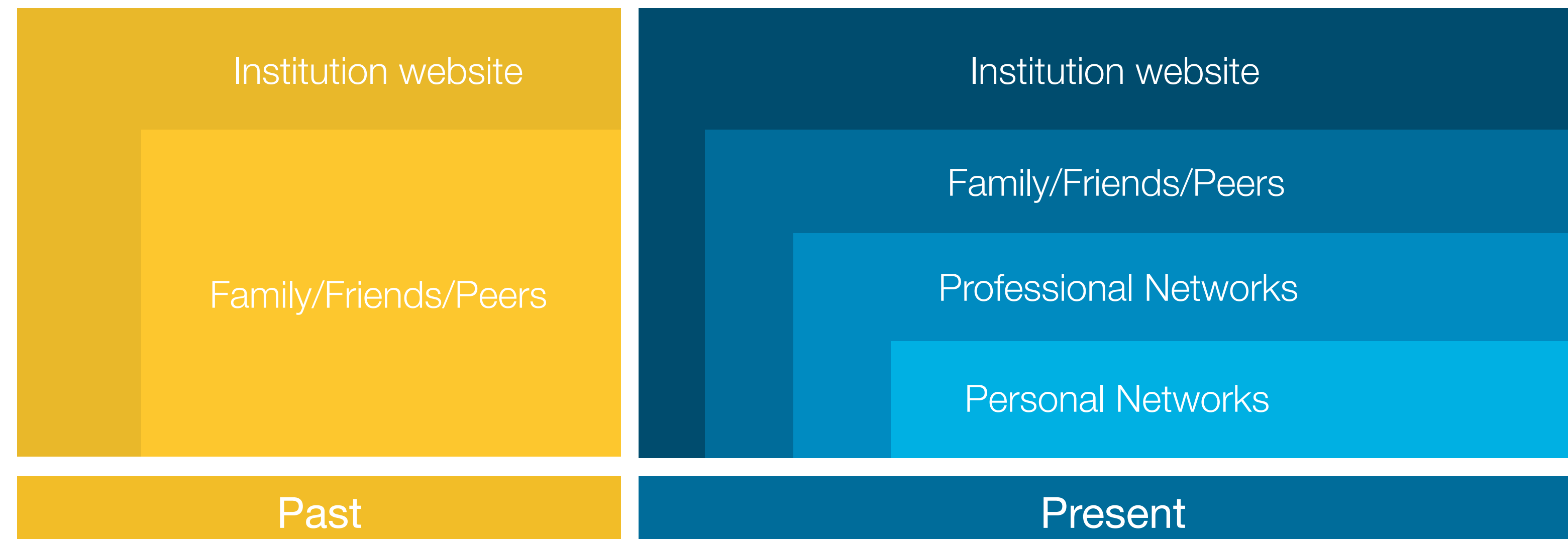


SECTION 1

New Student Decision Journey

Prospects today are empowered by information from their social networks

Top influencers on student decision making



According to LinkedIn research, the fundamental student decision journey has changed. Long gone are the days where your website, marketing materials, and peers were the biggest determining factors of making an enrollment decision.

Today, the rise of social networks have fundamentally altered how universities need to approach their prospective students' decision making process.

On social media, adult learners want to maintain a separate personal and professional identity



Eduventures Adult Learner Survey

Through a series of six focus groups conducted nationwide, Eduventures found that adults were, by and large, “turned-off” or “neutral” by the suggestion that schools might use social media channels to reach them at all.

LinkedIn was the only exception to the rule. LinkedIn, a unique social media outlet, stood out among the rest as “more professional” and “more useful” for making career-based decisions, which is typically the primary reason adults pursue higher education in the first place.

“Use LinkedIn as a way to cultivate a more professionally-oriented brand. Chances are what you will gain by focusing your efforts here will produce a far greater impact than your 10,000 Facebook Likes.”
- Eduventures, Brian Fleming, Senior Analyst

Marketers must influence prospects early in the decision journey



72%

develop their short list
before reaching out to a
school representative



**ONLY 3
SCHOOLS**

make the prospects'
short list

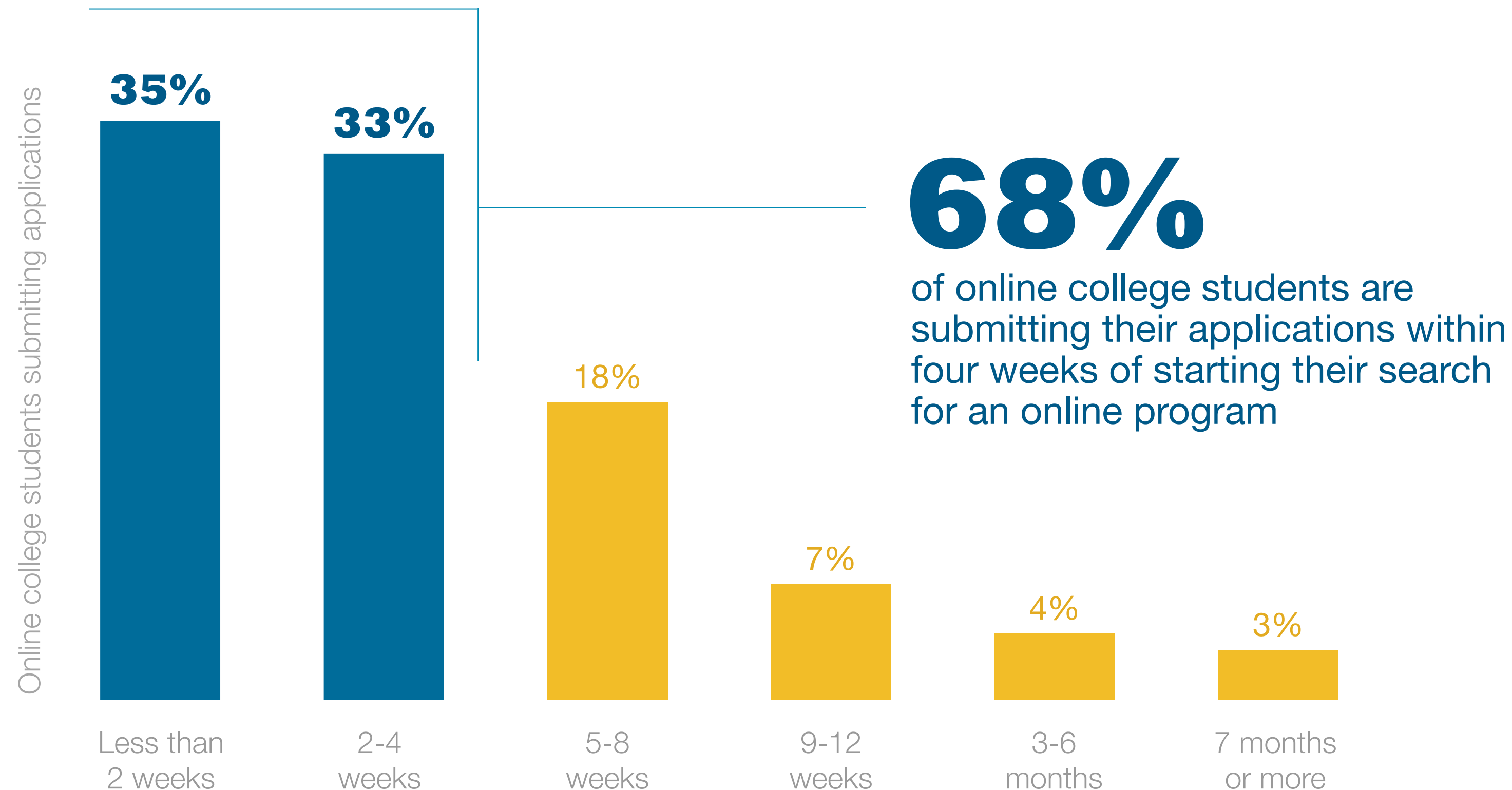


93%

end up enrolling
at a school from their
short list

However, we know that online school students make their decisions much more quickly

How long did it take you from the time you first started your search for an online program to completing your application?



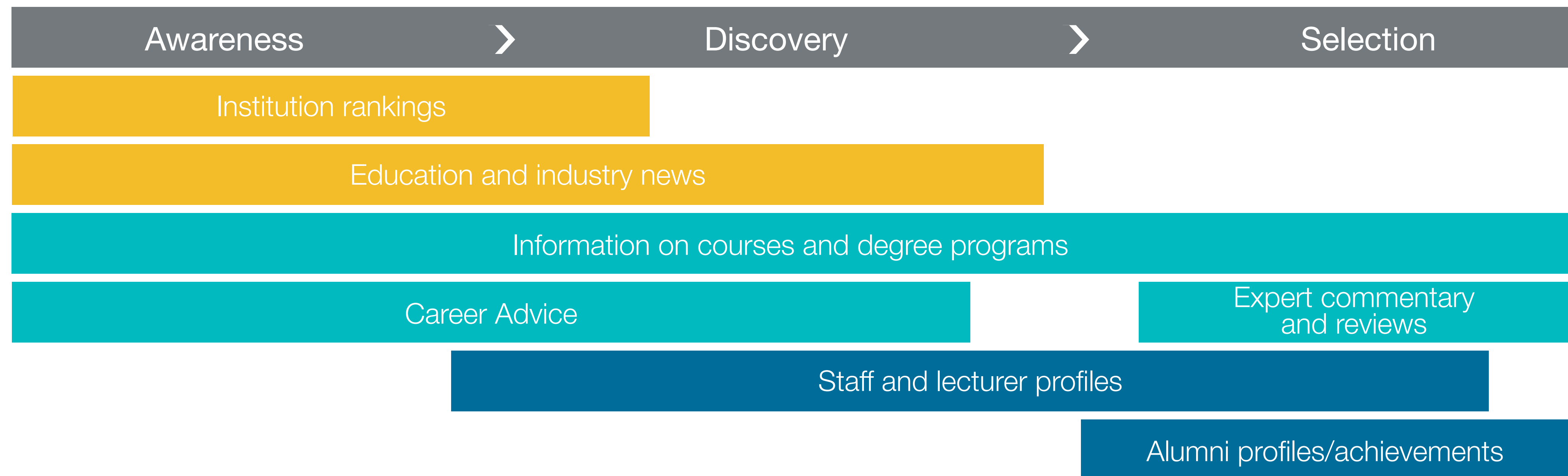
Online school prospects are different from traditional student prospects. On average, it takes 540 days for a typical higher education prospect to make an education purchase decision.

