

PERFECT

PLAYING THE LONG GAME: SOCIAL MEDIA ADVERTISING FOR HIGHER EDUCATION

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Students often start looking at schools 2 or more years before they attend. The long sales cycle for higher education means that marketers need to play the long game, too.

Study up on how you can best reach your audience by capitalizing on social media advertising for higher education.

START STRONG

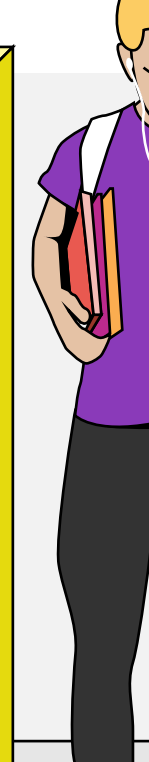
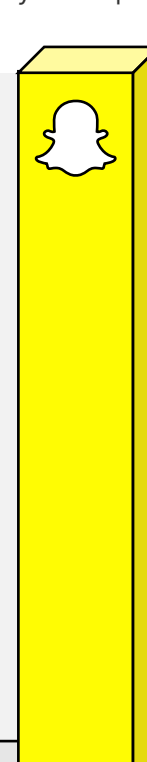
KNOW YOUR AUDIENCE

Invest in platforms where your ideal candidates are most likely to be.

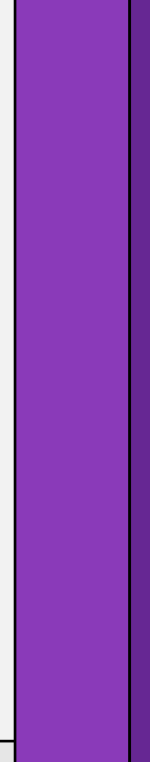
88% of young adults use Facebook, and 76% of those adults visit daily.



57% of Snapchat users are under the age of 24, which skews younger than any other platform.



76% of American teens age 13-17 use Instagram.



81% of millennial Twitter users visit the site daily



23% of LinkedIn users are 18-29.



GET SOCIAL

Update the information and style of social profiles, create and share high-quality content, and interact with followers and other accounts. Adjust your voice to each platform.

BRAND AWARENESS THROUGHOUT THE FUNNEL

9 IN 10 PROSPECTIVE STUDENTS don't know where they want to go to school when they start searching.

SPREAD THE WORD THAT YOUR SCHOOL IS A GREAT OPTION. Then keep reminding them.

Amazing University Sponsored
Gain more followers with **NATIVE IN-FEED ADS THAT REACH NEW AUDIENCES.** The ads can also direct new visitors to your website.

follow us!
f in @ t

A STRONG SOCIAL MEDIA PRESENCE is the easiest way to maintain awareness over a long sales funnel.

Monica Lee started following Amazing University

Take advantage of the **PRECISE AUDIENCE TARGETING IN SOCIAL MEDIA ADVERTISING.**

For example, if you are an on-site coding school, target those within a 30-mile radius who have liked pages about coding and do not have post-secondary education.

Don't be afraid to NARROW YOUR AD SET TARGETING. A higher CTR will lower the cost per click for your ad and increase the chance of a conversion.

GET CREATIVE IN THE MIDDLE OF THE FUNNEL

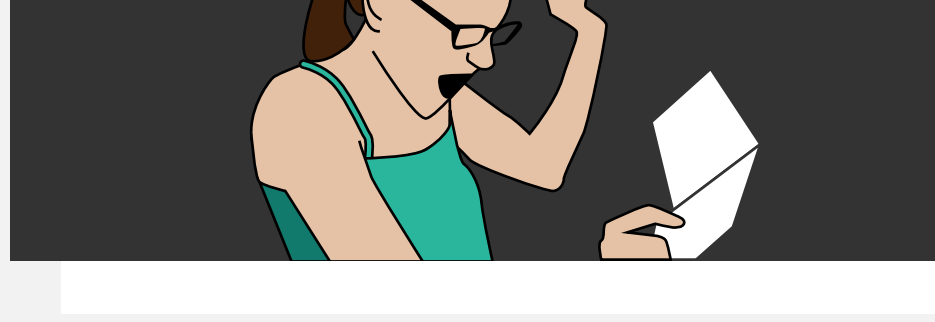
1. SHOWCASE ENGAGEMENT

Source some content directly from students or potential students to **showcase engagement**. Grab photos tagged with your institution or campus.

