



**DON'T LET YOUR FUNNEL GO  
DRY AND LOSE STUDENTS**

[info@twdedumarketing.com](mailto:info@twdedumarketing.com)

888.570.7865

[twdedumarketing.com](https://twdedumarketing.com)

# FULL-SERVICE CREATIVE AGENCY

**CARLA CICERO** VP of Operations

**KAITIE STOFFREGEN** Digital Account Manager



Digital Marketing &  
Traditional Placement



Website Redesigns  
& Hosting



Video Production  
& Creative

DON'T LET YOUR FUNNEL GO DRY AND **LOSE STUDENTS**

DO YOU KNOW WHERE YOUR STUDENTS ARE  
COMING FROM?

FEED YOUR MARKETING FUNNEL

# FULL-FUNNEL MARKETING

## **AWARENESS**

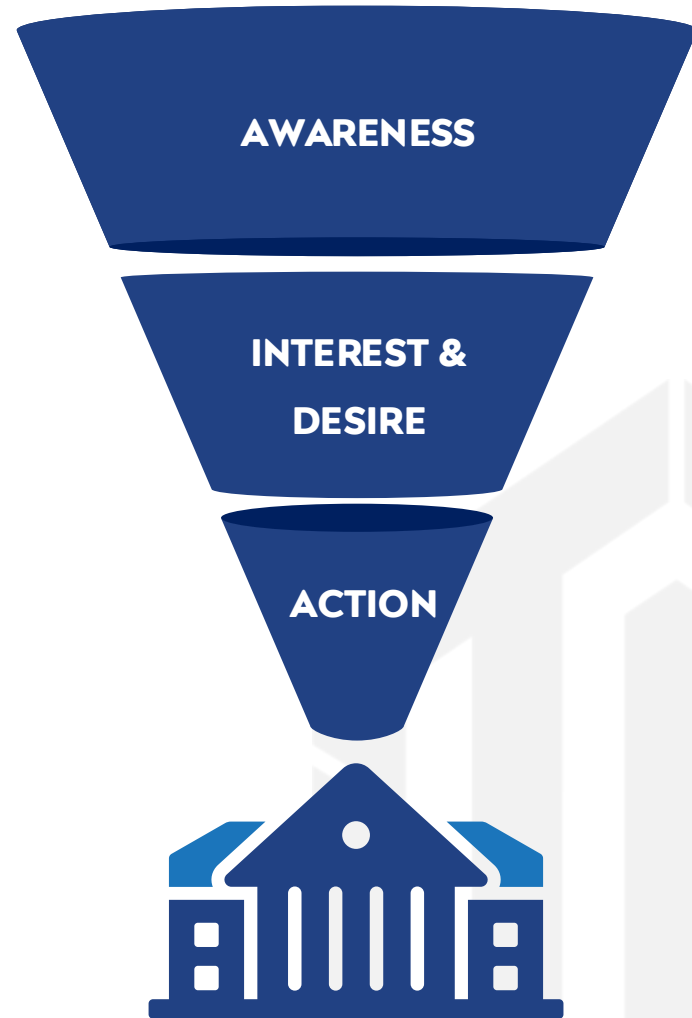
- Traditional
- Word of mouth

## **INTEREST & DESIRE**

- Targeted lead generation campaigns