However, online prospects are doing research and making buying decisions much quicker. 68% of online college students are submitting their applications within four weeks of starting their search for an online program.

How do you attract and inform the right student during that four week timeframe?

Engage prospects with the right content at the right time

Top types of information sought by intenders in each stage of the higher education decision-making process:





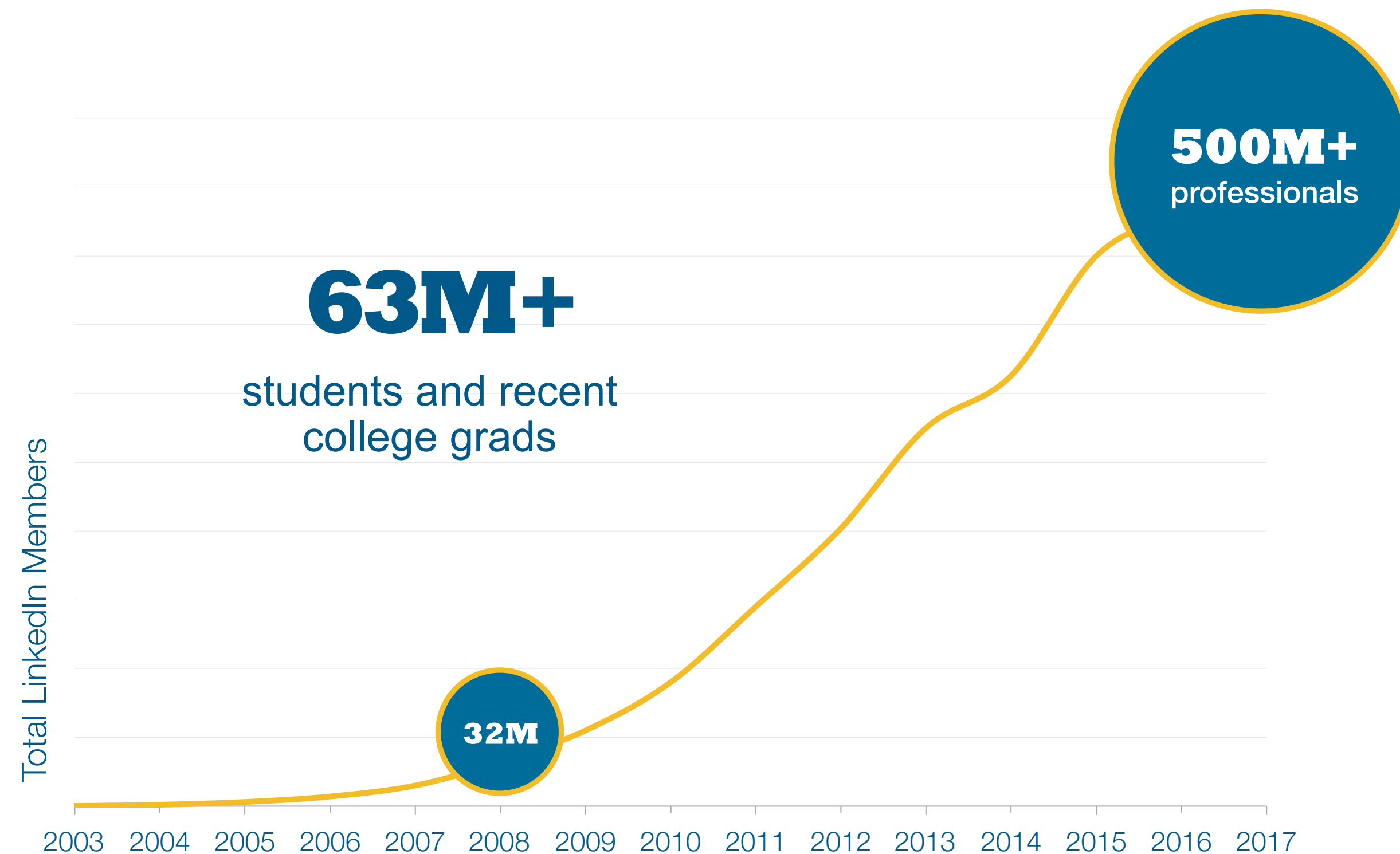
SECTION 2

How LinkedIn Can Help – Market to Who Matters

The largest global community of professionals

With more than 500 million members, LinkedIn is by far the largest destination online where professionals gather to stay connected and informed, advance their career and work smarter.

Students and college grads are also one of our most engaged audiences. In fact, they are our fastest growing segment, with over 63 million students and college grads on our platform.



Market to who matters on LinkedIn

From a marketing perspective, this is what makes LinkedIn unique. You can market to who matters on LinkedIn because of this unique combination of benefits:

Quality



Reach a higher
quality prospect

Mindset



Align your message
with a professional
mindset

First-Party Data



Use our accurate
data to target your
audience



Quality

Universities are seeing

5x

better conversion rates on
LinkedIn vs. Facebook

Converge Consulting, an agency that specializes in digital marketing for colleges and universities, found that universities are seeing 5x better conversion rates on LinkedIn compared to Facebook.

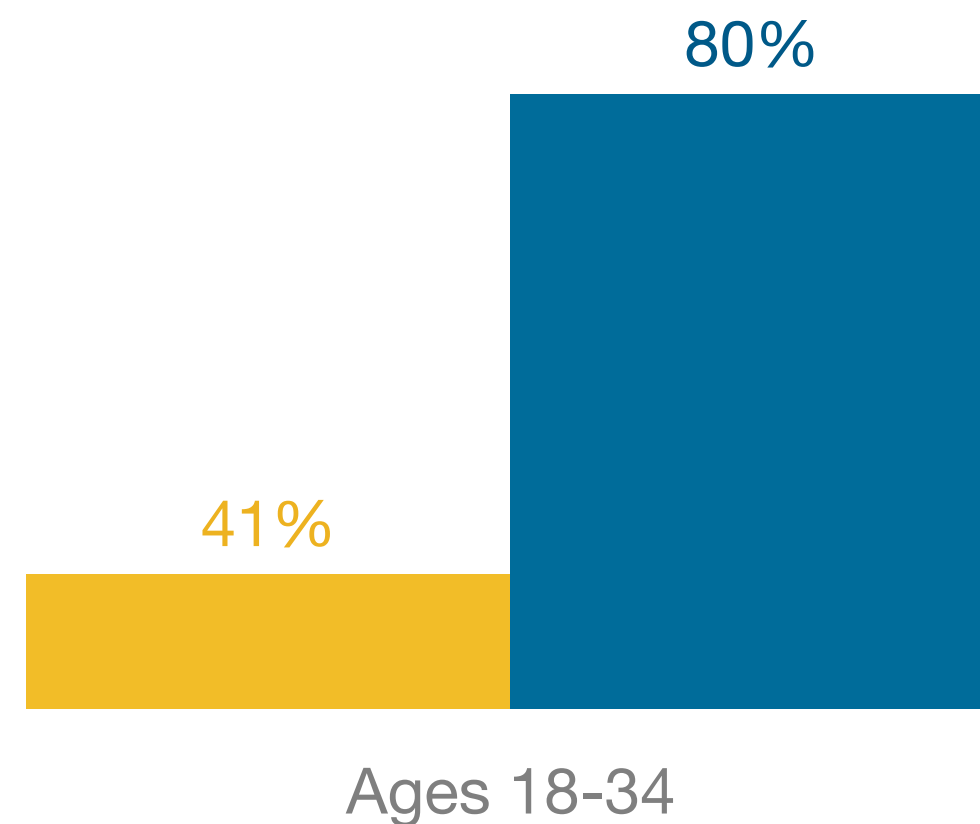
They analyzed lead conversion rates for 12 different MBA and EMBA programs over 1 year and found that conversions from click to lead on LinkedIn was 5x higher than Facebook.