SHARE POSTS OF EXCITEMENT FROM NEWLY ACCEPTED STUDENTS.

Monica Lee
April 21 at 5:30pm

I got in!! YAY! Amazing University here I come.



2. CONSIDER VIDEO

Film a day in the life video. Interview a professor. These can also be promoted as in-stream videos, making them **LIKELY TO BE SEEN BY A LARGER AUDIENCE.**



100 MILLION hours of video are watched on Facebook daily.

73% of all internet traffic is from videos.

3. LINKEDIN SPONSORED CONTENT

If your audience is on LinkedIn, use sponsored content to **CONNECT PROFESSIONALS WITH YOUR INDUSTRY-SPECIFIC CONTENT.**

Amazing University shared:
Sponsored

Wow! Amazing University was listed on the Best Colleges in the Midwest. Check out the article here.

4. TRY SNAPCHAT

Snapchat's self-service Ads Manager makes it easy for schools to **REACH PROSPECTIVE STUDENTS WITH UNIQUE AD FORMATS.**

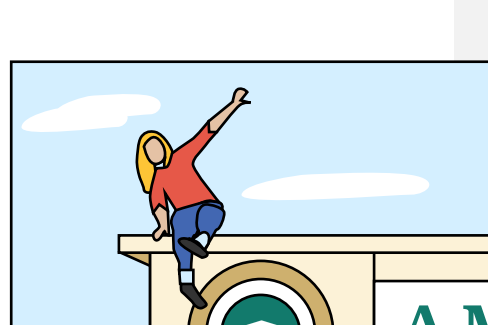
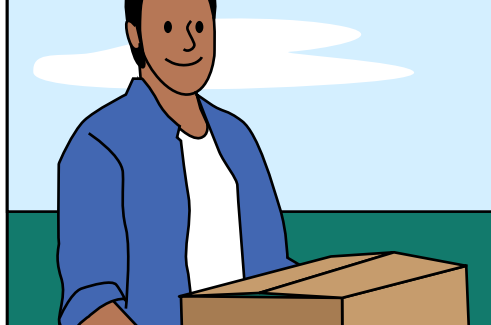


6. CAROUSEL ADS

Use carousel ads on Facebook and Instagram to **SHARE A FLIPBOOK OF IMAGES, POTENTIALLY USER-GENERATED.**

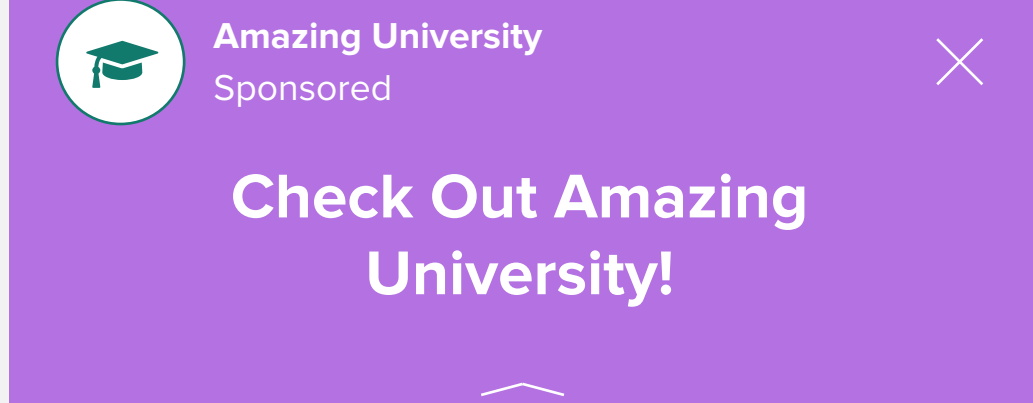
Amazing University
June 5 at 1:35pm

First day of school!