## **ACTION**

- Follow up
- Nurturing leads



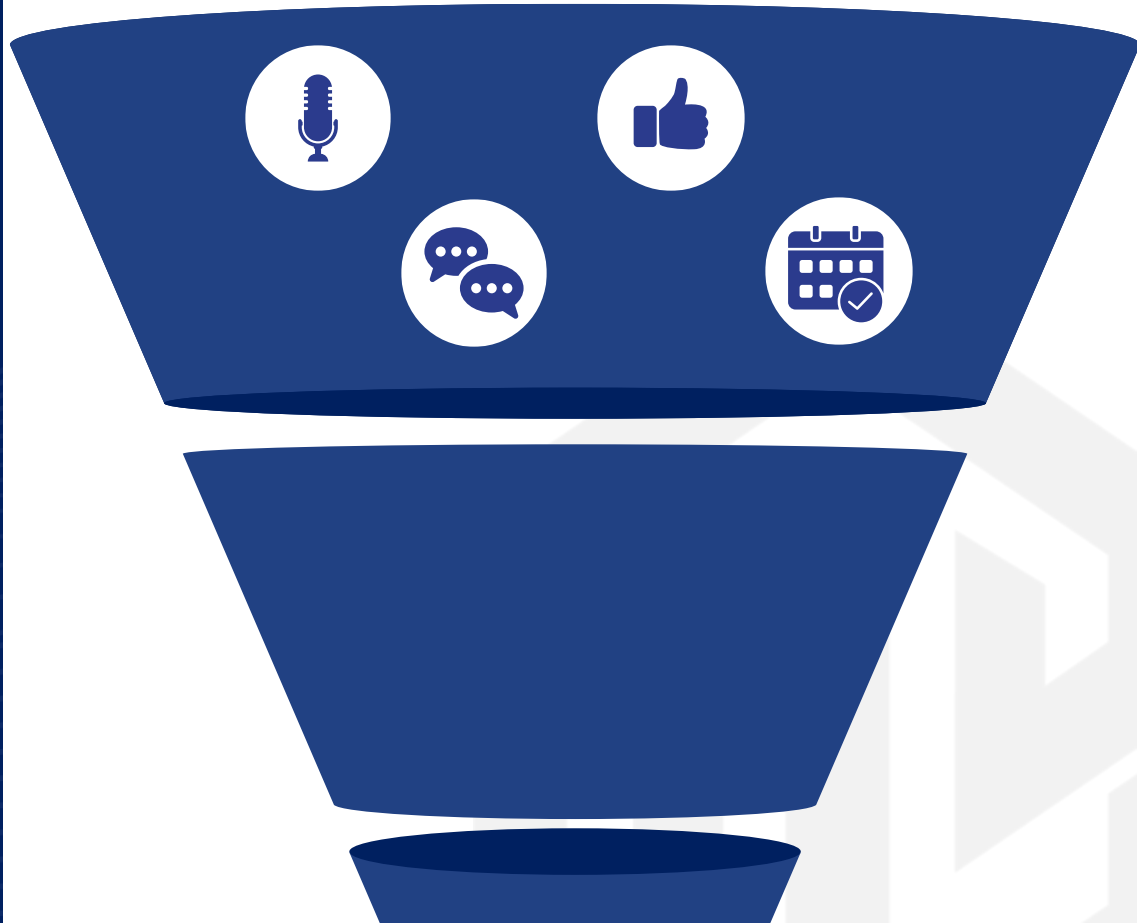
# TOP OF FUNNEL: AWARENESS

 Traditional Advertising

 Word of Mouth

 Organic Social Media

 Events



# MIDDLE OF FUNNEL: INTERES& T DESIRE

## **G** GOOGLE PAID SEARCH

Programmatic & institution specific keywords  
Capture form fills and phone calls  
Retargeting opportunities

## **∞** META PAID SOCIAL

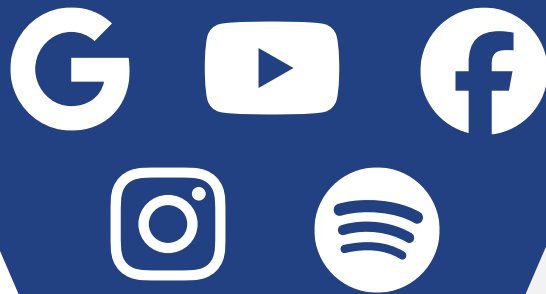
Eye catching creative matched with ad copy  
Capture form fills as leads  
Retargeting opportunities

## **▶** YOUTUBE PAID VIDEO

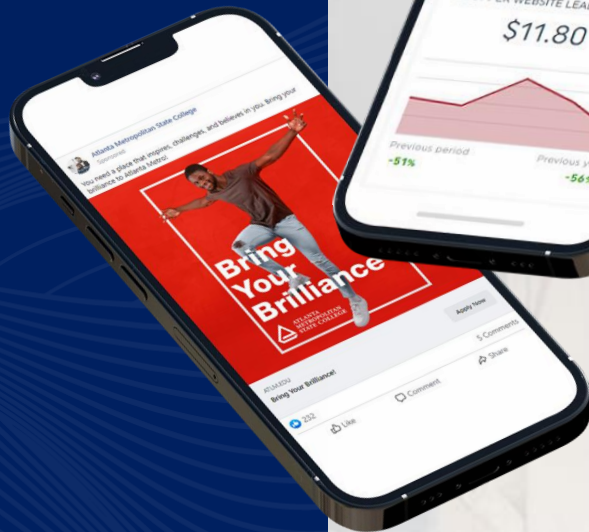
Multiple video placement options for different video lengths and sizes  
Track clicks and views as micro-conversions

