



Lead Nurturing on LinkedIn

Keep prospective students engaged and drive higher enrollment.



Nurture your Higher Ed leads to drive enrollment

As we all know, the **EDU space is highly competitive**. A lead at your school is most likely also a lead at a different institution as well. When you do not **nurture your leads** you risk losing them to other institutions of higher education.



Many schools try to engage their leads through texts and phone calls. We recently found that only **10%** of prospective students want to be contacted via text or call.

Lead Nurturing, ensures prospects stay engaged by putting **relevant messages, information, and offers** in front of them.

Simply put, Lead Nurturing is how you **warm relationships** with prospective students until they are ready to apply – and reduce the odds that they'll apply elsewhere.

2X

increase in enrollment rate for leads messaged 3+ times after lead submission.²

7 of 10

in-market leads from all sources enroll at another school when not effectively nurtured.³

Increase the return on your investment

You spend time, effort and budget to **generate leads** for your school. And we know higher education marketers are tasked with more.

You need to deliver students and not just leads for your schools. That is why the **best way to deliver** a return on investment is to keep those leads engaged so that they turn into applicants and enrollees.

In fact, Lead Nurturing is one of the easiest levers you can pull to **improve down-funnel rates**.



Best Practices for effectively nurturing Leads on LinkedIn

Leverage all the tools in your LinkedIn toolkit

Prospective students can take months to research and decide on a school, so you need to **engage with them** throughout the process.

With LinkedIn, you can **follow your audience** everywhere on mobile, in the newsfeed, on desktop with text ads, and in their LinkedIn inboxes – **to capture mindshare**.

LinkedIn's Message Ads drive stronger engagement and response than traditional email marketing, with average open rates of

50% vs 21% industry benchmark. Mailchimp, "Email Marketing Benchmarks"



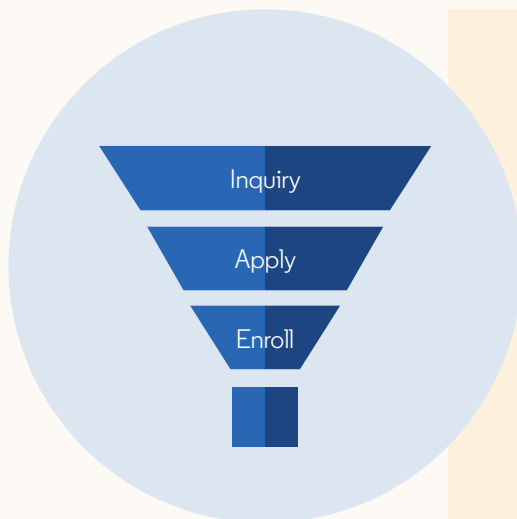
Sponsored Content: Native ads that appear in the LinkedIn feed.



Message Ads: Personalized, targeted LinkedIn messages.



Text Ads: Simple PPC or CPM desktop ads.



Speak to prospects at every stage

To keep prospective students engaged throughout their journey, upload **lists of prospects** who:

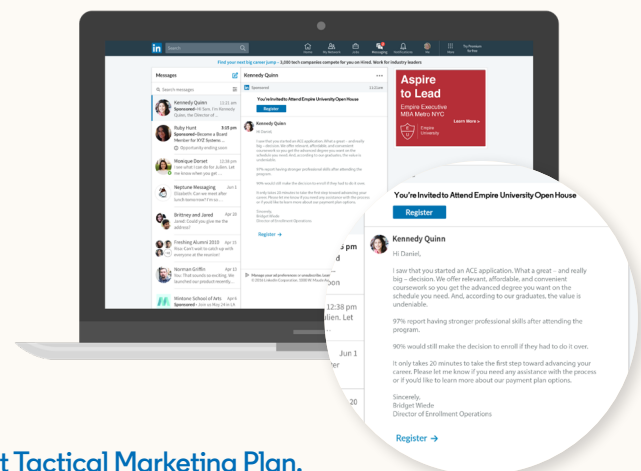
- Submitted a lead but have not applied
- Started but did not complete an application
- Applied but have not enrolled
- Enrolled with an upcoming start

Then serve them a Message Ad with appropriate messaging for their place in the enrollment journey.

Tailor your message

Establishing trust is a proven way to cultivate relationships with prospects. The best way to do this is to personalize your message and establish a real connection with the recipient.

Message personalization increases your chances of getting a response. Personalization isn't limited to sending 1-to-1 Message Ads. You can send personalized 1-to-many Message Ads by using refinement filters to find something personal that all recipients have in common, such as industry, job role, level of education, or their stage in the research and decision journey.



Want to learn more? Check out the [Higher Education Content Tactical Marketing Plan](#).

[See how](#)