

# Higher Education - Undergraduate & Graduate

Driving Enrollment Through Data, Not Discounting

DMA: Northeast, USA

## THE ISSUE

A regional higher education institution was experiencing enrollment pressure driven by demographic decline, increased competition, and rising acquisition costs. Marketing efforts were active across digital, search, and traditional media, but lacked unified attribution and persona clarity.

Lead flow was inconsistent. Messaging was broad.

Campaign performance was measured in inquiries — not enrollments. Leadership needed sustainable enrollment growth without excessive tuition discounting or brand dilution.

## THE STRATEGY

II restructured the enrollment marketing model around audience precision, lifecycle nurturing, and enrollment-based accountability.

Key initiatives included:

- Persona development by program type and life stage (traditional, transfer, adult learner)
- Search and paid media realignment toward high-intent program keywords
- CRM integration to connect inquiry source to enrollment outcome
- Automated nurture sequences aligned to decision timelines
- Closed-loop reporting tied to admissions outcomes

Messaging shifted from institutional awareness to career outcome clarity and ROI of education.

Marketing became enrollment strategy — not promotion.

## THE OUTCOME

- Increased qualified inquiries
- Improved inquiry-to-enrollment conversion rate
- Lowered cost per enrolled student
- Stronger program-level targeting efficiency
- Clear attribution between channel performance and admissions results

Enrollment growth became predictable and measurable.

## TESTIMONIAL

“John and the team at BrandBright brought discipline and accountability to our enrollment marketing. They shifted us from broad awareness campaigns to precision targeting tied directly to enrollment outcomes. We reduced acquisition costs, improved conversion rates, and gained visibility into which programs were truly driving growth. John’s strategy strengthened both our enrollment performance and our financial planning.”