## **≡** SPOTIFY PAID AUDIO

Audio/video ads  
Like traditional radio but with analytics



# WHY MIDDLE FUNNEL MATTERS FOR COLLEGES



## RESEARCH

Potential students search college and/or program-specific keywords indicating *interest*

## CONVERSIONS

Where potential students request information

---

## ANALYZING

Middle funnel initiatives are where schools should be analyzing; cost per lead / cost per acquisition / cost per application

# **HIGHER EDUCATION**

## **AVERAGE COST PER LEAD**

All Marketing Campaigns

**\$982\***



# **HIGHER EDUCATION**

## **AVERAGE COST PER LEAD**

Lead Generation Campaigns

**\$20-\$40**

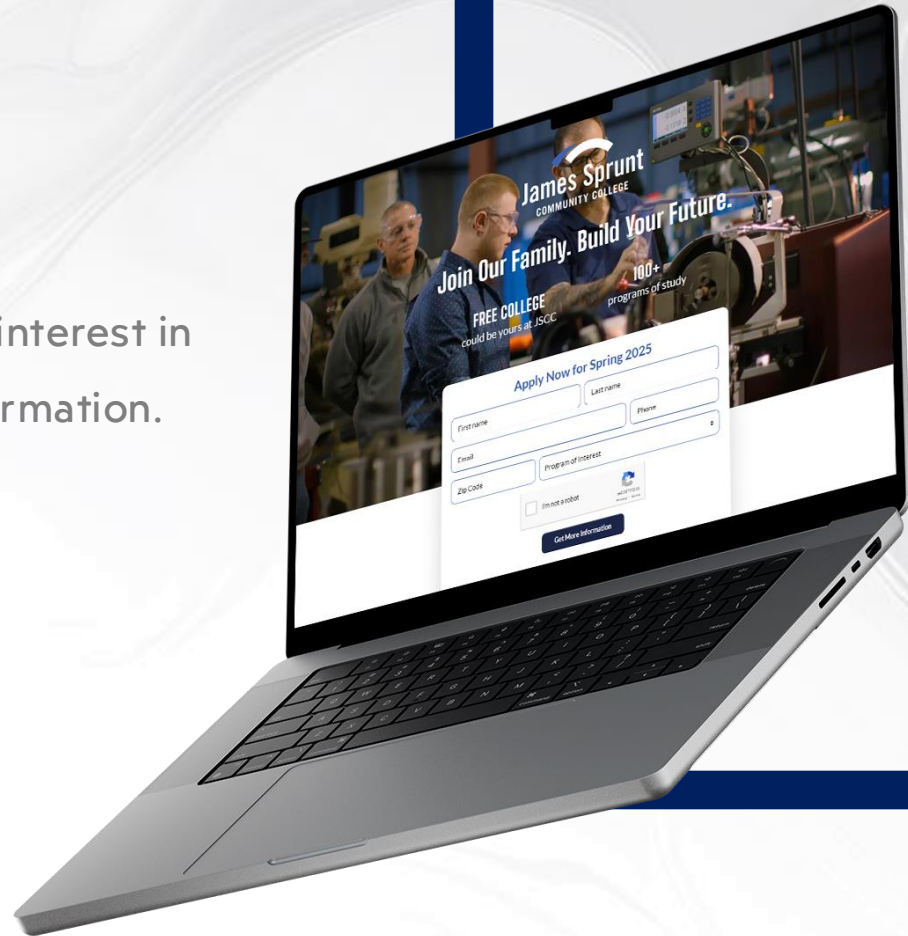
**CAPTURING LEADS MID FUNNEL IS MORE COST EFFECTIVE**

# HOW DO WE DEFINE A LEAD

**Lead** – someone that has expressed interest in your school and requested more information.

## Where Leads Can Come From

- Landing page form fill
- Phone call



# TRACKING PIXELS

## IN DIGITAL MARKETING, PIXELS ARE USED FOR:

- Measure actions (clicks and conversions)
- Track user behavior across sessions or devices
- Build retargeting audiences
- Attribute ad performance to specific campaigns