LinkedIn members are more likely to have the financial resiliency and grit to complete their degree

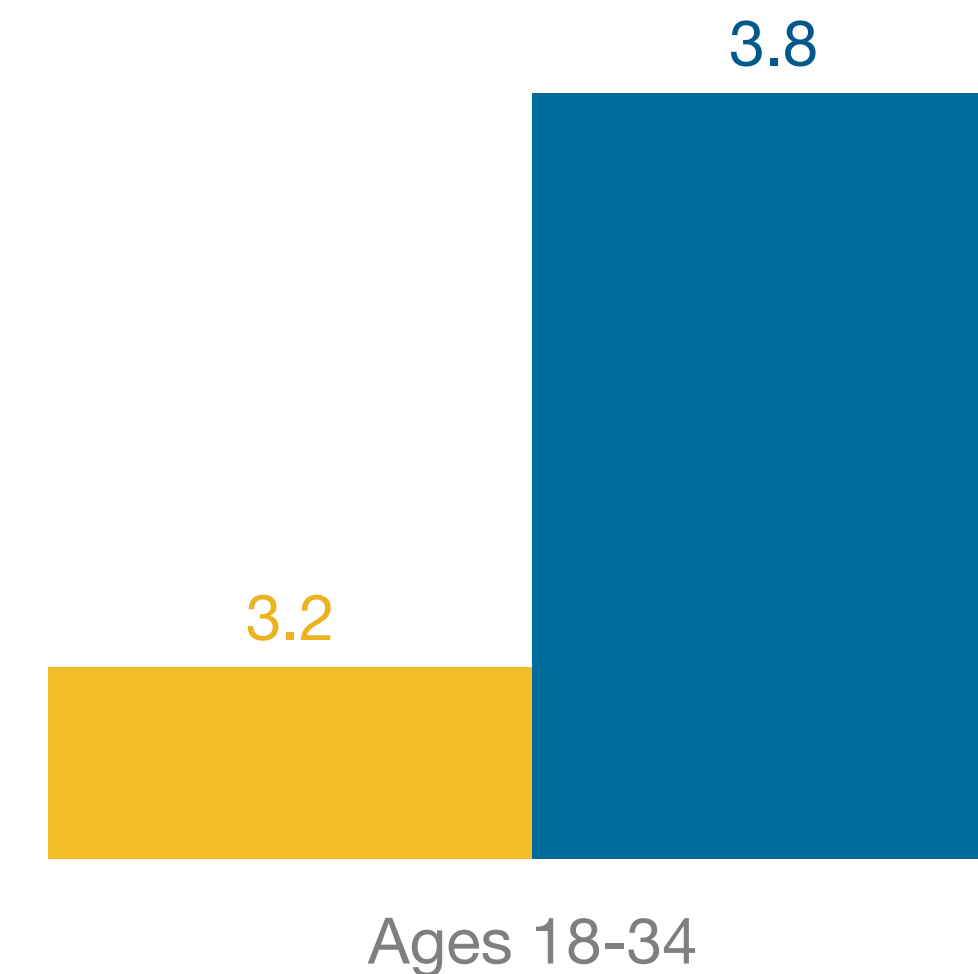
■ US Adults ■ LinkedIn Members



% Financially Resilient

“probably could” or “certain” they could come up with \$2,000 next month for an unexpected need

■ US Adults ■ LinkedIn Members



Average Grit Score

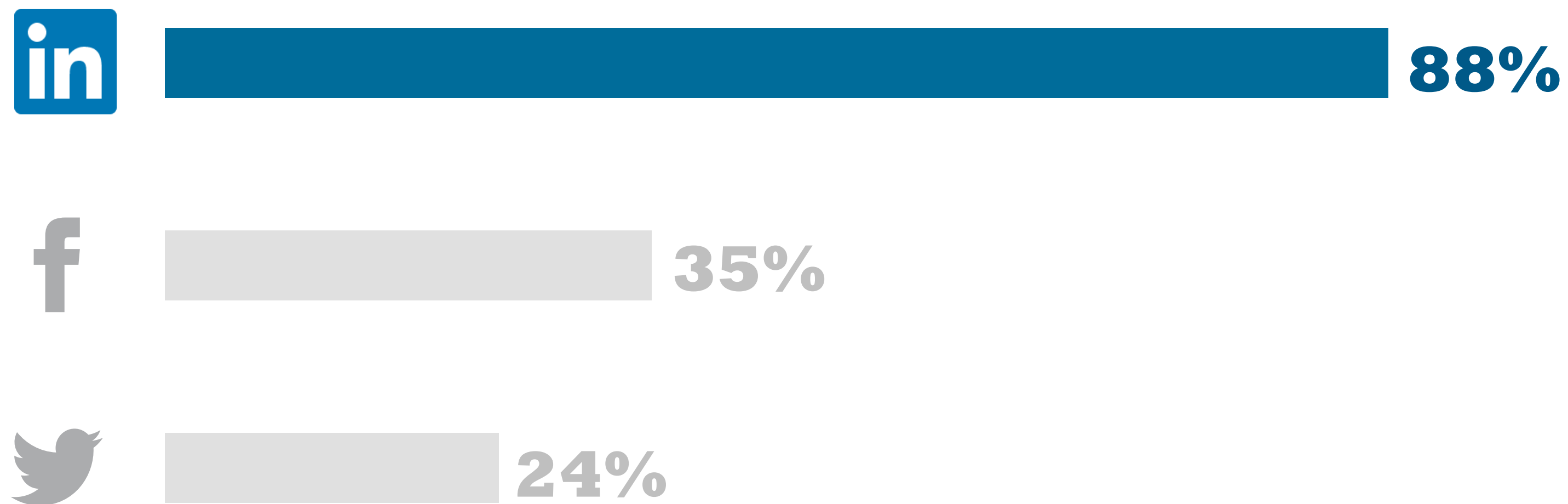
A validated measure that reflects the perseverance and passion for long-term goals



Quality

According to admissions, the best candidates are found on LinkedIn

The best candidates are found on which networks?

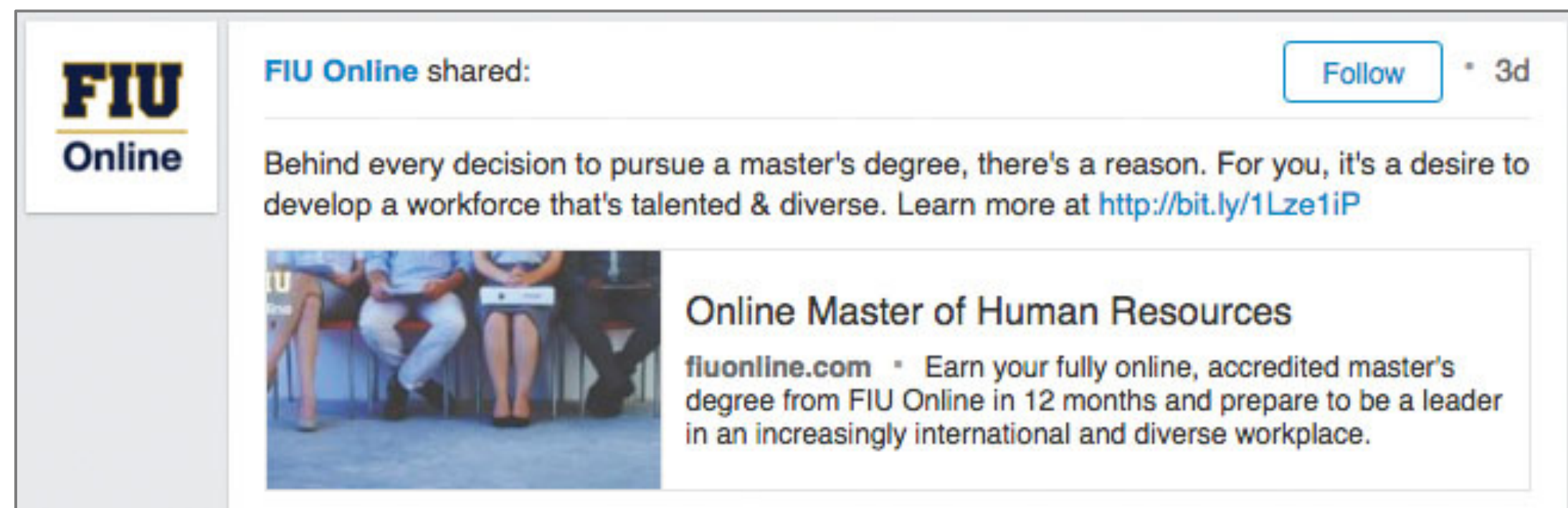


CarringtonCrisp, a market research and consulting firm for higher education, surveyed 173 admissions staff globally to find out how they are using social media, and found that LinkedIn was the top social network to reach the best candidates.



Quality

FIU Online generates high quality results that directly impact the bottom line



“We are able to promote FIU Online to prospects that are qualified for our programs and follow their path from lead to enrolled.”

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

Challenge

- Drive enrollment for online master's and bachelor's programs

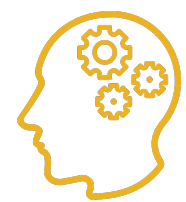
Solution

- Sponsored InMail
- Sponsored Content

Results

- 4 applications in less than 2 weeks from 1 InMail

[Click here](#) to view the full case study



Mindset Matters

Obviously, there is a key difference in the reasons that people use personal social networks and professional social networks. Time on LinkedIn isn't simply spent. Time on LinkedIn is invested in professional development. We call this the professional mindset. And this mindset is aspirational. Members are thinking about how to achieve their ambitions and provide a better life for their families.



