

Yes&

LIPMAN
HEARNE.

2022

Marketing Tactics in Higher Education

A COMPARATIVE STUDY



Table of Contents

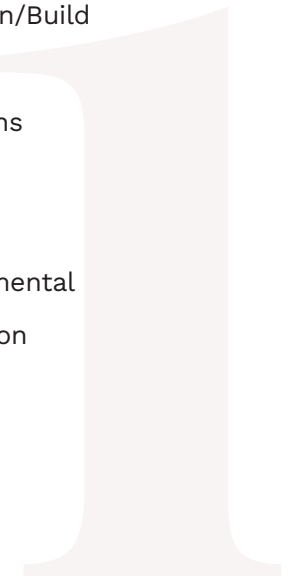
PAGE	SECTION
3	1 ABOUT US
5	2 OBJECTIVES
7	3 METHODOLOGY
13	4 ENROLLMENT ADVERTISING
22	5 PHILANTHROPIC & ALUMNI COMMUNICATIONS
35	6 RECRUITMENT-FOCUSED CHANNELS & ACTIVITIES
47	7 AUDIENCE OUTREACH & EXTERNAL COMMUNICATIONS
59	8 MARKETING FOCUS FOR 2023
67	9 OPEN-ENDED QUESTIONS
70	10 KEY TAKEAWAYS

About Us

PRACTICE AREAS



Design/Creative
Strategy/Planning
Media/Digital Marketing
Website Design/Build
Events
Public Relations
Social Media
Research
Print/Environmental
Video/Animation



1 About Us

WE'VE WORKED WITH MORE THAN

500

colleges and universities

AND HAVE HELPED OUR
CLIENTS RAISE MORE THAN

44

billion dollars

Objectives

We started with
a question...

**that became
several
questions.**



2 Objectives

What are the communications **skills, habits, traits,** and **tactics** teams in enrollment, advancement, development, alumni relations, etc. needed to develop during the pandemic?

Which have they incorporated into their “**new normal**” of hybrid work—and plan to bring into 2023?

How do things **compare** between 2019 and 2023?
How did things **change**?