# BOTTOM OF FUNNEL: ACTION

## FOLLOW UP

- Phone Call
- Drip Campaign (email/text)

**Nurturing applicants to become  
enrolled students**





## TOP OF FUNNEL

Marketing Initiative	Cost/Lead	Lead Quality	Tracking Ease
Traditional Advertising	High	Low	Low
Word of Mouth	Low	High	Low
Organic Social Media	High	Low	Mid
Events	High	Low	Low

## MIDDLE OF FUNNEL

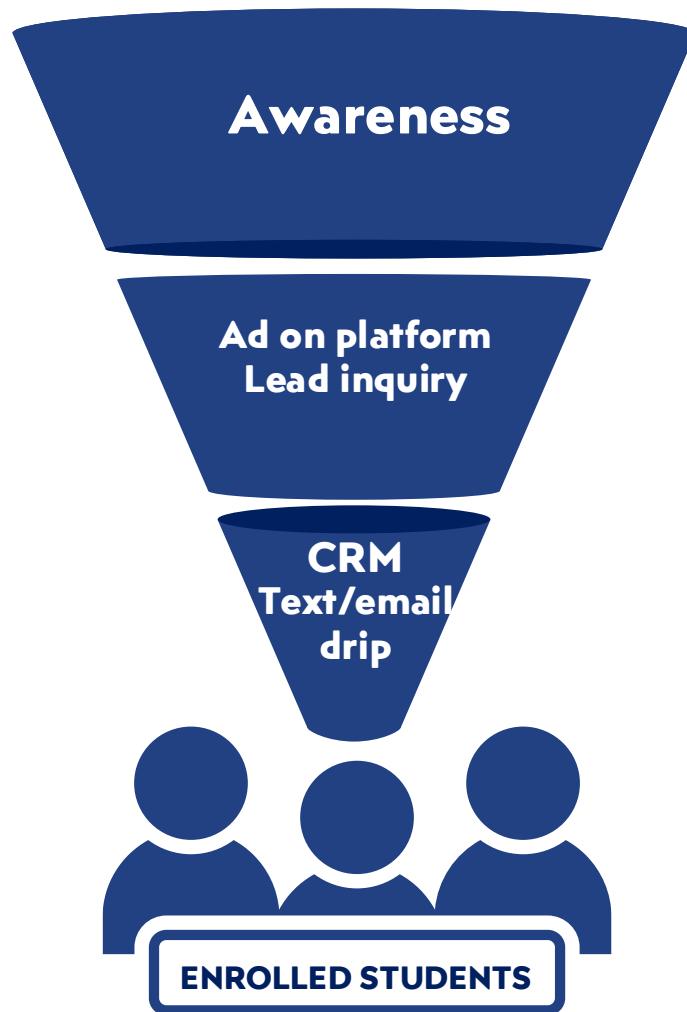
Google Paid Search	Low	High	High
Meta Paid Social	Low	High	High
YouTube Paid Video	Low-Mid	Mid	High
Spotify Digital Audio	Low-Mid	Mid	High

# RECAP

**FOCUS MARKETING EFFORTS ON MID  
FUNNEL LEAD GENERATION**

**A LEAD IS SOMEONE THAT HAS  
EXPRESSED INTEREST IN YOUR SCHOOL  
AND REQUESTED MORE INFORMATION**

**USE MARTECH TO FOLLOW UP ON LEADS**





**third wave**  
DIGITAL

**A FULL SERVICE  
CREATIVE AGENCY**



**THANK YOU**



**SCAN FOR A COPY OF  
THE PRESENTATION**

[info@twdedumarketing.com](mailto:info@twdedumarketing.com)

[888.578.7865](tel:888.578.7865)

[twdedumarketing.com](http://twdedumarketing.com)