Insights to Power Your Marketing to Prospective Students

Find an audience that is receptive to your message

LinkedIn is the most relevant platform for the Higher Education industry

Engage with the growing audiences that matter to you:

Drive better outcomes for your university

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

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.

As a marketer, you know how difficult it is to find the right audience, land the right message, and boost enrollments. This tight market means you’re paying for each lead and must make the most of your marketing budget.

LinkedIn’s professional network gives you access to students that matter most to you, ensuring your campaign investment goes further and further.

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

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Google + LinkedIn performs 42% better than Google alone

LinkedIn ad exposure improves the value of leads from other platforms

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