



Secrets of Digital Marketing for Education

Recruit quality students for less using
Recruiting Power Up!

Combine programmatic geofencing with the power of Google ads and social media to bring together school and student.

Brought to you by the education marketing team at



www.getfoxmarketing.com



Recruiting Power Up

Enrollment management is gratifying and exciting. But it's no fun when your quotas aren't met. You are meant for success. You can absolutely achieve your enrollment goals.

You easily identify graduating high school seniors. But where to find the non-traditional students? Individuals scattered throughout the community, long out of high school, with jobs and families. How can you reach those people looking for paths to better futures through education?



We have the solutions.

You can have affordable, effective marketing to reach these prospective students and generate applications. We can help you with this.

Recruiting Power Up is the digital marketing solution from Fox that increases your enrollment by bringing your college and potential students together.

Recruiting Power Up includes social media, Google display and search ads, programmatic geotargeted ads and SEO. These are cost-effective and efficient marketing tools to reach your target population age 18-35.

A successful recruiting campaign focuses on behaviors, brand affinities, income levels and age groups. It learns which demographics are your best prospects and adjusts to target your ad spend to this group.



Your ads are served directly to desktops and mobile devices. When an interested student clicks on your ad, you are notified and then can develop a personal connection that will turn the inquiry into an applicant.

Win More Enrollments with Google Display Ads

Your Google display ads campaign drives more interest in your

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school. We set up, maintain and optimize your education ads. Google Display Ads appear on over three million websites and over 650,000 apps.

We design your ads in different formats to reach specific target audiences. Promote your school to prospects browsing online, watching YouTube, checking Gmail and on mobile device apps. Target prospective students based on age, device, location, interests and more.

Attract New Students Quickly using Google Keyword Search

A well-managed paid keyword campaign will help assure your success and save you lots of time and money. Cover any geographic area with ads. Generate new students by appearing at the top of Google search. When potential students search keywords related to your school, your ads will appear.



Leverage the Power of Social Media to Attract New Students

62% of North America uses Facebook. You might worry that other schools are going to pass you by because you're not using social media to its fullest. We make social media marketing easy and manage everything for you.



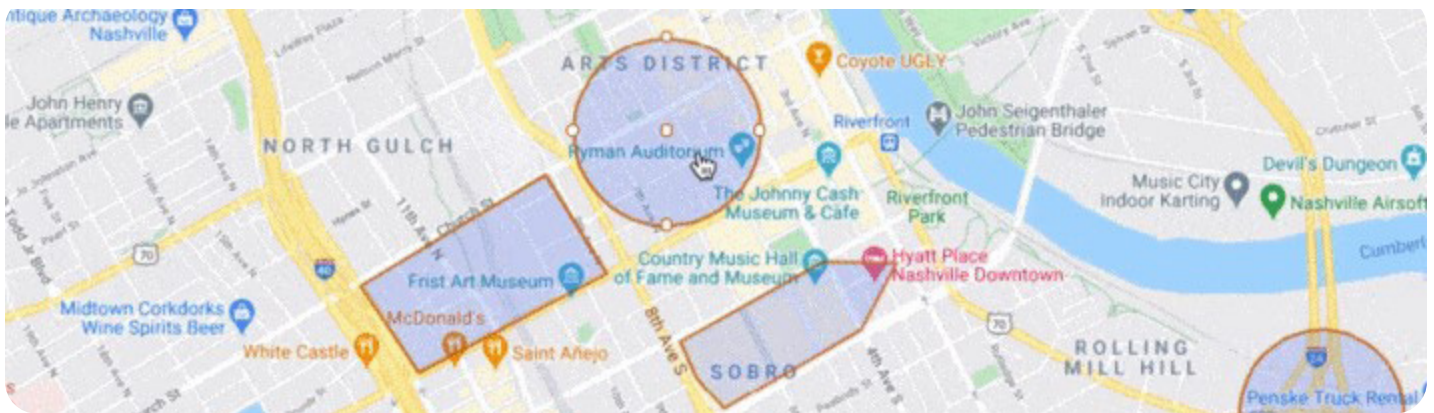
Your ads appear across the Facebook and Instagram networks to the demographics most interested in your school. You can also deliver ads to lists of specific, qualified prospects. You double your presence by creating a lookalike audience that mirrors your prospect list. We can do this for you.