Personal Networks

“SPEND TIME”

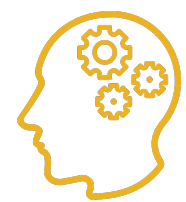
- Info on friends
- Info on personal interests
- Entertainment updates



Professional Networks

“INVEST TIME”

- Career info
- Updates on brands
- Current affairs



Mindset

Part time/Online MBA Prospect on LinkedIn

Uber-connected, opportunity-seekers

2.6x More connections

4.3x More home page views

4.3x More job views

2.7x More inbox views

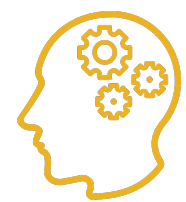


Work experience: 3-10 years
Seniority: IC, Sr. IC, Manager



Education: Bachelor's, no MBA

*compared to the average member



Mindset

Bachelor's Completion Prospect on LinkedIn

Mobile, connectors

68% Of page views are on mobile

92% More connections

2.1x More inbox views

2.8x More companies followed

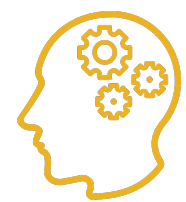


Work Experience: 5+ years
Seniority: IC+



Education: Some college,
Associates degree

*compared to the average member



eCornell finds professional mindset on LinkedIn aligns with their content



Challenge

- Drive enrollment for online certificate programs

Solution

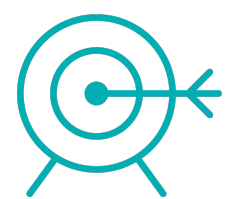
- Display
- Sponsored Content

Results

- Landing page conversions 2x higher than average
- 3x lower cost per lead than traditional retargeting

“If we consistently deliver relevant content to people throughout the process, we not only make their decision easier, but we’re winning over quality leads.”

Andrew Hickey, Director of Digital Marketing, eCornell



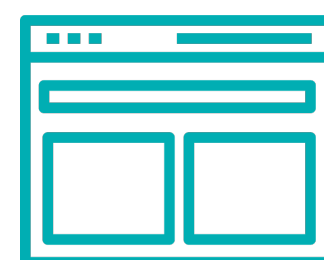
1st Party
Data

Leverage LinkedIn's first-party member data



Rich demographic data

Education Level, Industry,
Years of Experience,
Seniority, Geography



Interest-based targeting

Group Membership, Skills,
Companies Followed



Form completion

Lead Gen Forms,
Auto-Fill



Your own audience data

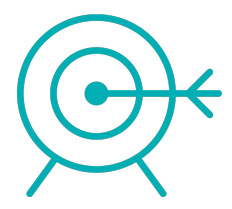
Retarget Website
Visitors, Target Email
or Company Lists

LinkedIn offers powerful targeting capabilities that allow you to target just the right people among that audience of professionals.

LinkedIn's targeting is powered by first-party member data so you can feel confident in the data's accuracy.

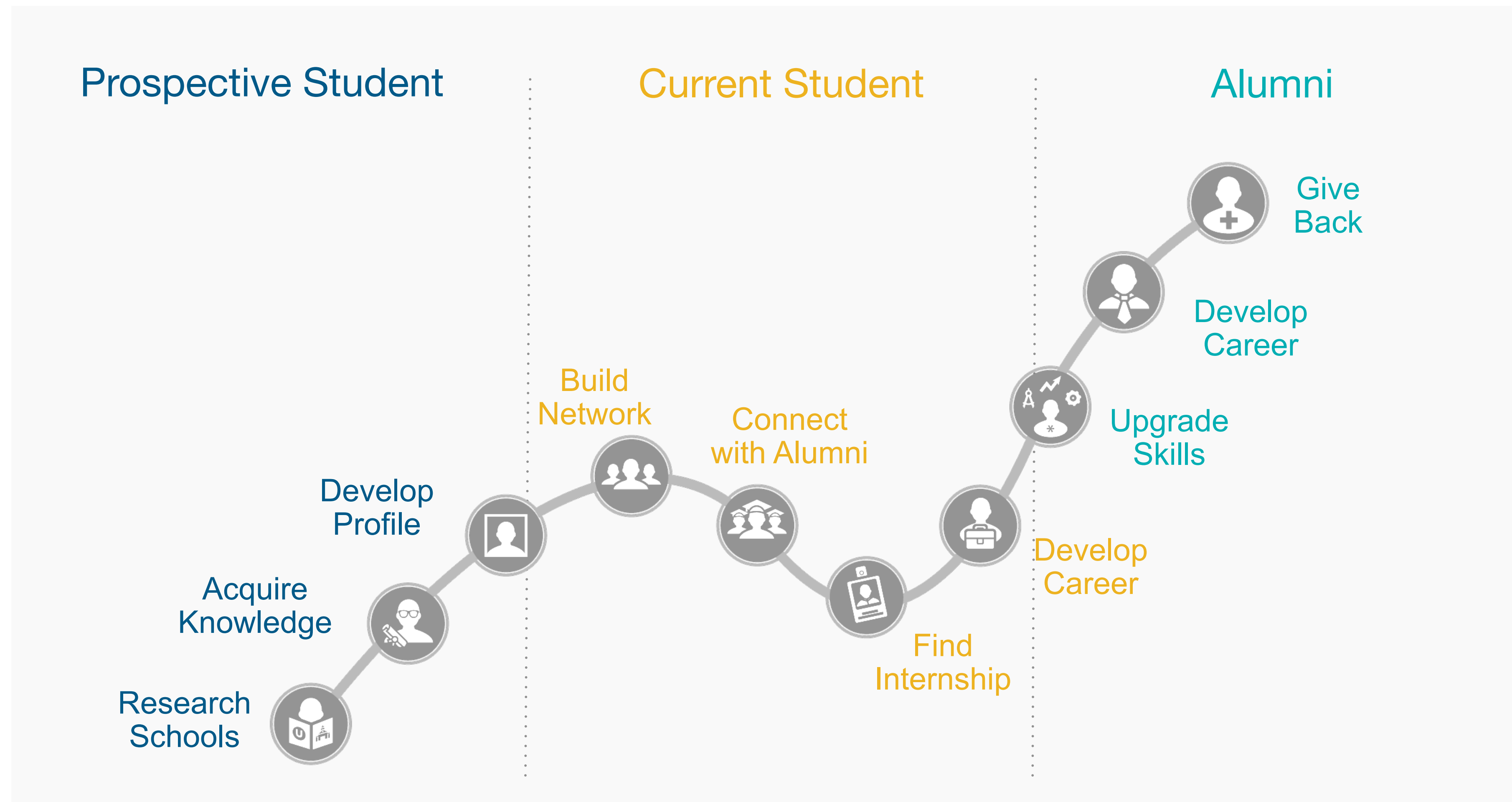
We make it easy for you to segment and reach your audience by offering:

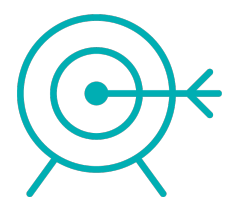
- **Rich demographic data** our members include in their profiles (Title, Company, Industry, Seniority, etc.)
- **Interest based targeting** (e.g., Group membership, skills, Companies followed, etc.)
- **Persona targeting** (Years of work experience, Career Changers, Job Searchers, Veterans, etc.)
- Integrating of your **1st party audience data**. With Matched Audiences, education marketers can retarget their university's website visitors, and market to contacts from your prospect databases.



