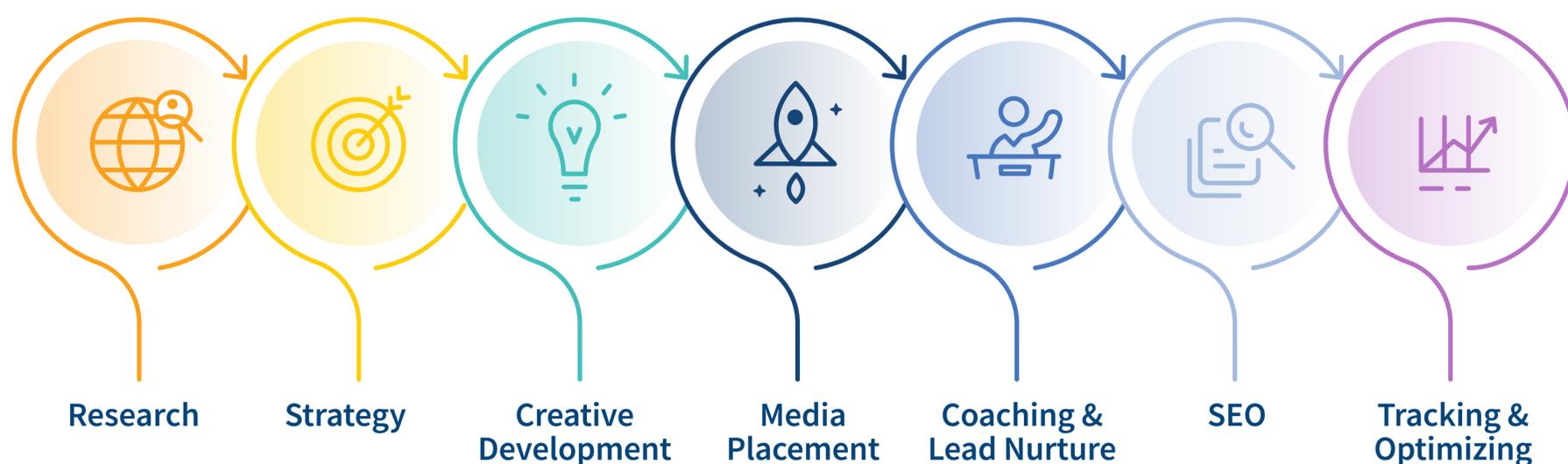


# The power of an interconnected, multimodal marketing strategy in student recruitment



In an overly competitive and noisy digital-first world, universities need comprehensive, 360-degree marketing strategies to be seen, heard, and chosen by prospective students. A strong comprehensive marketing strategy combines the pillars of modern search, namely paid and organic.

**SEARCH = PAID + ORGANIC**

A blend of paid and organic strategies and techniques work together to increase your bottom line.



**Paid search campaigns** (PPC ads) are a great tool to generate quick awareness of and immediate response to your programs and brand.



**Organic campaigns** lay the foundation for long-term enrollment success through search engine focused improvements to your website and SEO-driven content for your programs.

## ► Finetuning your website for enrollment success



Your website is the front gate to your brand and the largest recruiting tool at your disposal. A great website experience can lead to increased conversion to enrollment.

The experience prospective students have on your site generates a direct association with the experience they can expect to have with your institution overall. A great experience can be the difference between prospects choosing to start a conversation with your enrollment team versus that of a competitor.

## ▶ SEO - Key Element of Recruitment Marketing

Among the most effective ways to create a strong website that contributes to your enrollment bottom line are SEO (search engine optimization) practices and SEO-driven content.

SEO is the process of making your website better for search engines and people.

### » SEO can help you to

- Improve your brand's visibility online
- Increase the quantity—and quality—of traffic to your website
  - ▶ Up to 20x more traffic generating opportunities than PPC alone on both mobile and desktop
- Generate new, higher-intent leads
  - ▶ 3-5x more leads than PPC alone
- Engage, retain, and convert leads to enrollments at higher rates
  - ▶ Up to 6x higher conversion rates

What makes SEO techniques so effective in reaching, engaging, and converting high-quality leads? They allow your brand to join conversations your target audience is already having online without being intrusive.

## ▶ Blackboard's SEO Service Matrix

Blackboard demystifies and simplifies the process of SEO, so it's easy for institutions to get started and stay focused on the most important elements of growing and improving their websites. Select a-la-carte services or combine as needed.

SERVICE	DESCRIPTION
Technical SEO Audit	A deep-dive audit of the technical setup and health of a domain (website) which captures issues related to meeting search engine guidelines and requirements for crawling and indexation
Keyword Analysis	An analysis which identifies the optimal keywords for your program pages that will best correspond to the search intent of your ideal target audiences
On-Page Optimizations	Recommendations for improving the composition and content on specific program or landing pages, based on best practices for how machines and people search for and digest information online
UI/UX Audit	A comprehensive website assessment which uncovers performance issues which may hinder the conversion of prospects to enrollments
Content Marketing Playbook and Content Development	A combination of a content marketing blueprint to create SEO-driven written and visual content for a website and content implementation (copywriting and design) for blogs, program guides, infographics, e-books, animations, and more

## ► Finding long-term success through SEO

Our clients' long-term success in recruitment lies at the intersection of organic and paid search techniques.