Methodology

3

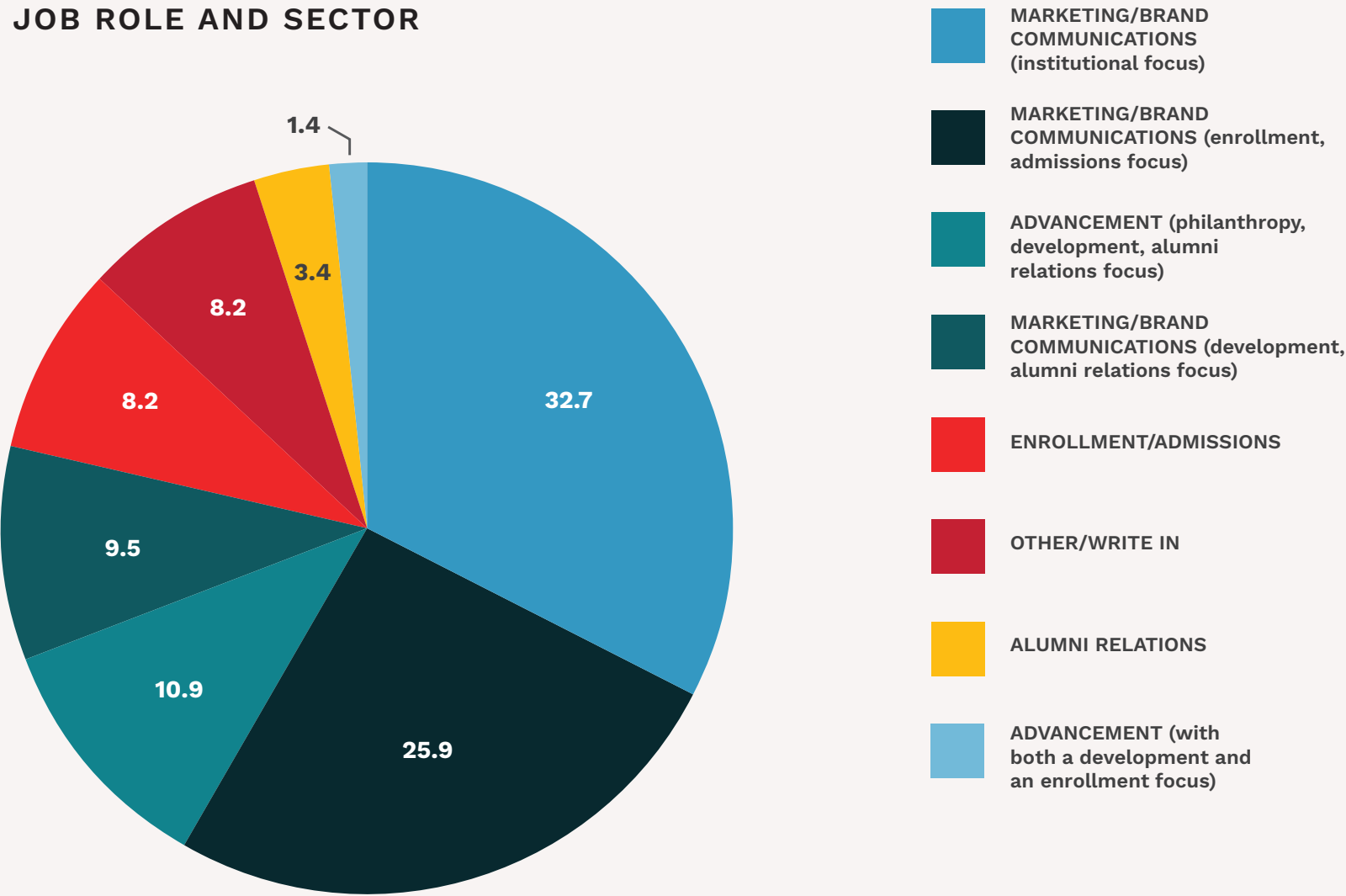
3 Methodology

Our survey was sent out May 25, 2022, via email through our own database and was shared on LinkedIn and Twitter during the following week.

We had **147 participants**, 98% of whom reside in the United States.

3 Methodology

PARTICIPANT JOB ROLE AND SECTOR

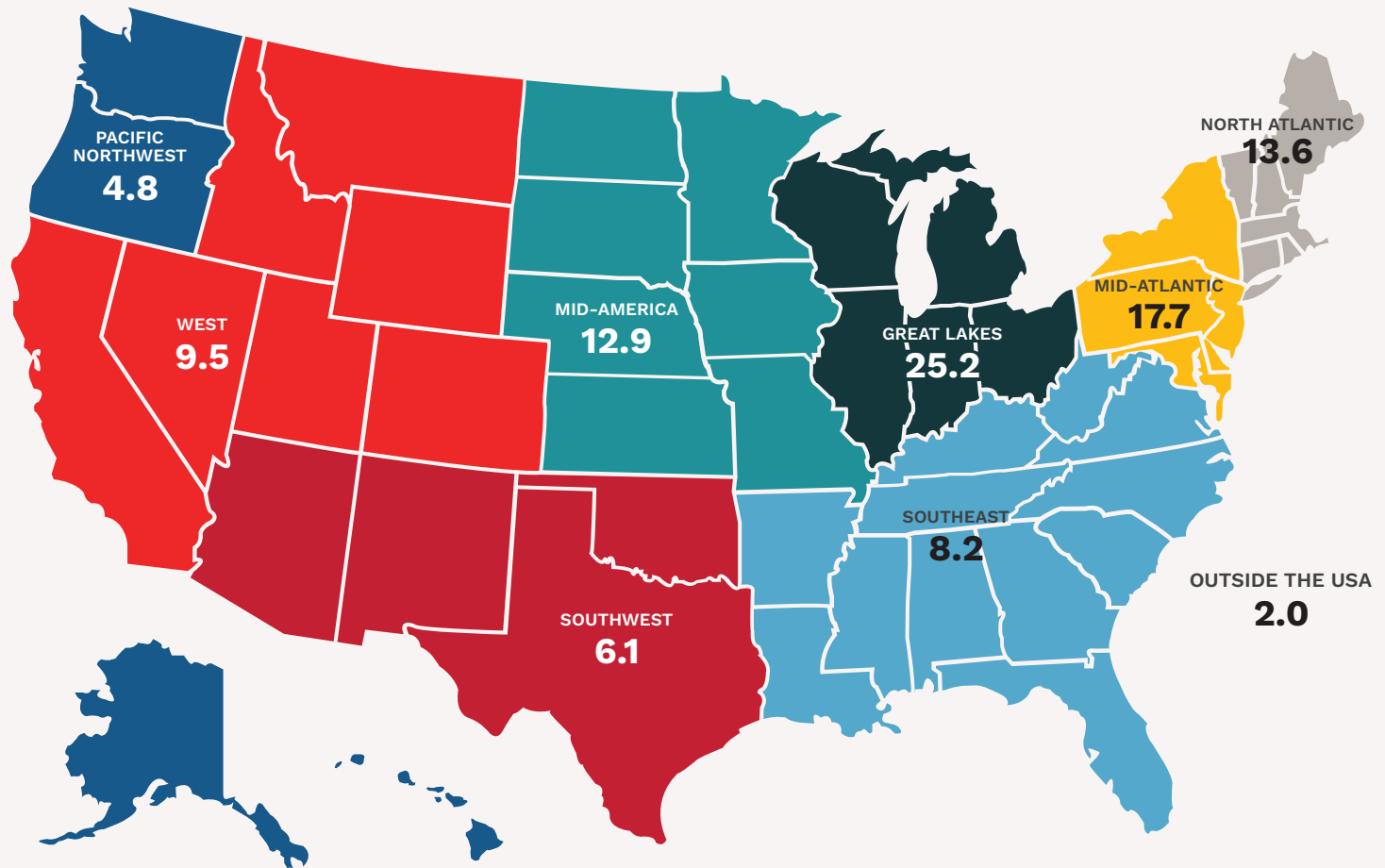


Percentage value

(n=147)