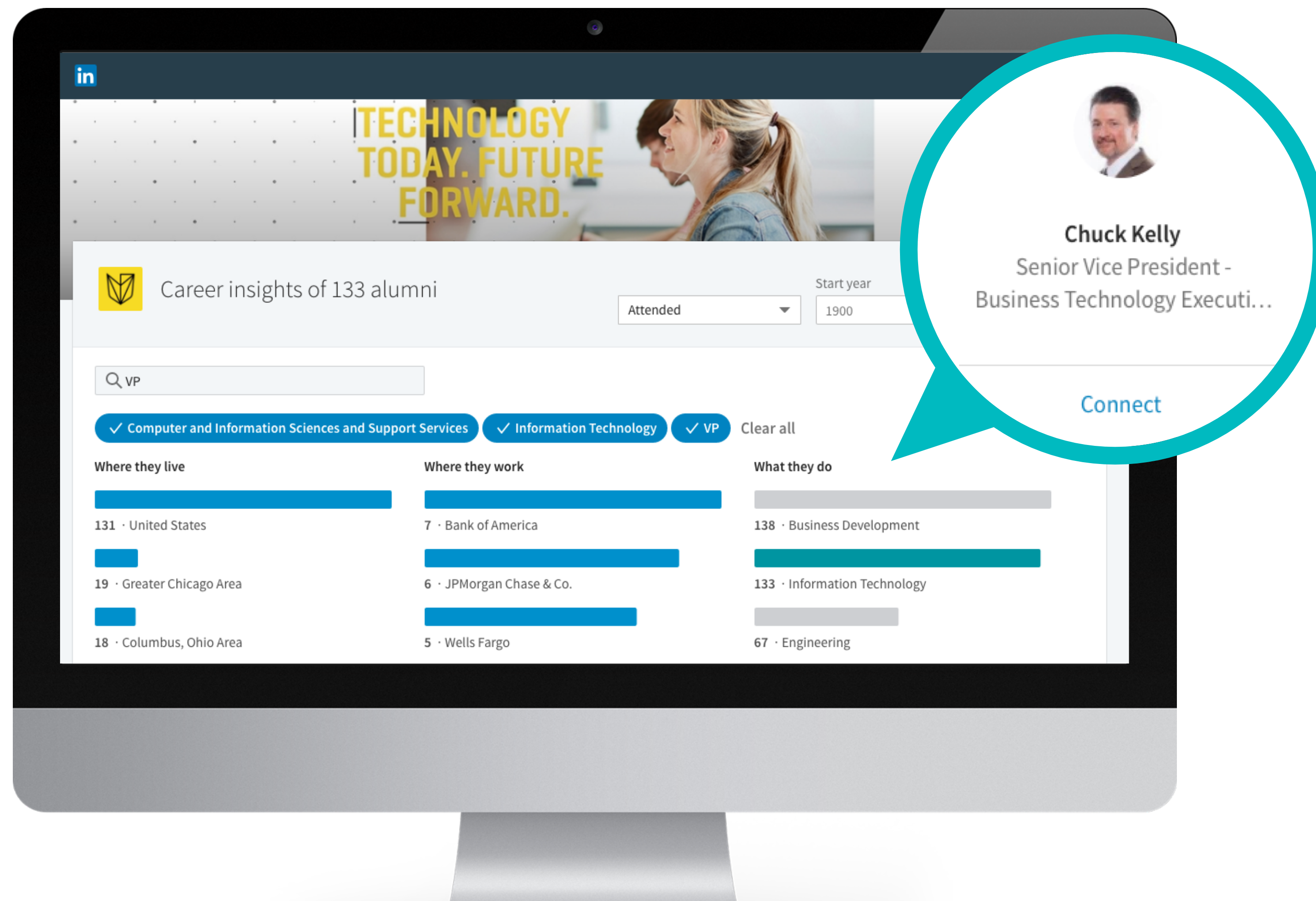
1st Party
Data

Uniquely positioned to reduce attrition throughout the student journey





Use LinkedIn alumni data to showcase your school's outcomes



Leverage the Alumni Tool on your University Page to search for any graduate of your institution who is signed up on the LinkedIn platform – where the work, live and what they do. Connecting your students and even prospects, to successful alumni can show them the true power of enrolling in your school.

SECTION 3

LinkedIn Solutions for Generating Quality Enrollment

A blurred background image showing a person's hands. One hand is holding a white smartphone, and the other is holding a white disposable coffee cup with a brown sleeve. The person is wearing a dark jacket. The overall tone is professional and modern.

Our Mission

Connect the world's
professionals to make them more
productive and successful

LinkedIn[®]

Marketing Solutions



LinkedIn Marketing Solutions

You'll use a range of LinkedIn targeting options to reach the right people. Our targeting is the core of what enables your success on LinkedIn. The authentic member-generated, first party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data.

Convert high-quality prospects into students that are more likely to graduate and become successful alumni.

You'll then use our measurement tools to optimize your performance, which creates a virtuous cycle as you continue to optimize your Targeting & Engagement tactics, and ultimately performance. LinkedIn gives you clear visibility into the impact of your programs at every stage of the student journey.

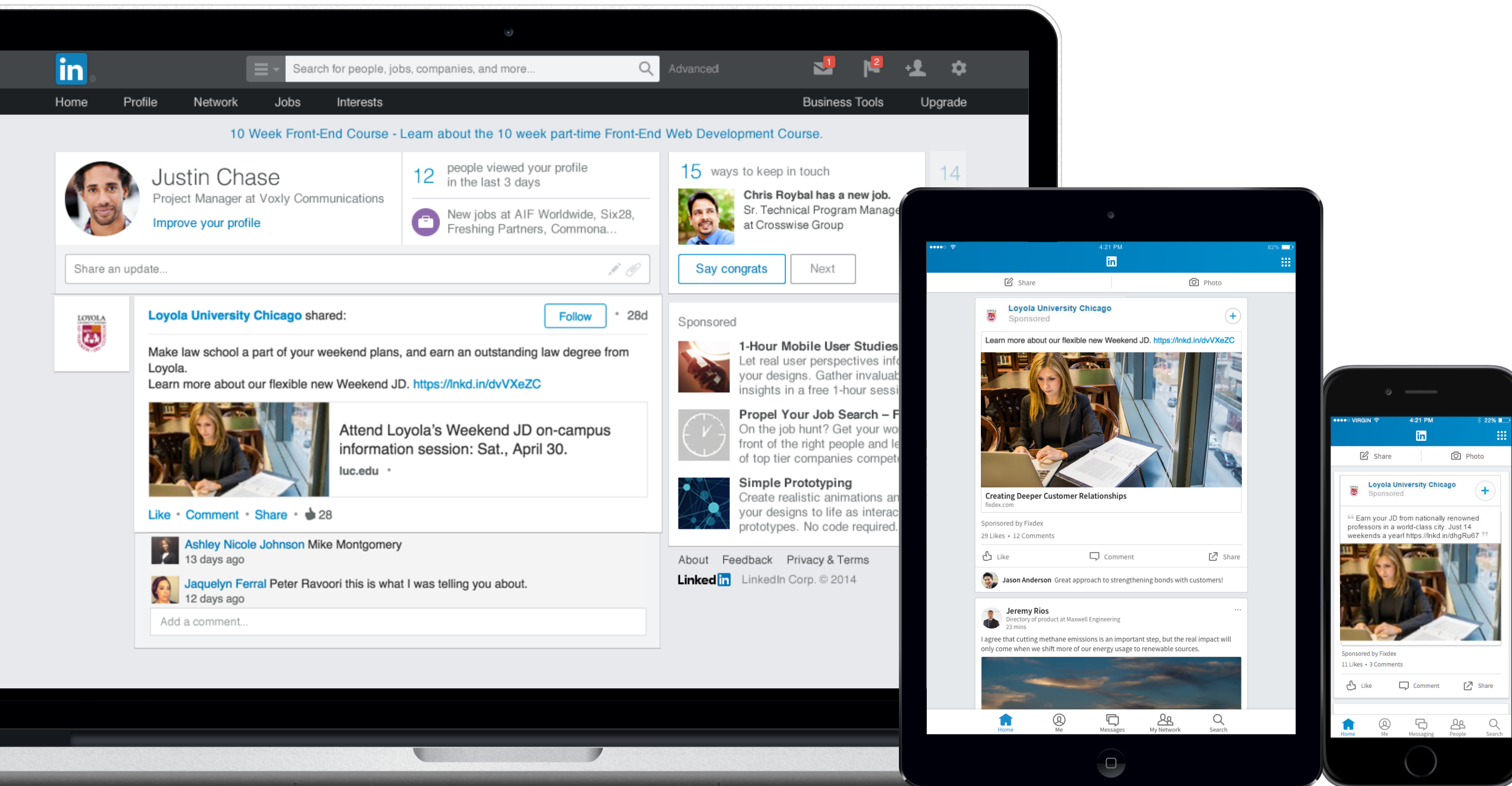
Based on your marketing goals, you can take advantage of a mix of organic content and paid advertising opportunities



EXTEND HOW YOU:
Target | Convert | Measure

Sponsored Content

Engage your prospects with relevant content in the world's only professional feed — and beyond



Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time

Sponsored Content

Engage your prospects with relevant content in the world's only professional feed — and beyond



Target your most valuable audiences

Reach the people that matter most using accurate, profile-based, first-party data



Reach your prospects anywhere

Publish your content in the LinkedIn feed and in high-quality placements beyond, on mobile and desktop