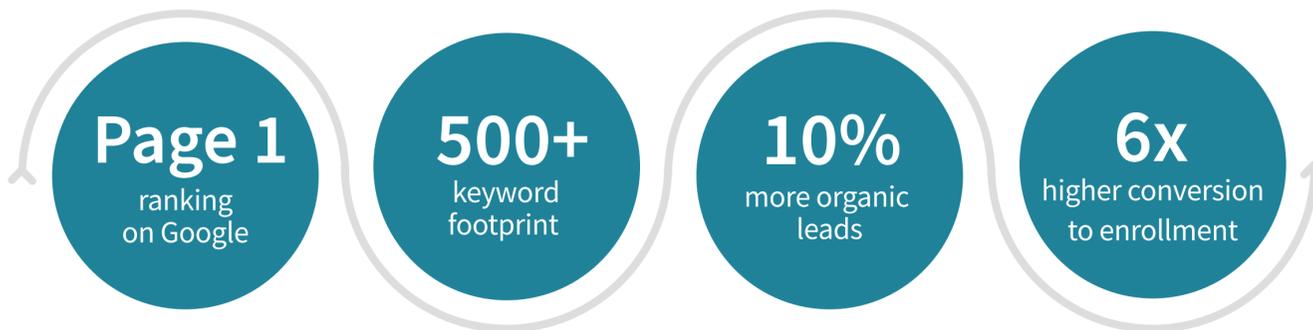
### Syracuse University College of Law



Combining paid and organic search strategies, Syracuse University College of Law generates a 700% ROI with Blackboard in the first year of partnership.



In just two years of using a multimodal marketing strategy with a heavy focus on SEO improvements to their website, Syracuse University College of Law:



- » Earned Google Page 1 ranking for strategic, highly competitive keywords
- » Expanded keyword footprint online from just over 100 keywords in 2018 to more than 500 in 2020, generating new organic traffic valued at more than \$12,000/month.
  - This keyword expansion saved Syracuse University College of Law more than \$140,000 a year in advertising budget since they did not have to compete for this traffic through Google AdWords.
- » Increased organically generated leads from 15% of all marketing leads to just under 25% in 2020. These leads converted to enrollments at 3-6x higher rates.

### The University of Texas at El Paso

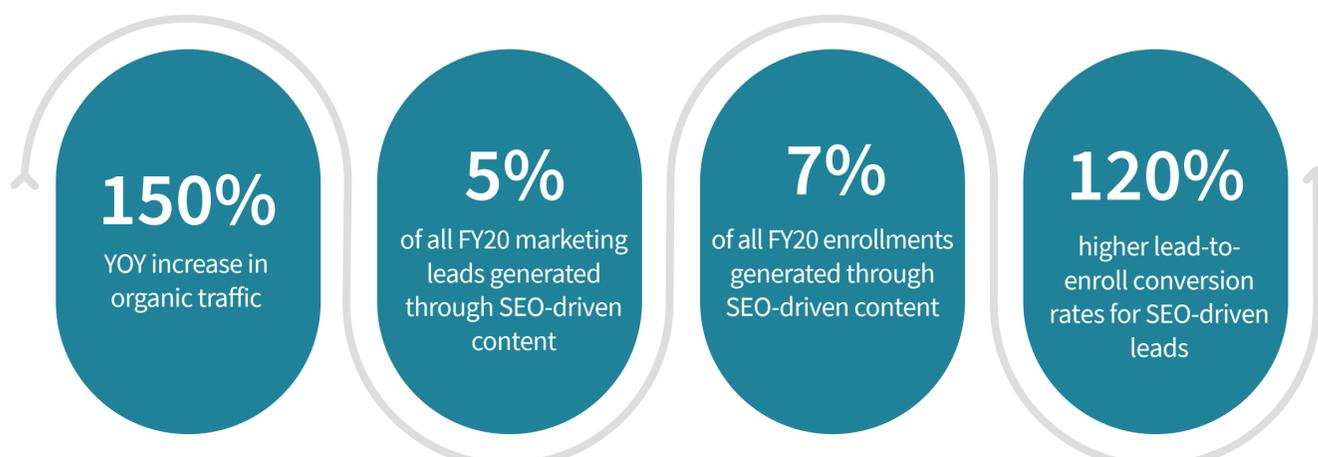


UTEP Connect, UTEP's division for online degrees and certificates, generates 1,300%\* return on its annual investment with Blackboard within just one fiscal year.



UTEP Connect's recruitment approach includes a robust SEO-driven content marketing strategy, which combines SEO audits with a rich library of blog posts, infographics, e-books, and social media messaging.

FY20 results for UTEP Connect:



*\*1,300% ROI is calculated based on the average tuition revenue UTEP Connect can expect to receive for the completed degrees from all 205 enrollments in FY20.*