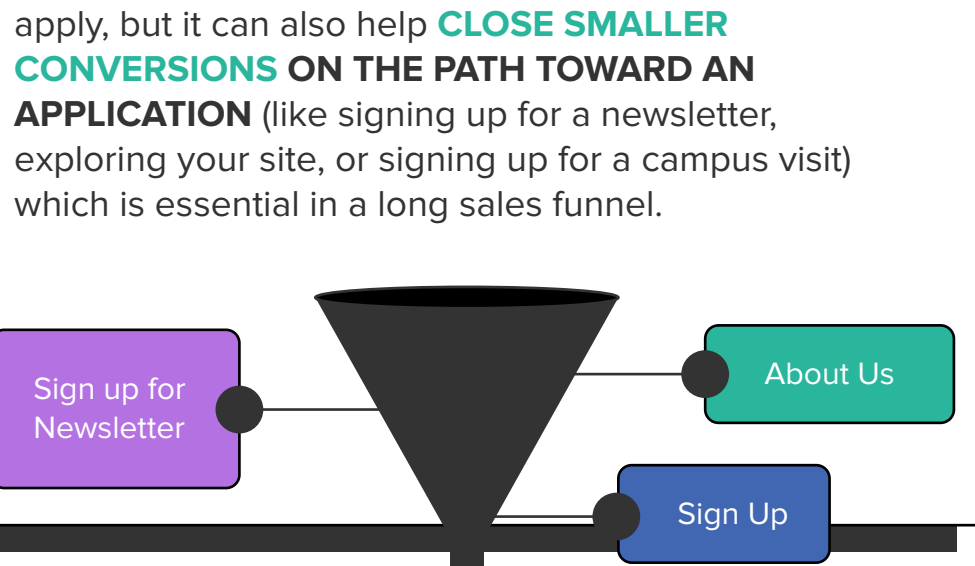
5. INSTAGRAM STORIES

Use Instagram story ads to **SLIP IN THEIR FEEDS** and **REMIND THEM OF YOUR SCHOOL.**



REMARKETING TO CLOSE CONVERSIONS

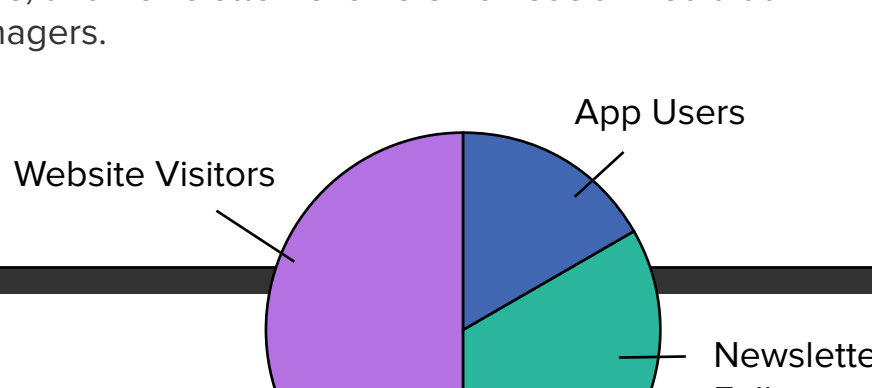
Remarketing will help you push interested students to apply, but it can also help **CLOSE SMALLER CONVERSIONS ON THE PATH TOWARD AN APPLICATION** (like signing up for a newsletter, exploring your site, or signing up for a campus visit) which is essential in a long sales funnel.



Always **EXCLUDE THOSE WHO ALREADY CONVERTED FOR A PARTICULAR GOAL.** You can know this if they visited a thank you page for that conversion on your site or from carefully updated lists.

CREATE HIGHLY SEGMENTED LEAD LISTS TO INCH STUDENTS ALONG YOUR SALES FUNNEL.

You can upload lists—including website visitors, app users, and newsletter followers—on social media ad managers.



A caveat: Watch the frequency of your ads to avoid annoying your target audience. Change out your copy frequently.

Ugh, this ad AGAIN?!

HOW TO USE SEGMENTED LISTS

TARGET YOUR CURRENT FOLLOWERS ON A PLATFORM TO BOOST THE PERCENTAGE YOU REACH.