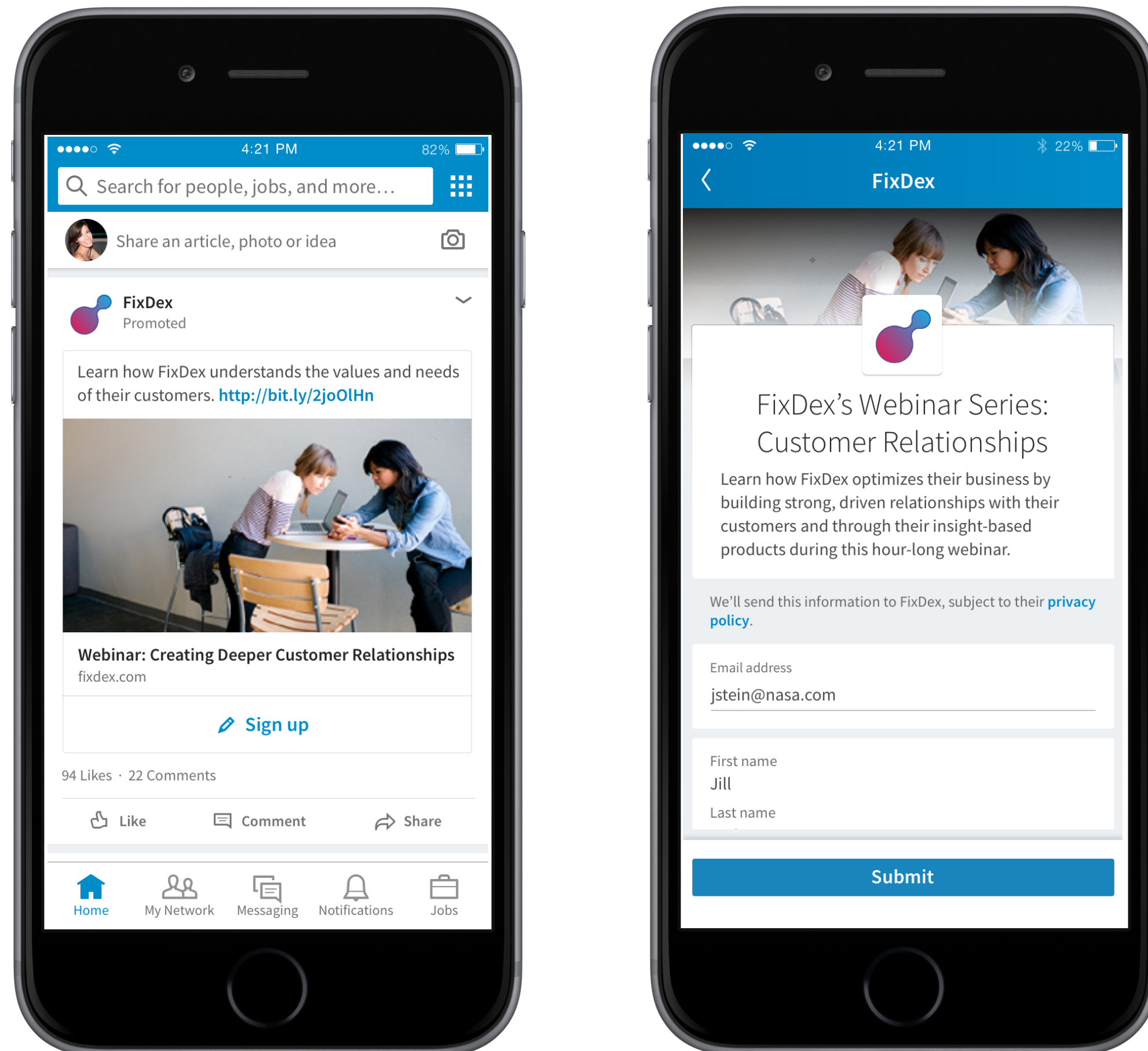


Grow your business at every stage

Drive quality leads, generate engagement, and raise brand awareness with a powerful advertising platform

Lead Gen Forms

Capture quality leads using forms that are pre-filled with LinkedIn profile data



Generate high-quality leads at scale

Prove the ROI of your lead gen campaigns

Access and manage your leads with ease

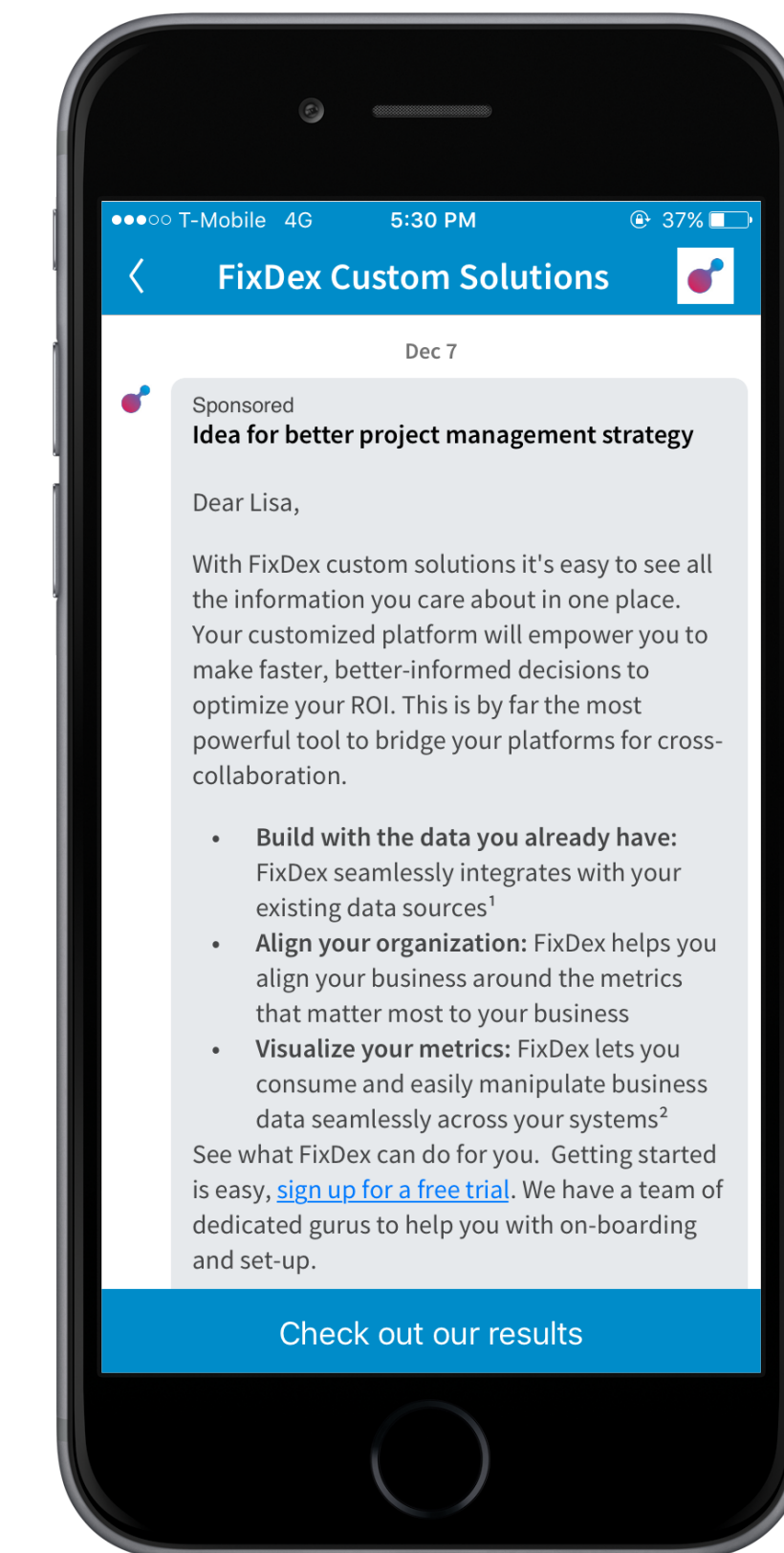
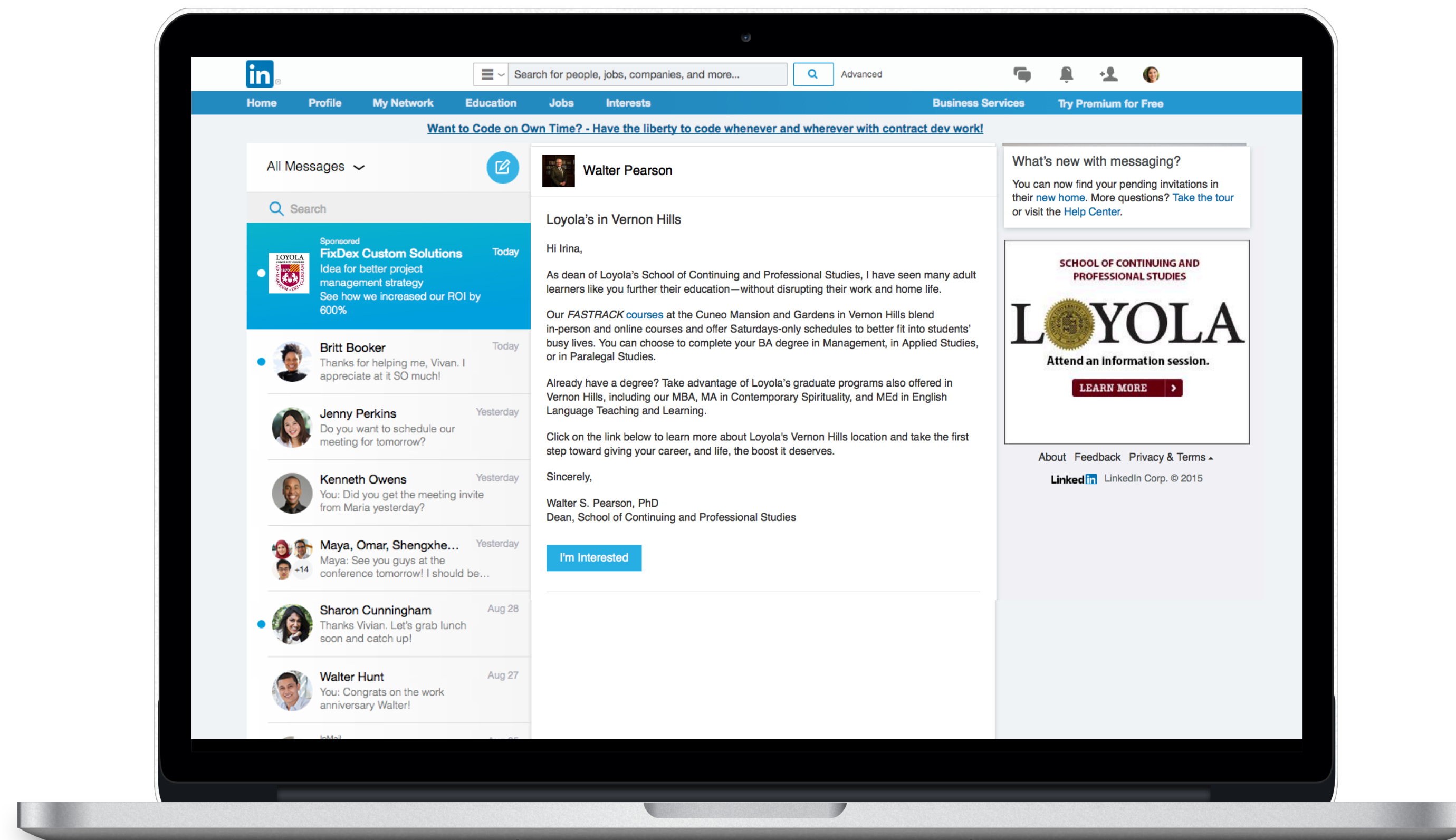


“Lead Gen Forms provide a frictionless way for us to reach out to customers.”