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Geotarget your ads to prospective students most likely to enroll.

We work with you to develop a student “persona” to model the students who would be attracted to your school. The persona is developed using demographic and behavior factors. Once identified, these factors are targeted through geofencing. Geofencing places your message in front of potential students who are most likely to enroll.



Your ads are directed to people based on their behaviors, shopping history, brand affinities, location histories, age, income and much more. Locations where your prospects work, visit and shop are digitally “fenced”. For example, if your potential students are employees in quick-serve restaurants, all such locations in your area are geofenced and ads served to every mobile device within that location.

You can send messages to potential students who are at home with their parents. Geotarget areas to serve ads in very specific geographic locations.

Market your custom content through blog and social media posts.

Inform, motivate and connect with your potential students. Deliver content that helps you talk with them, tell them how your college will help them learn to survive and thrive in today’s world. Give





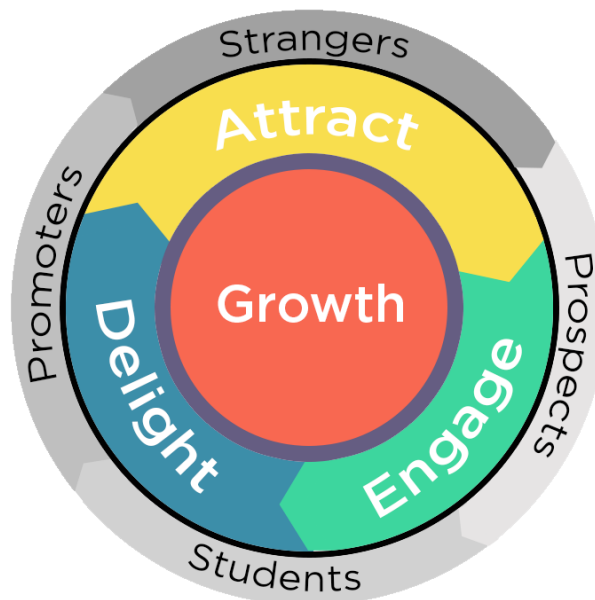
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ideas about different careers, the paths to achieve them and the wages they can expect to earn after graduation. We create this content for you.

Automated Email Nurturing to Drive More Enrollments

Our system automatically sends emails to potential new students continuously driving them back to your website. You introduce them to successful graduates, show them how your college can lead to successful employment. We work with you to craft the email messages and set them up to send on your schedule. Consider a subscription to Loom.com, to personalize your emails, adding a video message to each one.

The Recruiting Cycle



It's more important than ever to create personal connections with prospective students. College recruiting tools have morphed into digital events during the pandemic. Open houses, campus tours and college fairs are virtual. **Recruiting Power Up** makes these connections easier than ever.

Blog and social media posts can help strengthen the personal connection between recruiter and student. Video posts to your website or linked in your online ads will show your humanity and helpfulness. You demonstrate that you are invested in their success.



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Providing text services to your prospective students to give them access to the appropriate staff person is another way of personally connecting. If you're not already using texting for recruiting, we can do that for you.

Start now to encourage summer enrollment.

The COVID crisis has resulted in colleges losing up to 40% of their students. Retaining students is crucial. You should make summer enrollment a primary focus of your campaigns. Research shows that if a student enrolls in the summer, they're five times more likely to enroll in the fall.

3 Steps to Success

1. Schedule a free call with a Fox Recruiting consultant.
2. Learn how other colleges are thriving using digital and online advertising.
3. Start your new digital marketing program and enjoy long-term success.



Special Offer

To help you through this difficult time, we're offering a 20% discount on all digital services now through Feb. 28.

Request Marketing Review

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