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DIGITAL**

# **10 DIGITAL MARKETING TACTICS THAT WORK IN THE EDUCATION INDUSTRY**

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**These 10 digital marketing tactics help education industry businesses grow and reach their goals.** Review the list of tactics now to get started.

The education industry is certainly not an early adopter of technology. Yet, digital marketing is a powerful method for reaching prospective students and engaging current students.

Traditional marketing can still have its place in a successful education industry marketing plan. But digital should be the focus when building out successful marketing strategies.

**Learn about the 10 most impactful digital marketing tactics for the education industry.**



# 10 Digital Marketing Strategies for the Education Industry

One of the most beneficial aspects of digital marketing is that it offers clear analytics that show the most successful tactics to build upon success and better understand metrics like cost per lead and ROI by marketing channel.

Here's a look at the most impactful digital marketing tactics education industry businesses and schools can engage in to increase enrollment.



# 1

## Review Your Mobile Friendliness

Every content management system (CMS) states it is mobile-first or mobile friendly. But sometimes one plugin or add-on can disrupt how well your website or mobile app renders on a mobile device.

Take time to do user testing and review just how clear and effective your website is for mobile devices. Consider ways to reduce hyperlinks and increase buttons, which are easier to use on mobile. And review how deep your most important pages are within your menu structure because expanding menu items on mobile is more challenging.

Navigation is as important as how well a website renders on mobile. You want students and prospects to be able to easily navigate to the information that matters most to them.



# 2

## Maximize Email Marketing Opportunities



More than half of all marketing professionals agree that **email marketing outperforms social media**. The rest believed that the two tactics are too different to compare and each has strengths and weaknesses.

Email is a powerful tool for building and nurturing relationships with students and prospects.

Once a student shows interest in your program or school, set them up in an email nurturing series designed to guide them toward valuable information that helps them decide whether you're the right choice for them.



# 3

## Produce Video Content

Video content helps students engage with you the way that most interests them. And generally speaking, video has higher conversion rates than written content.

Websites that include video experience a **4.8 percent conversion rate** compared to 2.9 percent on websites without video.

Plus, video viewers retain **95 percent of the message**, compared with retaining just 10 percent of written messages.

Using video can also help you tell stories effectively and connect with viewers emotionally. And once you record a video, you can trim and adjust it to meet requirements for various mediums.



## 4 Trust that SEO Works with Time and Expertise

**Search engine optimization (SEO)** is a long game, which means you must invest in it 6-12 months before it starts showing results. And while that's

challenging to keep investing when you aren't seeing results yet, it will be worth it long-term. Building website authority requires time for search engines to start recognizing how reliable you are in answering inquiries. It's about more than just using keywords effectively on your webpages and blog articles. You'll also need to invest in:

- Backlinking
- On-page optimization
- Off-page optimization
- Content planning



# 5

## Use PPC Wisely

A targeted PPC campaign can provide qualified leads your admissions team can follow up on or that you can add to a lead nurturing series. They are also very good for building brand awareness. The key is in targeting the right keywords and appropriate audience with your ads to

ensure a strong ROI. And that requires in-depth understanding of how to format these ads properly. If you've tried PPC before and seen limited results, it's time to work with an expert to see if you can increase your conversion rates.



# 6

## Create High-quality Content

**Content marketing** showcases what makes your organization great. And it helps with SEO and provides something for you to share as part of a lead nurturing series.



Each piece of content you develop should have a purpose and you should understand how it fits into your customer buying journey, or the process that your prospects go through to choose the right school based on their needs.

The right content will build your reputation, showcase your expertise and increase your bonds with existing students.

In your content planning, outline which segment of your audience the content most applies to. Drafting content designed for a specific segment of your audience can also help you connect with them. For example, various types of content will resonate with students seeking various degree programs.

# 7

## Build Out Lead Nurturing Series



As you build out your contact lists through effective website forms and lead magnets, you need to consider how you'll nurture these interested students with your content.

Building out lead nurturing series related to your educational programs and primary benefits you offer will help you convert these contacts into customers.

As you evaluate the best content to include in these emails, consider the **seven most impactful elements** that Eduventures Research found students cared about when choosing a college.



- Affordable
- Desired program is offered
- Academic quality and school's reputation
- Job opportunities for grads and career services
- Value of education when compared with the cost of attending
- Culture fit
- Proximity to home

# 8

## Consider Partnering with Influencers

Students want to attend a program that will offer them the best jobs and opportunities. Influencers who once attended the school or have some connection to it can help make the student feel like they have a bright future after attending the school.

Seek out alumni and supporters that are successful and partner with them as influencers. Make sure they have a following or a platform to share their insights.



# 9

## Engage with Followers on Social Media

Social media helps you share who you are and what you're offering students. You can build out your voice and tone on social media and show a more real-life view into academics, programs and activities.

Tailor your content strategy for each of the major social media platforms. And only engage on social platforms where your target audience interacts. It's appropriate to not only educate on social media, but to entertain your target audience. Entertained users are more likely to share your content with their followers, which can increase your reach.



# 10

## Focus on Your Online Reputation



Your online reputation is a factor in SEO rankings and is also influential in whether a student will select your school. This means encouraging satisfied students to share their experience online and responding to disappointed students to show you care.

**Reputation management** requires good social listening tools and a strategy for collecting online reviews on platforms that are most impactful.



# Marketing Strategy for Education Businesses

If you're looking for assistance building an effective marketing strategy for your education business, New Light Digital can help. Our team understands the unique challenges schools, universities and others in the industry face and some of the limitations on tools and budgets.

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