Fareed Raja, Digital Channel Manager, Jack Welch Management Institute

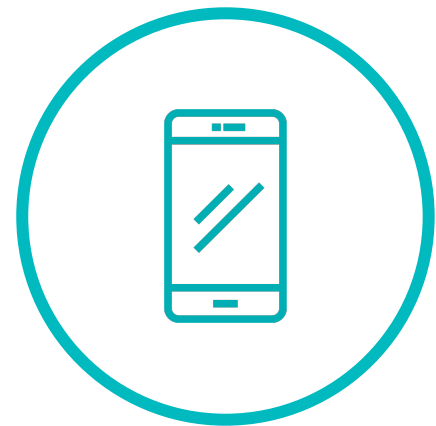
LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business



LinkedIn Sponsored InMail

Unique product, uncluttered environment, and effective results



**Mobile-optimized
design for easy clicks**

Persistent call-to-action button remains on top of content while user scrolls



**Real-time delivery
ensures timely reach**

Sponsored InMail messages are only delivered when members are on LinkedIn



**Uncluttered
professional context**

Strict delivery frequency caps ensure your message gets maximum mindshare

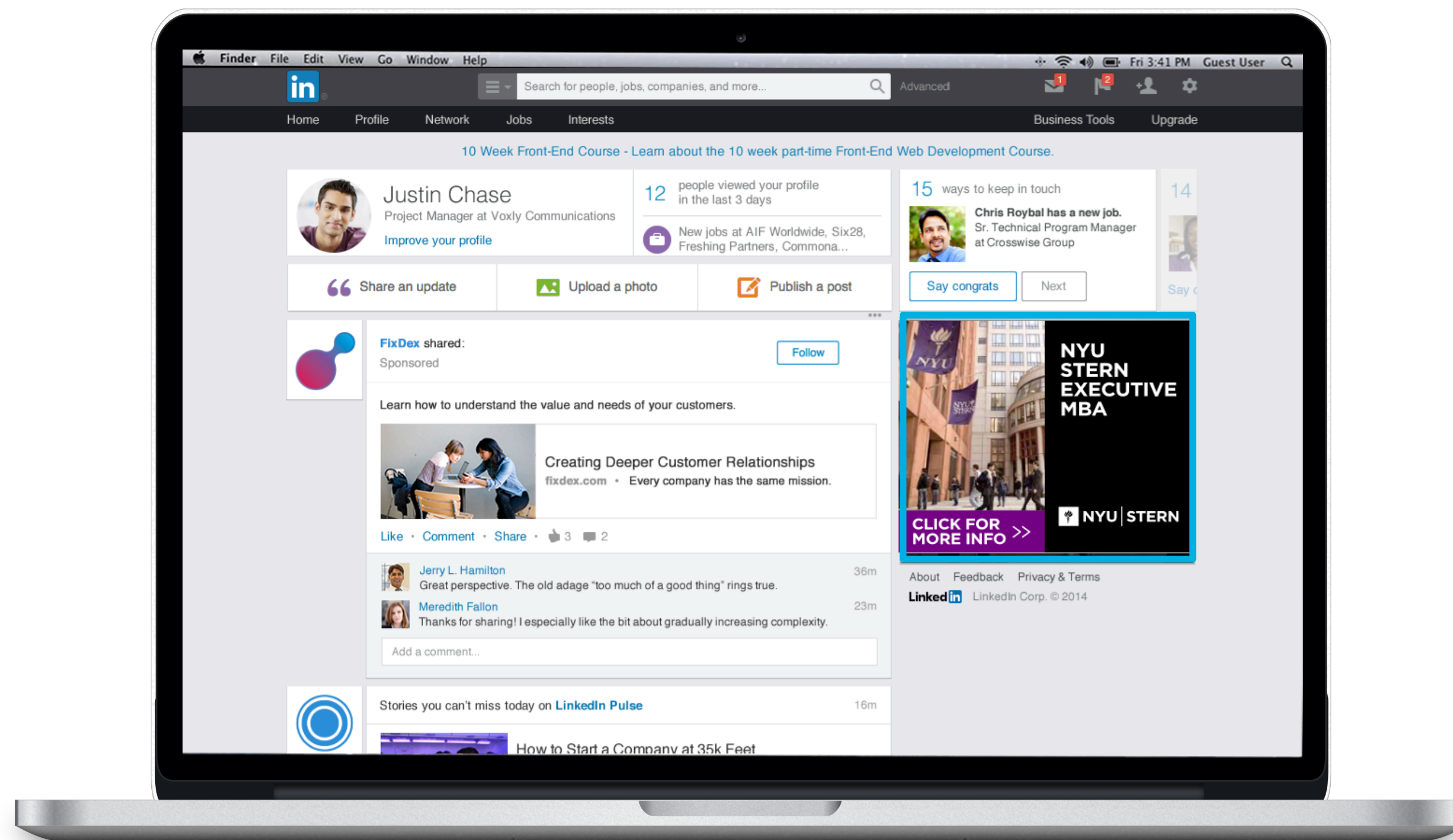


**Flexibility to tailor
your content**

Send a personalized message that will resonate most with your target audience

LinkedIn Display Ads

Build your brand with the right audiences in a premium context



Get on the radar early to build your brand and increase awareness

Target LinkedIn members with accuracy to drive brand objectives

Engage your audience in a high-quality professional context

Deploy IAB standard display ad unit formats

LinkedIn Text Ads

Generate quality leads with an easy, self-serve solution

Easily create, manage and optimize well-targeted, customized campaigns in just minutes — on a budget that works for you

The image displays the LinkedIn Text Ads creation interface and a preview of the ad on a user profile.

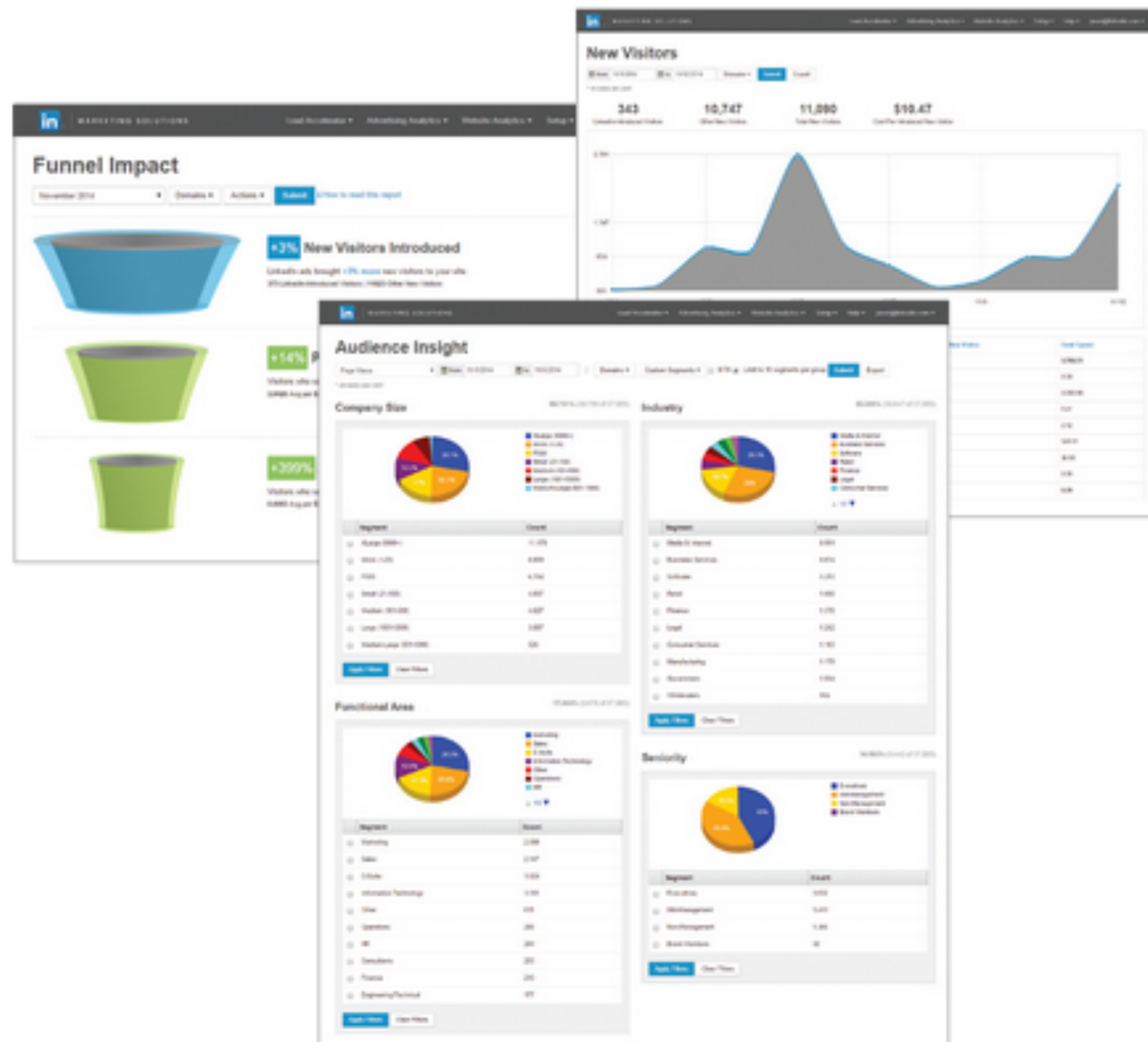
Creation Interface:

- Header:** Create 2015 Lower Funnel CXO campaign
- Let's start building your ad:** Craft an attention-grabbing headline, then upload an image and preview your new creation.
- Where should members go when they click your ad?**
 - ☐ My Page on LinkedIn
 - ☒ My Website
- Add a catchy headline, image and copy:**
 - Headline: Deeper Customer Relationships
 - Text: Take connections with customers to the next level with FixDex. Call today!
- Preview:** Shows the ad layout with options for Square, Tall, Horizontal, and Long. The selected ad is highlighted with a red box.

