

# Insights to Power Your Marketing to Prospective Students



As a marketer, you know how difficult it is to find the right audience, land the right message, and boost enrollments.

The right insights can help you drive greater efficiencies and ROI



## Find an audience that is receptive to your message

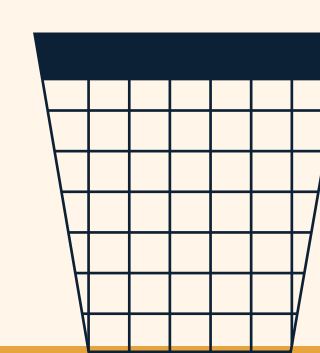
Mindset Matters! On LinkedIn, your prospective students are already actively seeking ways to grow themselves professionally.

Compared to those without LinkedIn accounts,

**LinkedIn users are:**

**2x** more intent-driven

**1.7x** more receptive to ads

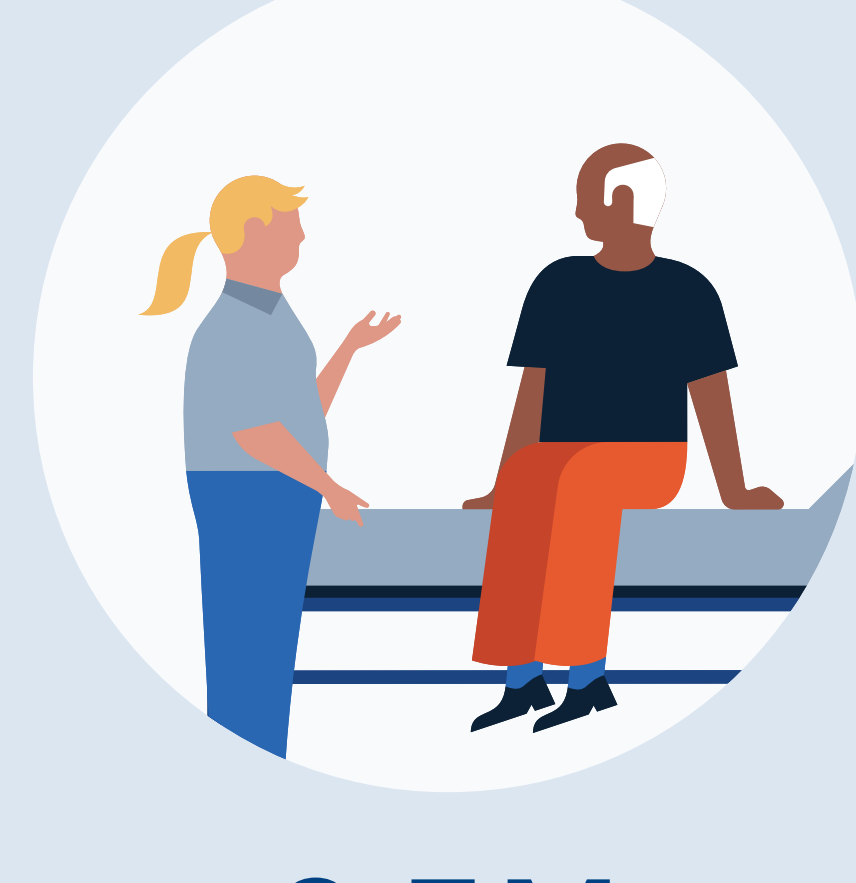


LinkedIn is the **most relevant platform** for the Higher Education industry

**64M+**  
students and recent grads

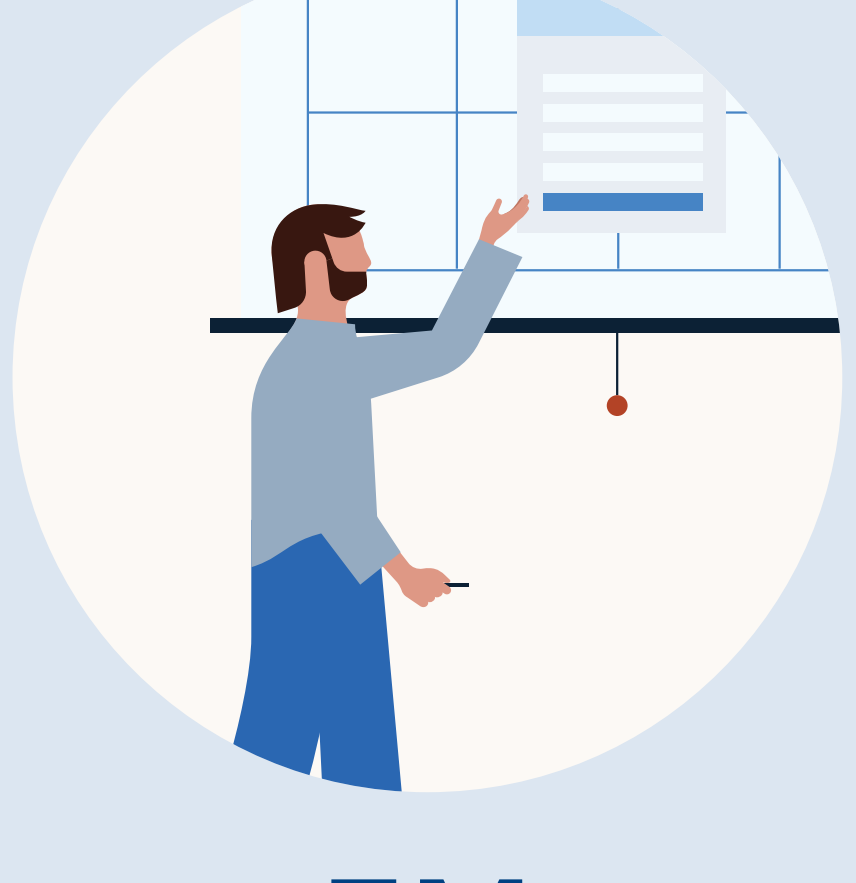
**90K**  
schools

