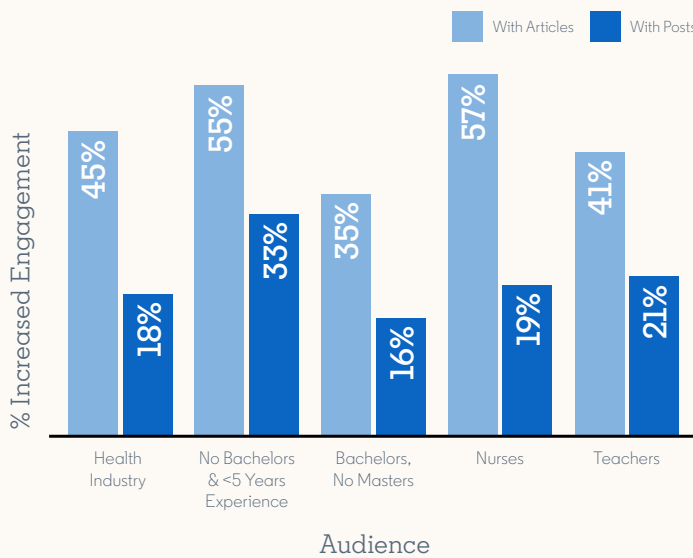


Higher Ed Marketing in a Time of Change: Current Trends and Helpful Tips

LinkedIn members are receptive to trusted content from Higher Education institutions. This activation playbook includes current stats, standout examples, and key recommendations for navigating today's environment.

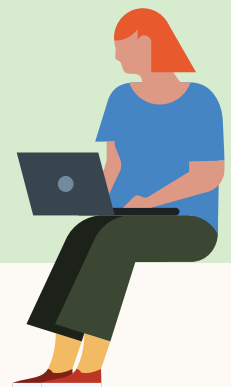
EDU audience engagement with articles and posts has dramatically increased

(April 2020 vs. April 2019)



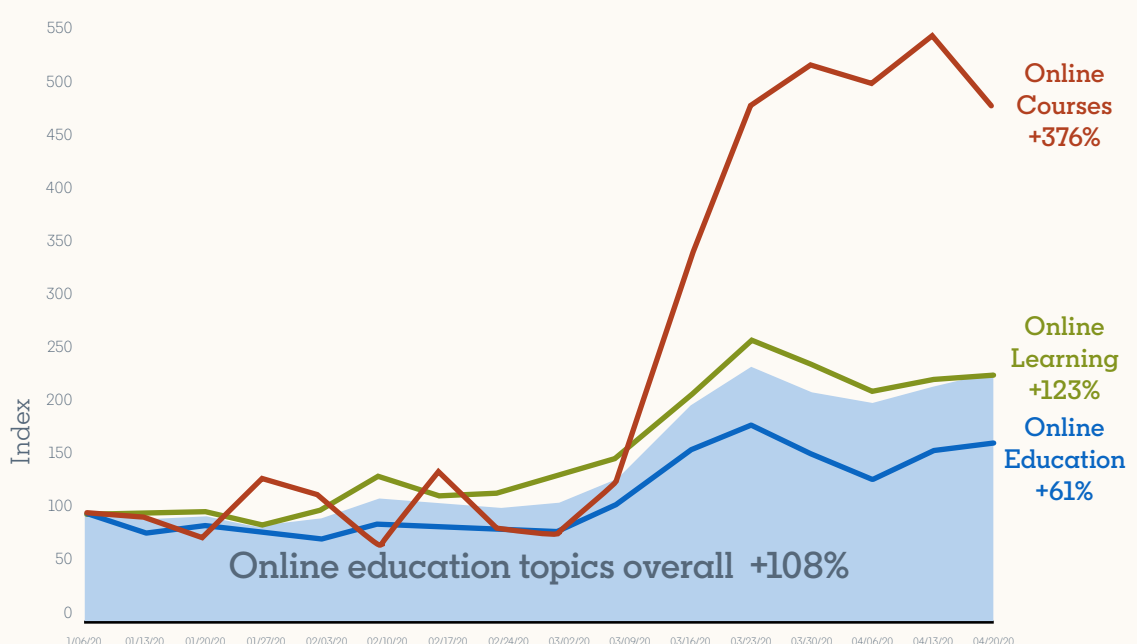
“We are recommending that partners continue to run strong messaging and brand creative that has performed well historically.”

Hayley Warack, VP of Digital Strategy, RNL



The Spotlight is on Education

Members searching for online education more than doubled since January



Ad Performance

Ad engagement metrics posted strong results leading to better overall efficiency and performance.

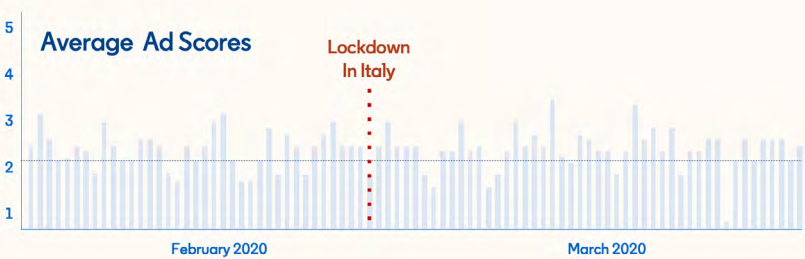
- 1 Lead Generation Forms** continue to be the most effective product with CPLs substantially decreasing
- 2 Cost-per-click has decreased** across all products
- 3 Cost-per-send (CPS) has decreased** for Message ads
- 4 Click-through-rates (CTR) are up** across all ad products
- 5 The engagement rate for Sponsored Messages** is up **8%** for Teachers and **6%** for the Health industry
- 6 Cost-per-conversion (last click)** has remained unchanged
- 7 Paid media investment** on LinkedIn from Online Schools was at a **record high** in April

Key Recommendations for Higher Education Marketers

While many marketers assume that their advertising needs to change to adapt to the global mood, the data shows that the most successful marketers run the same creative.



Consumers are not responding differently to ads



In a study of ad performance in Italy, consumers did not respond differently to creative before the lockdown vs. after.

Source: B2B Institute, System1 Research

1 That said, there are certain creative themes that work slightly better in challenging times

- Familiar characters
- Familiar scenarios
- Looking back
- Human connections
- Local solidarity



2 Some creative themes don't work so well in bad times

Here are some creative themes that perform slightly less well

- Hard sells
- Products over people
- Vanity or bragging
- All text, no people
- Competitiveness

3 Context matters: stick to reputable sites

Reputable media signals value. According to the New York Times, Chase achieved the same performance metrics from 5,000 pre approved sites as they previously earned with 400,000 automated placements. [Read the article.](#)



LinkedIn ranked as the most trusted social platform for the 3rd year running

In these fast-changing times, audiences are turning to information from trusted sources, and there is a critical need for content from Higher Education institutions.

Source: 2019 Business Insider Intelligence's Annual Digital Trust Report

Trusted support in uncertain times

Today's challenges provide higher education marketers with an opportunity to make a positive impact on the world. LinkedIn is here to help you every step of the way.

For more tips and best practices, read our latest blog, [All-Weather Marketing.](#)

Need additional support? Reach out to your account team.

