

EnlightenED

A Comprehensive Guide to Enrollment Marketing

Foundational Checklist

When preparing to use paid media to launch a new program or evaluate and refresh an existing one, the below steps can help you create a plan that stems from a unified goal and is clear in the best way to reach and optimize towards those goals.

1

Define Your Objectives

Clearly outline what you want to achieve with your campaign.
Set measurable goals.

2

Set Your Budget

Decide on an overall budget for your campaign.
Allocate budget to different platforms and ads.

3

Understand Your Target Audience

Identify who you want to reach with your ads.
Define demographics, interests, behaviors.

4

Choose Your Platforms

Select platforms that align with your target audience.
Create accounts on selected platforms.

5

Craft Your Message

Develop compelling ad copy that resonates with your audience.
Choose visuals that align with your message and brand.

6

Setup Tracking and Analytics

Implement tracking pixels to monitor user actions.
Setup Google Analytics or other analytics software to monitor performance.

7

Launch Your Campaign

Double-check all settings.
Monitor performance regularly and make adjustments as needed.

8

Post-Campaign Analysis

Analyze the data post-campaign.
Identify areas for improvement and optimization.

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Key Paid Media Terms

Use this sheet to understand at a glance the most common paid media terms that are used when running campaigns.

Ad Attribution

Identifying the origin of leads or conversions.

Ad Extensions

Features in Google ads allowing advertisers to include extra information to increase the likelihood of ad clicks.

Ad Group

Part of an ad campaign containing ads with a shared target, organized by similar keywords.

Ad Rank

Position of an ad on the SERP, calculated by bid amount and ad quality, affecting the ad's visibility.

Ad Schedule

Specifies when ads are shown to optimize reach.

Application Rate

The proportion of prospective students who complete the application process for a program or course.

Automatic Bidding

An ad strategy where the platform sets bids to increase the likelihood of ad clicks.

Awareness

The stage where potential customers learn about a product or service.

Banner Ads

Image-based ads displayed on websites leading to the promoted web page.

Behavioral Targeting

Using users' browsing data to display relevant ads based on their interests or habits.

Bid

The amount an advertiser is willing to pay for a click or conversion.

Bounce Rate

The ratio of single-page sessions, a high rate may affect rankings adversely.

Broad Match

A keyword modifier showing any variation, phrase, or misspelling of the search keyword.

Call to Action (CTA)

Invites consumers to respond immediately, influencing them to progress in the buyer's journey.

Cart Abandonment Rate

Indicates the percentage of potential buyers who leave without completing a purchase.

Click Through Rate (CTR)

The ratio of clicks to impressions, indicative of user interaction.

Consideration

Potential customers consider specific products or services.

Conversion

Customers have taken the action desired.

Conversion Rate

Indicates the percentage of visitors completing the desired action.

Conversion Rate Optimization (CRO)

Enhancing ad/website elements to increase the probability of conversions.

Cost Per Acquisition (CPA)

Represents the total cost for acquiring a lead or conversion.

Cost Per Click (CPC)

The actual cost an advertiser pays for each click.

CRM Integration

Incorporating Customer Relationship Management software to manage interactions with current and future students.

Daily Budget

The set daily spending limit for each ad campaign.

Display Ads

Online advertisements, often combining images and text, displayed on websites.

Dynamic Ads

Ads that use website content to target users likely to convert, altering based on specific conditions.

Enrollment Rate

Represents the percentage of admitted students who decide to enroll in a particular program or course.

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Key Paid Media Terms Continued

Evaluation

Customers review various factors and alternatives before deciding.

Exact Match

Allows ads to reach people using the exact words or very close variants.

Facebook Ads

Advertisements appearing on users' Facebook feeds.

Facebook Pixel

Facebook's tool enabling the collection of user behavior data to optimize ads.

Geofencing

Using GPS to create a virtual boundary, allowing institutions to send promotional messages to potential students within this area.

Google Analytics (GA)

Provides insights into a website's traffic and user behavior, helpful for measuring ad ROI.

Interest

Potential customers show interest by conducting research.

Intent

Prospects show a strong inclination to make a purchase.

Keywords

Specific words or phrases identified for ad display, based on user searches.

Landing Page Optimization

Improving elements on a landing page to increase conversions, crucial for enrollment campaigns.

Lead Generation

The process of attracting and converting prospects into leads interested in a school's programs or courses.

Lookalike Audience/Targeting

Targeting users who resemble an existing audience based on interests or interactions.

Manual Bidding

Allows advertisers to set exact bids and budgets for cost-per-click.

Negative Keywords

Words preventing ad display when associated with user search queries.

Pageview

Represents a single view of a page by a user.

Pay-Per-Click (PPC)

An advertising model where advertisers pay for user clicks to their sites.

Phrase Match

Shows ads when a certain phrase or close variant is part of a search.

Post-Purchase

Focuses on customer service and interaction to ensure satisfaction and encourage loyalty or referrals.

Purchase

The final step where the customer decides to buy.

Quality Score

Determines ad placement on the SERP, affecting both ad rank and CPC.

Remarketing

Targets users who have previously interacted with a website, app, or products.

Retargeting

Focuses on re-engaging users with specific content or products they viewed before.

Return on Ad Spend (ROAS)

Measures the revenue generated for every dollar spent on advertising.

Unique Visitors

Different individuals visiting a website during a specific period.