## Engage with the growing audiences that matter to you:



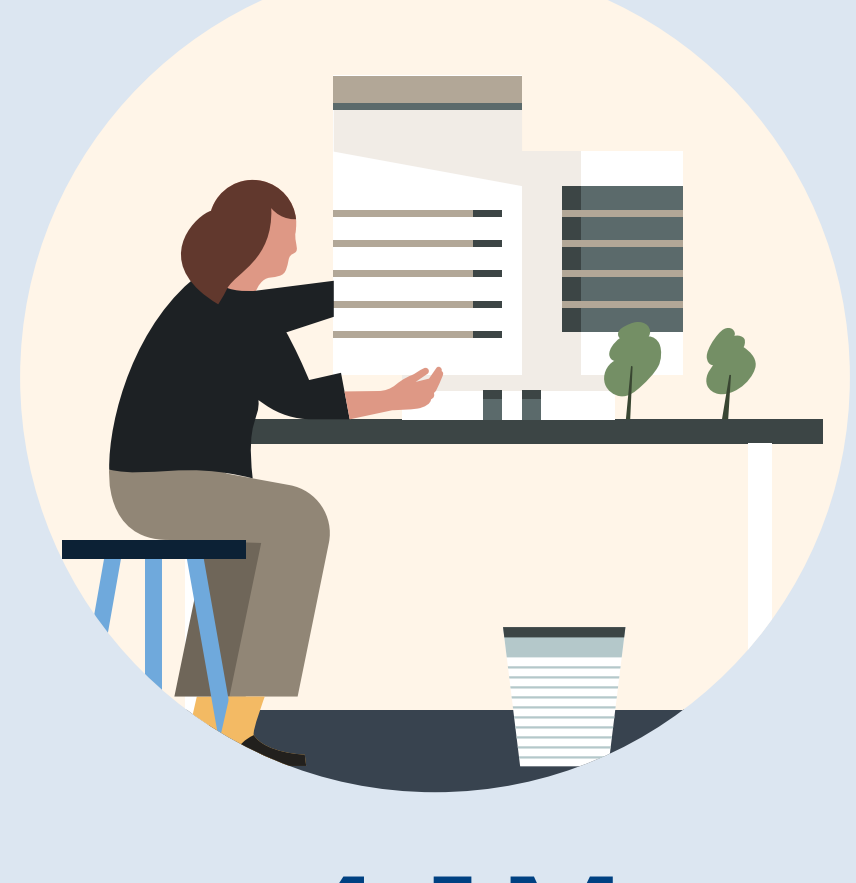
**2.5M**

nursing professionals



**3M**

teachers



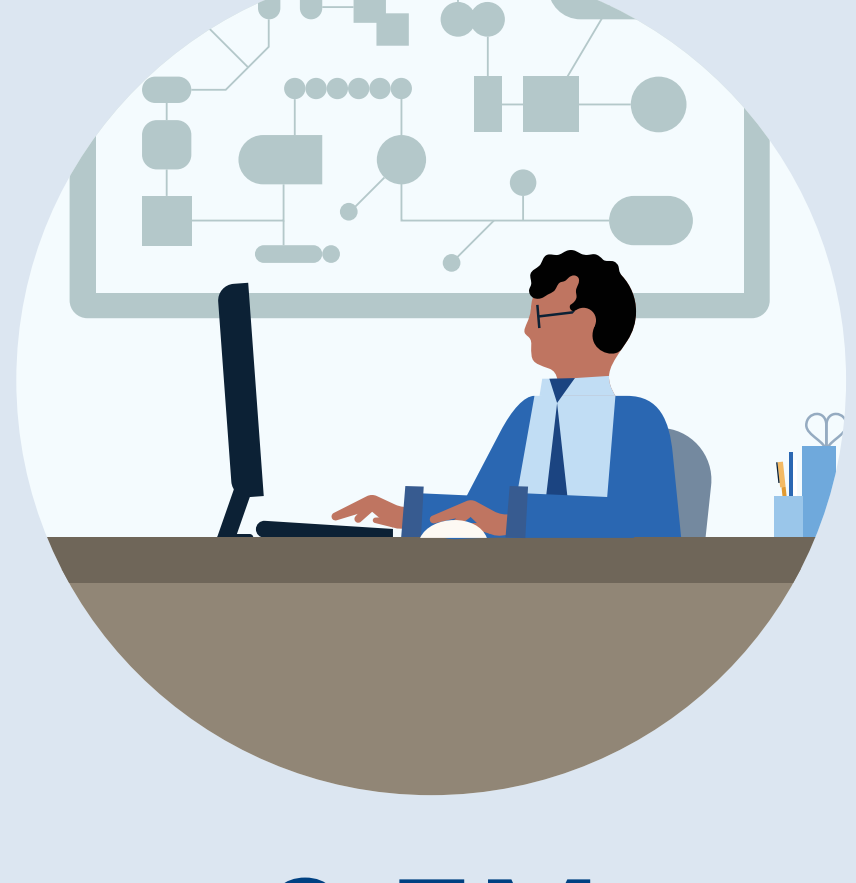
**4.1M**

art and design professionals



**2.6M**

military and veterans



**2.3M**

professionals seeking bachelors\*

...to name a few

\* professionals, manager level or above, with 1-11 years of experience, who expressed interest in getting a bachelors degree within a year