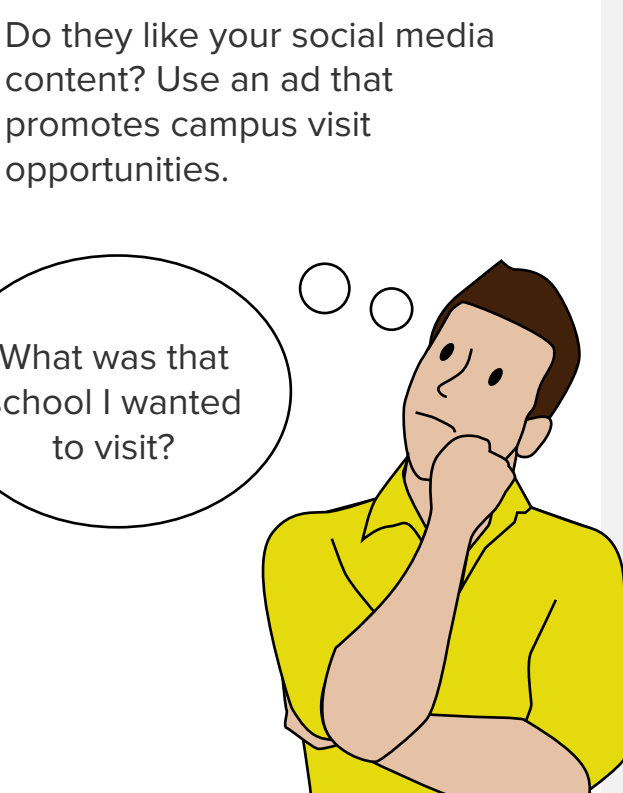
Look for a high audience saturation metric.



Have they visited your website, but only briefly?

TARGET THEM WITH AN AD DIRECTING THEM TO MORE INFORMATION ON YOUR SITE.

Do they like your social media content? Use an ad that promotes campus visit opportunities.

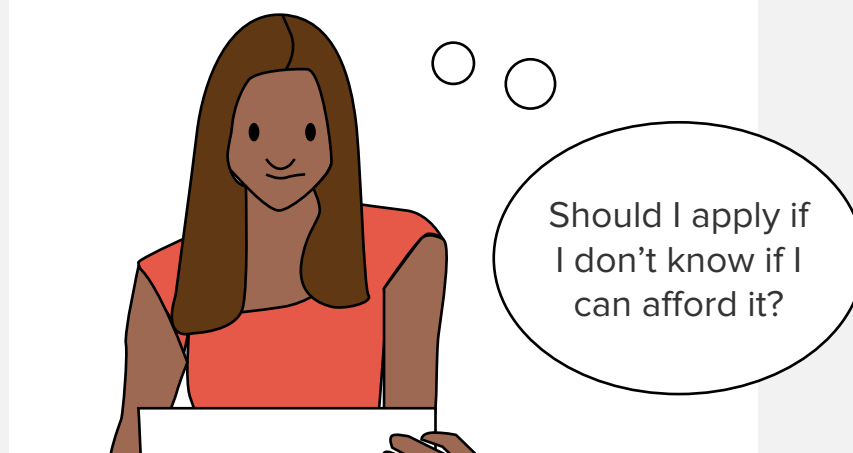


Did they visit an application page?

SHARE INFORMATIONAL CONTENT ABOUT YOUR SCHOOL TO APPEASE THEIR WORRIES.

Data shows that in the final 120 days before conversion prospective students care most about:

- Affordability
- Location
- Flexible learning options
- Reputation



SOURCES

- https://ssl.gstatic.com/think/docs/education-trends-through-the-eyes-of-your-customer_research-studies.pdf
- <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>
- <https://www.facebook.com/business/news/brand-videos-in-audience-network>
- https://blog.twitter.com/marketing/en_us/a/2014/four-insights-about-millennials-on-twitter.html
- <https://www.sciencedaily.com/releases/2017/04/17042113306.htm>
- <https://blog.hootsuite.com/top-social-media-sites-matter-to-marketers/>