

DIGITAL MARKETING

FOR STUDENT RECRUITMENT AND ENROLLMENT

Because you don't need just digital marketing experts, you need *higher education* digital marketing experts.

Whiteboard offers the latest digital strategies that dramatically increase the effectiveness of traditional recruitment and enrollment tactics.

- Improve your institution's brand awareness
- Attract new prospects
- Stimulate engagement with student search campaigns
- Increase application rates
- Drive attendance at yield events
- Encourage deposits and enrollment



GET RESULTS THAT MATTER: APPLICANTS AND ENROLLING STUDENTS

IP Targeting / Competitor Conquesting / Behavioral Targeting / Social Media Marketing / Web and Email Retargeting / Search Engine Optimization / Search Engine Marketing / Geo-Fencing / Mobile Advertising & Retargeting / Pay-Per-Click



whiteboard higher education

SOLUTIONS MADE SIMPLE FOR A COMPLEX WORLD

Digital marketing is a highly effective and cost-efficient way to increase conversion at three critical points in the recruitment cycle:

IDENTIFYING NEW PROSPECTS

INQUIRES TO APPLICANTS

ADMITTED STUDENTS TO ENROLLING STUDENTS

Let our clients tell you about their Whiteboard experience and results!



CALIFORNIA STATE UNIVERSITY
EAST BAY

"The Whiteboard Team has repeatedly responded immediately and strived to accommodate every request that we've had. Their team is conspicuously bright and creative besides being extremely flexible. Whiteboard has both enhanced our communication flow and vastly reduced our office's stress. And it's also fun working with them. They represent the gold standard in providing higher education enrollment solutions."

Michael McKeon, Associate Vice President for Enrollment Planning and Analysis

LAFAYETTE COLLEGE

"It was clear from the moment we sat down with Whiteboard that this partnership would put us over the top. You have delivered far beyond what I have ever experienced with other firms, going above and beyond even what you promised, time after time. And the amazing results make it impossible for me to imagine working with anyone else."

Greg MacDonald, Vice President for Enrollment Management



"Working with Whiteboard has been an extremely good experience — they are smart, knowledgeable, collaborative, and far more flexible than I could have hoped. They have gone above and beyond in ways I have never seen in a partner before."

Doug Hartog, Senior Associate Dean of Admission

Certified Experts:



www.gowhiteboardhighered.net | (215) 282-0852 | info@gowhiteboard.net