## Drive better outcomes for your university



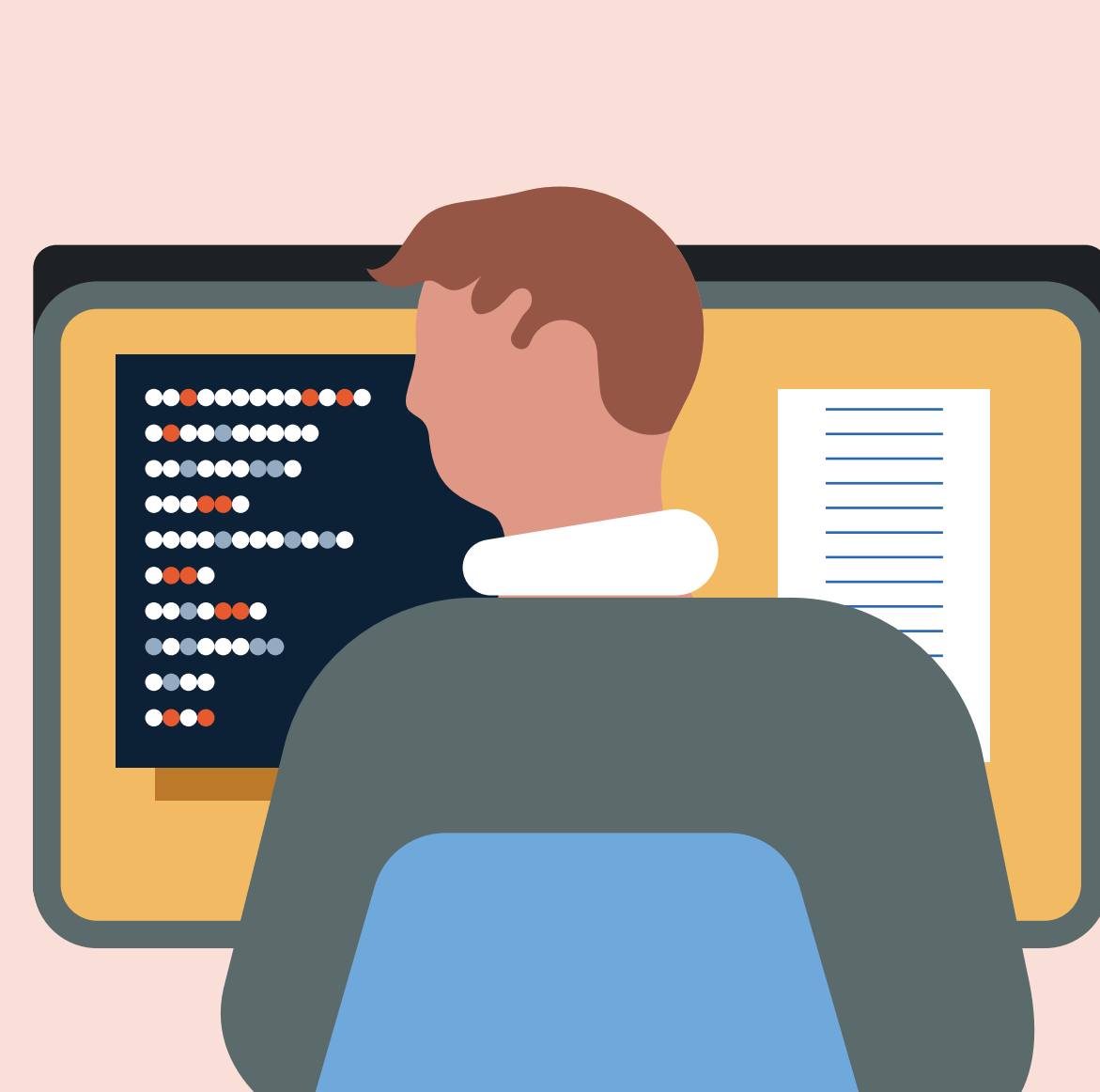
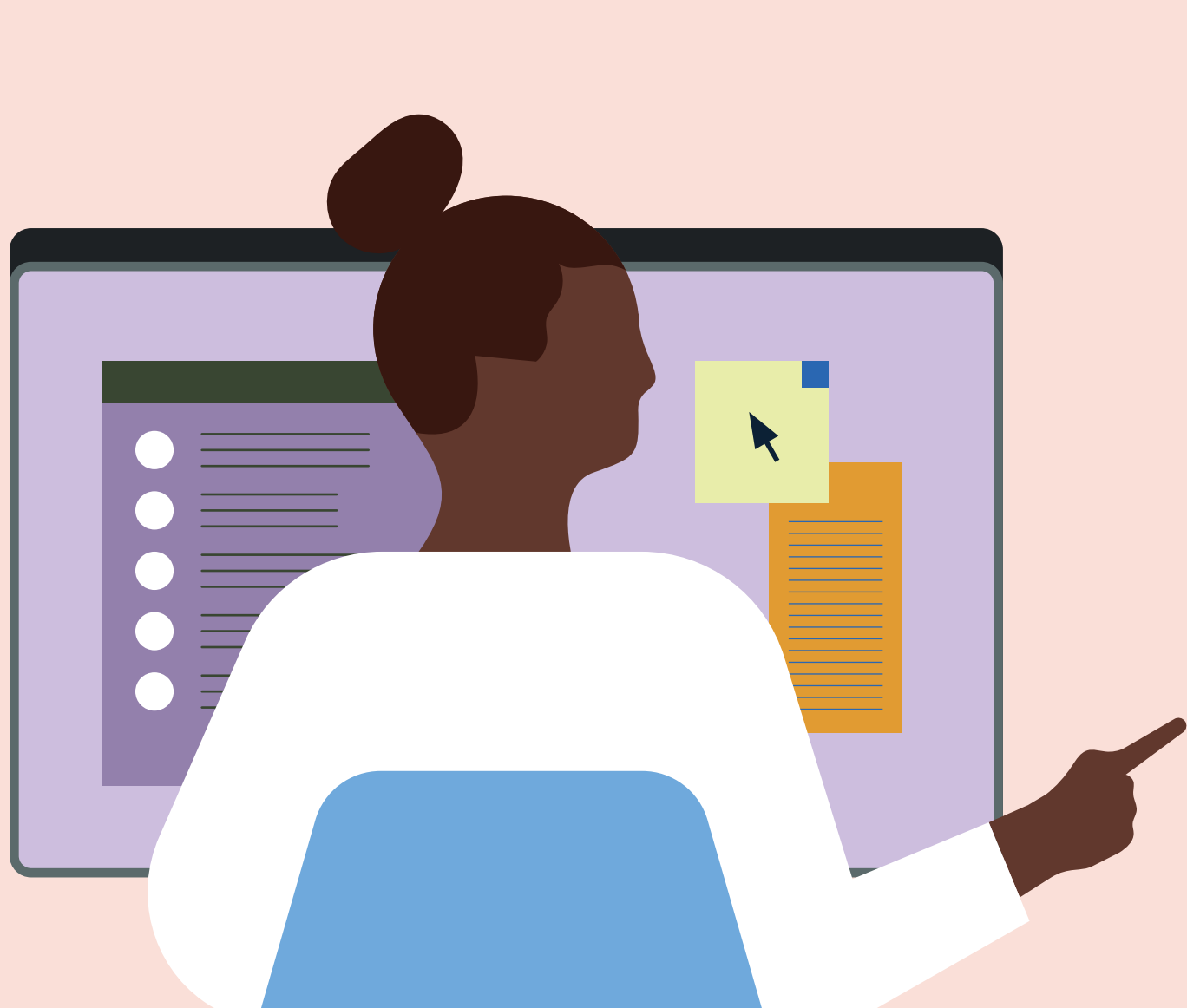
Google + LinkedIn performs **42% better** than Google alone

LinkedIn ad exposure improves the value of leads from other platforms

## Students with LinkedIn profiles before enrolling

Have a **2.5x higher** graduation rate

Take **25% less time** to graduate



## Improve your pipeline efficiency over time

Generate long-lasting brand equity by harnessing the power of your alumni as advocates on LinkedIn.



Get more from your campaigns by leveraging LinkedIn in your marketing mix

With LinkedIn's professional network, you'll gather deeper insights with access to students who are more engaged and more likely to enroll.

For insights like these plus so much more, check out the LinkedIn team's blog.

[Read the Blog](#)