

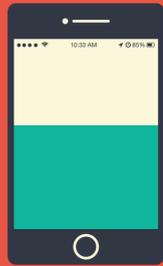
Education has gone DIGITAL

Say goodbye to the days of the hefty Princeton Review college ranking books. The hunt for the perfect university, night class, and continuing education program has gone digital.

9/10 prospective students start their searches not knowing which school they'll attend



Half of all prospective students look on their phone to help them find a college



1 in 10 prospective students search exclusively online for classes and programs



Search is the second most used tool for finding a school



80% of education search query paths end without a conversion

77% of prospects first visit a school's site at least 2 weeks before taking any action

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10

8 out of 10 students apply online

APPLY NOW

While it's clear that the education funnel has gone digital, that doesn't mean it's easy to get applicants.

The education sales cycle could take over 2 years--and it's tough to track.

The journey often starts on one screen and continues on another (and another and another...)

After all, education search journeys that end in conversions most often have

- 16+ pageviews,**
- 4 conversions, and**
- 10+ search queries.**



Start with one goal in mind.

Decide what metrics matter most to you. Do you want to increase enrollment? More applications? A lower cost-per-lead? Let this guide your strategy.

UX AND CRO

Don't forget about UX (user experience) and CRO (conversion rate optimization).

These are key to turning traffic into leads.



MICRO-CONVERSIONS

Your initial efforts should focus on micro-conversions like getting an email address or a newsletter signup.



That way, you can effectively market to these leads further in the funnel with tailored information.

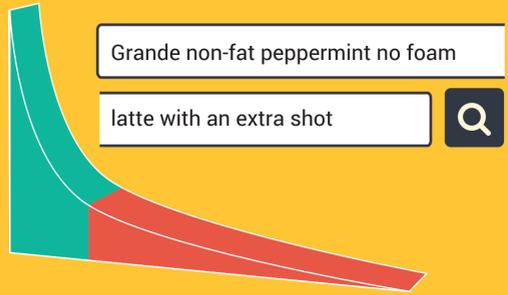
FOLLOW UP

If you know a prospect is interested in night courses, follow up with a newsletter with quotes from past students who fell in love with your night class offerings.



LONG-TAILED QUERIES

Work on capturing long-tailed queries. These can get you higher conversion rates at lower costs.



Remarketing is a must.

A site visitor won't do everything you want them to on their first time. Tailor ads and content to what they've explored before.



Sources:

- <https://www.thinkwithgoogle.com/articles/search-for-knowledge.html>
- https://ssl.gstatic.com/think/docs/education-trends-through-the-eyes-of-your-customer_research-studies.pdf