



Higher Ed: Noncredit Enrollment Online Marketing
Neil Ruffolo



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Noncredit Program Achieves 100% Growth

In an economic climate of declining property tax revenue and uncertainty at the state level, realizing the revenue potential of noncredit programs at Waubensee Community College -- including youth enrichment programming -- became a priority. As Internet Marketing Coordinator I was called upon to promote the college's "Xcelerate" brand summer camps with the ambitious goal of doubling enrollment head count over the previous summer from 150 to 300.

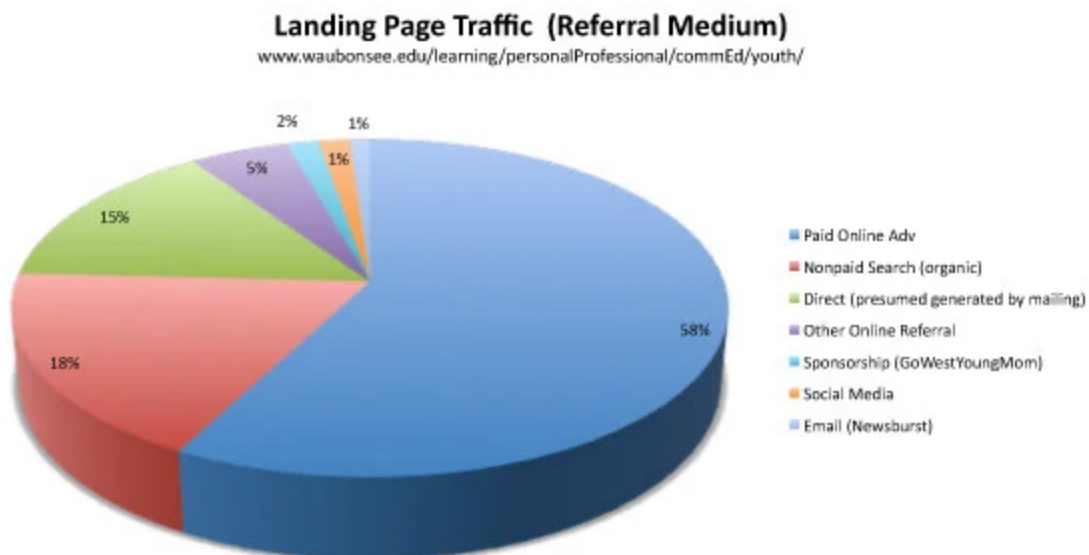
Using electronic media to leverage a limited advertising budget, a multi-faceted strategy was implemented in March. By June, 100% enrollment growth was achieved through a variety of tactics, including partnership with local parenting blog GoWestYoungMom.com, social media engagement, email marketing, search marketing and display advertising.

Marketing communications were aimed at district residents with children, focusing on mothers as the primary planners of child activities and day care.

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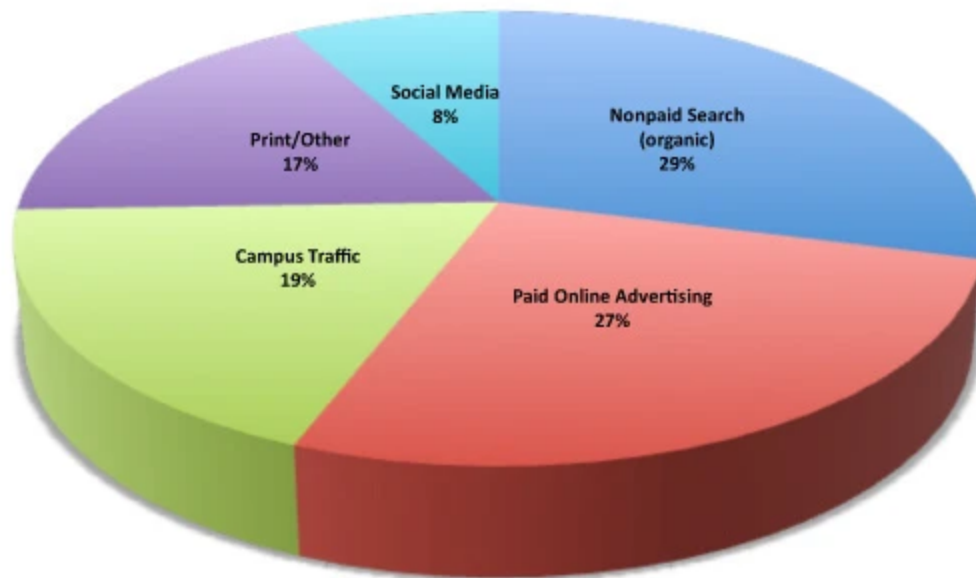
Based on the look-and-feel of a direct mailer produced by an outside agency, banner ads and website landing page graphics were designed in house for cross-media brand cohesion. "Remarketing" was used to reinforce message recall with users who had recently visited the landing page.



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Youth Registration Form Download Sources

Source: Google Analytics



According to Google Analytics, more than 550 youth program registration PDF forms were downloaded during the enrollment period from March through May, the majority of which could be attributed to online advertising, social media and SEO/SEM.



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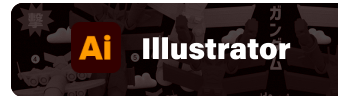
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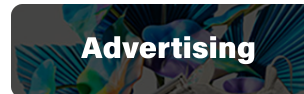
Through partnership with a prominent local blogger, social media engagement, email marketing, search marketing and display advertising tactics, 1 **Read More**

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marketing

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