Preview of the Ad on a User Profile:

- User Profile:** Justin Chase, Project Manager at Voxly Communications.
- Ad:** Deeper Customer Relationships - Take connections with customers to the next level with FixDex Custom Solutions. Call today!
- Ads You May Be Interested In:**
 - Deeper Customer Relationships
 - Simple Prototyping

LinkedIn Insight Tag



Your key to better understanding your audiences

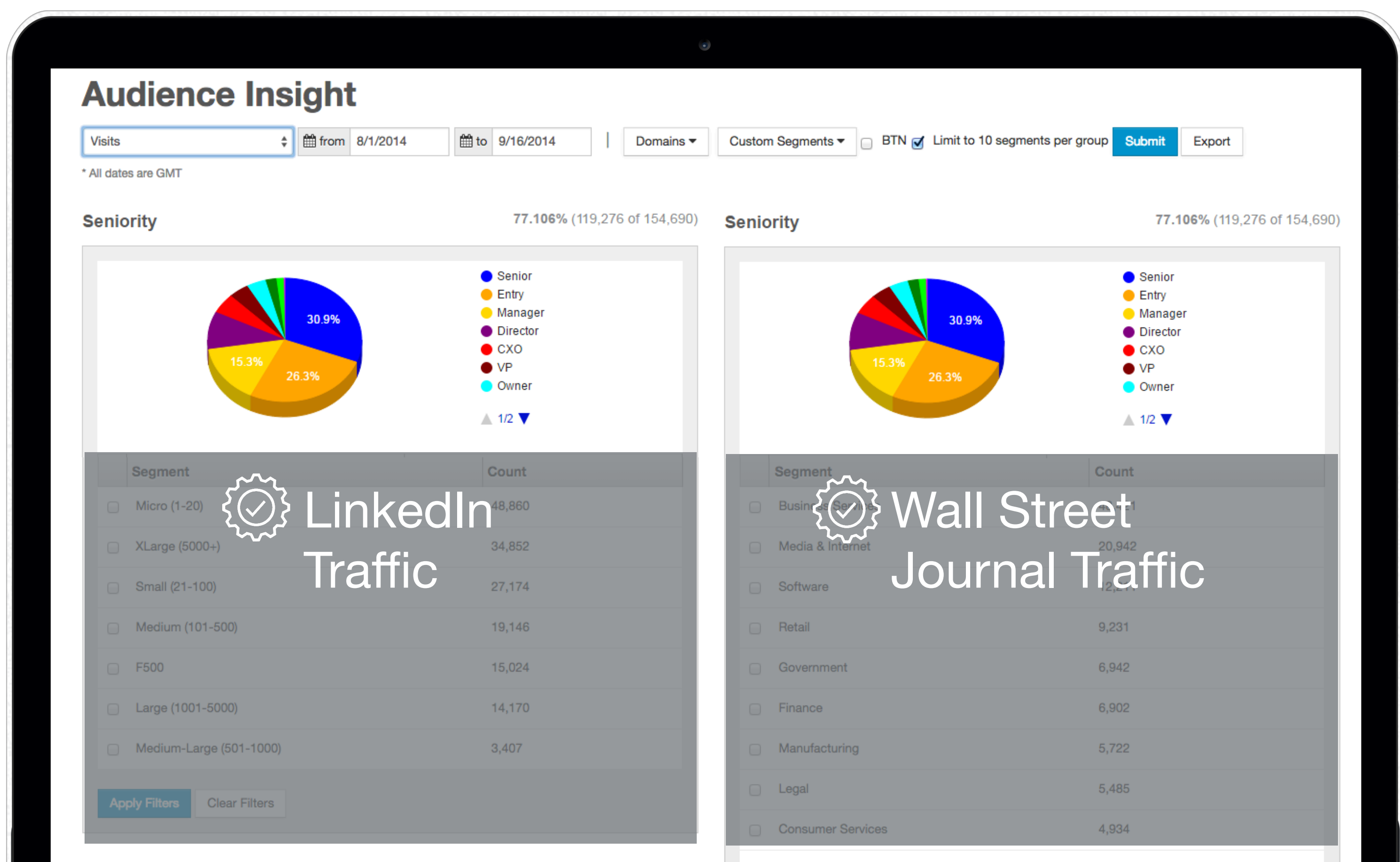
See the business demographics of your site visitors from any source

Confirm if those visitors are the ones you really want – and adjust your marketing strategy accordingly

Understand, segment and nurture those prospects with sequential display and social media messaging

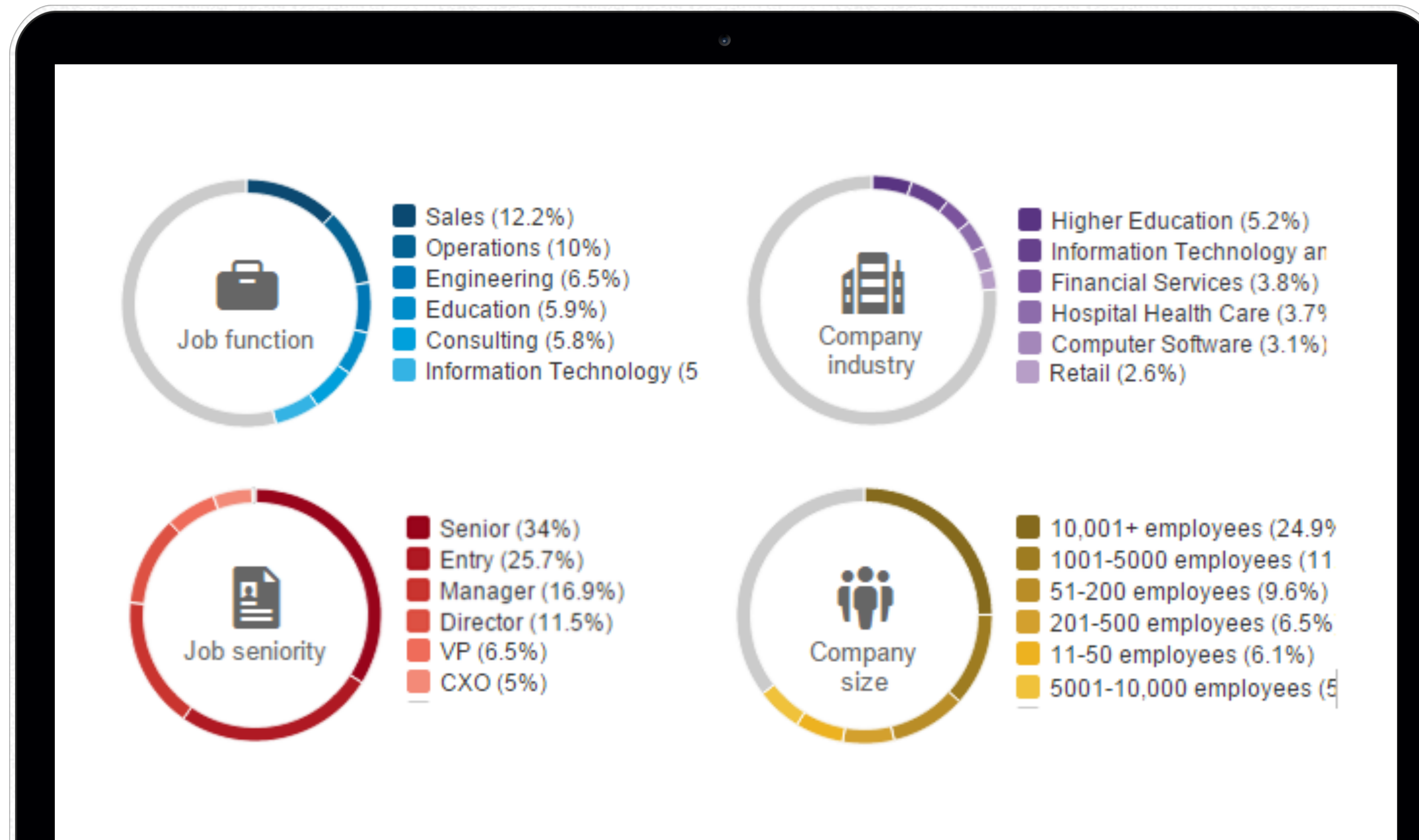
Beta test a new approach to measurement

Audience validation using the LinkedIn Insights Tag








Measure and understand exactly who is engaging with your ads

Use first-party data to validate every impression, click, and conversion



Conclusion: It's all about quality

For long-term success, online schools will need to deliver on quality across the entire student journey – quality enrollment, quality students, and quality outcomes. In order to accomplish this, marketers of online programs should keep in mind these final tips:

-  Measure and track beyond CPC
-  Evaluate your marketing-impacted pipeline
-  Go beyond leads delivered
-  Track marketing-impacted revenue
-  Determine quality of conversions

To learn more about how you can market your programs to quality prospects on LinkedIn, visit lnkd.in/highered

