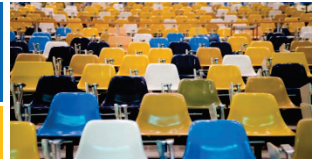




Interactive Marketing Services for Higher Education

Targeted, Measurable Recruiting and Enrollment Campaigns That Achieve Results



Are you facing any of these marketing challenges in recruiting and enrolling students for degree programs, certificate programs or executive education courses?

- ❖ Competing with other programs for mind share of prospective students
- ❖ Increasing awareness for new programs
- ❖ Targeting prospective students geographically, demographically and behaviorally
- ❖ Working with limited marketing budgets
- ❖ Maintaining contact through long recruiting cycles
- ❖ Determining which campaigns are yielding the best response

Raise Visibility with Search Engine Optimization (SEO)

Search engine optimization (SEO) is exceptionally important for college and university websites to achieve the highest possible position in natural results within search engines for key phrases. To be successful, SEO programs require continuous vigilance and responsiveness to changing patterns in user search behavior, search engine algorithms and best practices for web site architecture. EyeTraffic Media's SEO services for colleges and universities focus on developing and maintaining relevant, program-specific, and high volume long tail keywords to help push natural website rankings to the top of search engine results pages over time. We work closely with you and your marketing team to raise visibility for your programs.

Reach Targeted Prospects with Pay-Per-Click Advertising (PPC)

Pay-Per-Click (PPC) search advertising remains the number one online lead generation marketing tactic. PPC advertising is a "pull marketing" vehicle, reaching prospective students at the moment when they are actively seeking information online about education programs using key words and phrases, and can be refined to target very specific geographic markets. EyeTraffic Media's PPC advertising services drive online conversions ranging from student applications to registrations for information sessions. PPC advertising also allows colleges and universities to position their brand at the top of search engine results pages immediately, and is a great intermediate branding vehicle and a direct complement to SEO programs.

Strengthen Relationships with Email Marketing

Email marketing is a more timely, measurable, cost-effective and environmentally friendly way to communicate with prospects, current students, alumni and evangelist communities for your school. Through EyeTraffic Media's targeted email programs, colleges and universities can continue branding and educational messaging, stay top-of-mind with prospects and promote upcoming events. Targeted email marketing can act as a fulfillment mechanism for other interactive campaigns and has a longer term benefit of building a school's online community for future outreach.

Reinforce Your Brand with Online Advertising

Online advertising, particularly in the social networking space, delivers the best mix of college and university branding with conversion generation. Media buys allow for highly targeted advertising, including behavioral, vertical, geographic and demographic targeting. These targeting options enable schools to reach prospective students and parents in non-search environments online. EyeTraffic Media's media buying services achieve superior brand positioning and support online conversion goals that provide a lasting ROI value. Targeted media buys complement all other interactive marketing programs, allowing schools to stay top-of-mind with each target audience.

Create Loyal Communities with Social Media Marketing

Engaging audiences in active, two-way conversations about your programs through social media marketing can be very effective in supporting recruiting and enrollment goals. Social media marketing supports and enhances the impact of SEO programs and other online tactics. EyeTraffic Media's social media marketing programs empower your communities of interest to share information about your school and programs within their networks through our proprietary online viral marketing tool, JumpReach. EyeTraffic Media also provides consultative services to help universities and schools communicate authentically with targeted audiences using social media tactics.

EyeTraffic Media Higher Education Case Studies

FLASHPOINT

THE ACADEMY OF MEDIA ARTS AND SCIENCES

Situation

Flashpoint Academy is a two-year digital media arts college that opened its doors in 2007. EyeTraffic was challenged to help Flashpoint produce new student leads to fill its inaugural enrollment goals, while establishing Flashpoint's online voice.

Solution

EyeTraffic provided strategic direction on the development of a new micro site that focused on prospective student lead generation. To help drive traffic to the new micro site, EyeTraffic implemented a paid-search (PPC) program to reach both students and parents through major search engines. EyeTraffic also launched a targeted, third-party media buy with popular social networks to continue to fill the lead pool with prospective local students.

Results

- ❖ Immediately increased monthly online prospective student leads 350%+ month-over-month.
- ❖ Generated on average over 800 new student leads per month.
- ❖ Filled enrollment for the Fall of 2007 to Flashpoint's goal of 200 students.
- ❖ Doubled enrollment to over 400 by the Fall of 2008.

GEORGETOWN UNIVERSITY SCHOOL of CONTINUING STUDIES

Situation

Georgetown University School of Continuing Studies (GUSCS) sought support in generating prospective student leads and strengthening their online presence for all continuing education programs, including new curriculum additions. GUSCS also wanted to boost attendance to their program information sessions.

Solution

EyeTraffic provided strategic direction on the development of new website components that would help drive prospective student lead conversion. SEO and PPC programs were launched to help drive targeted traffic and to position GUSCS on premier continuing education keywords across major search engines. EyeTraffic also launched targeted local media buys across online publications and journals to continue to fill the lead pool with prospective local students.

Results

- ❖ Increased online student applications over 150% month-over-month.
- ❖ Achieved information session attendance capacity for all sessions post campaign launch.
- ❖ Qualified prospective student leads through information request forms up over 250%.
- ❖ Increased website traffic from organic search sources 31% within the first 60 days of the SEO campaign.



Situation

The American University Kogod School of Business sought support in improving monthly online graduate school applications and boosting information seminar attendance by generating online registrations. Kogod also wanted to strengthen its overall online presence and awareness of all graduate curricula.

Solution

EyeTraffic launched a strategic online direct media buy campaign, focusing on top tier ad networks and social networks, to help position Kogod in front of its target audience and to stimulate information session attendance. PPC campaigns were introduced to help drive targeted traffic, while focusing on generating online applications. Finally, an SEO initiative addressed all current Kogod website issues, and positioned Kogod on premier curriculum-focused education keywords across major search engines.

Results

- ❖ Increased specific website traffic from organic search sources 42% within the first 90 days of the SEO campaign.
- ❖ Achieved a boost of 95% in information session attendance.
- ❖ Qualified student applications grew over 150% during the critical Fall enrollment period.

About EyeTraffic Media

Headquartered in Washington, D.C., EyeTraffic Media is a performance-driven interactive marketing consulting firm that provides unsurpassed online marketing solutions for companies and organizations seeking to more effectively connect with their target audiences. EyeTraffic boosts lead generation and customer acquisition by leveraging our expertise in search engine marketing, online media buying, email and social networking, mobile marketing and web analytics. Acting as a seamless extension of your marketing team, we build, manage, track and analyze online marketing campaigns and programs that generate measurable results.