3 Methodology

PARTICIPANT LOCATION WITHIN THE UNITED STATES

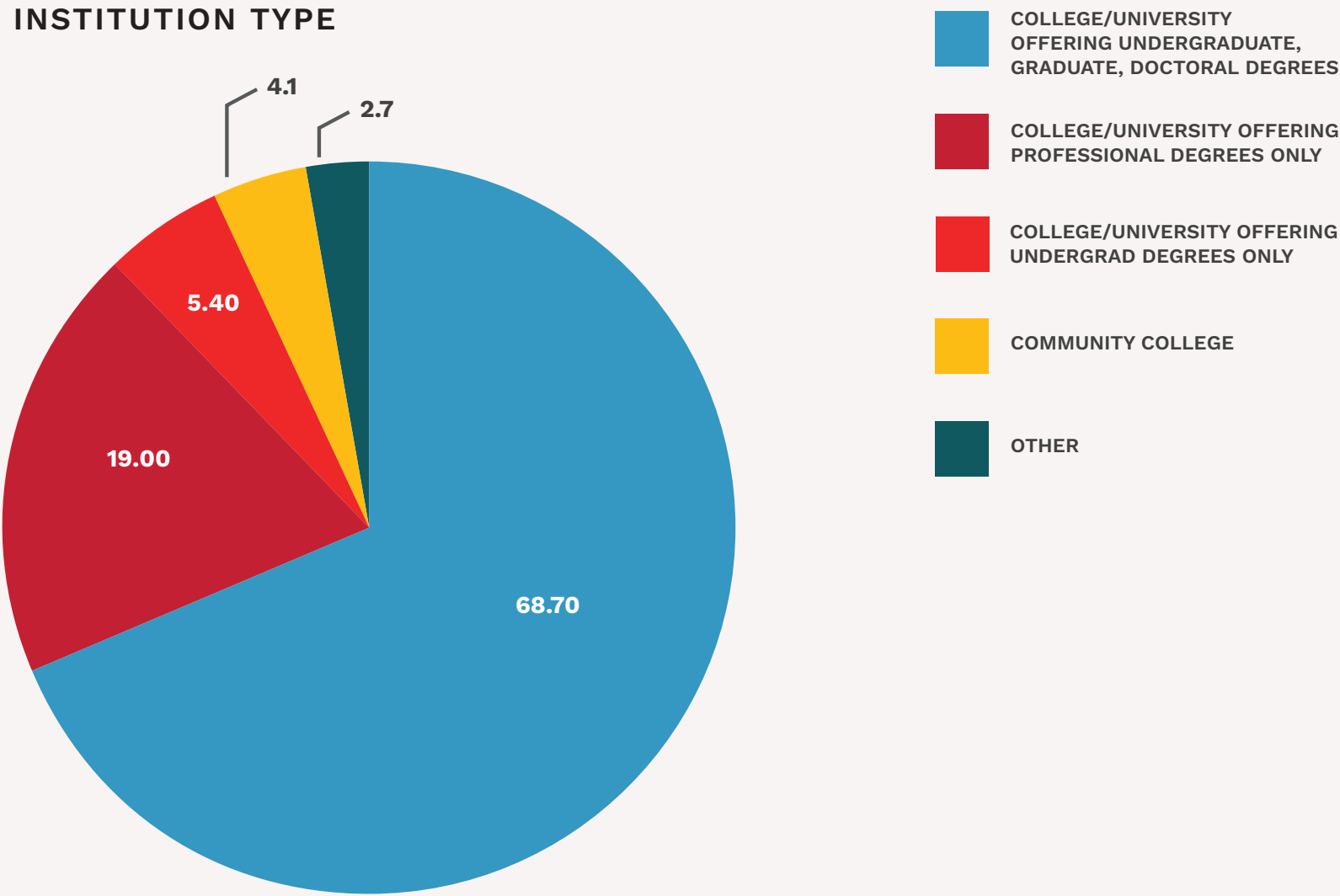


Percentage value

(n=147)

3 Methodology

PARTICIPANT INSTITUTION TYPE

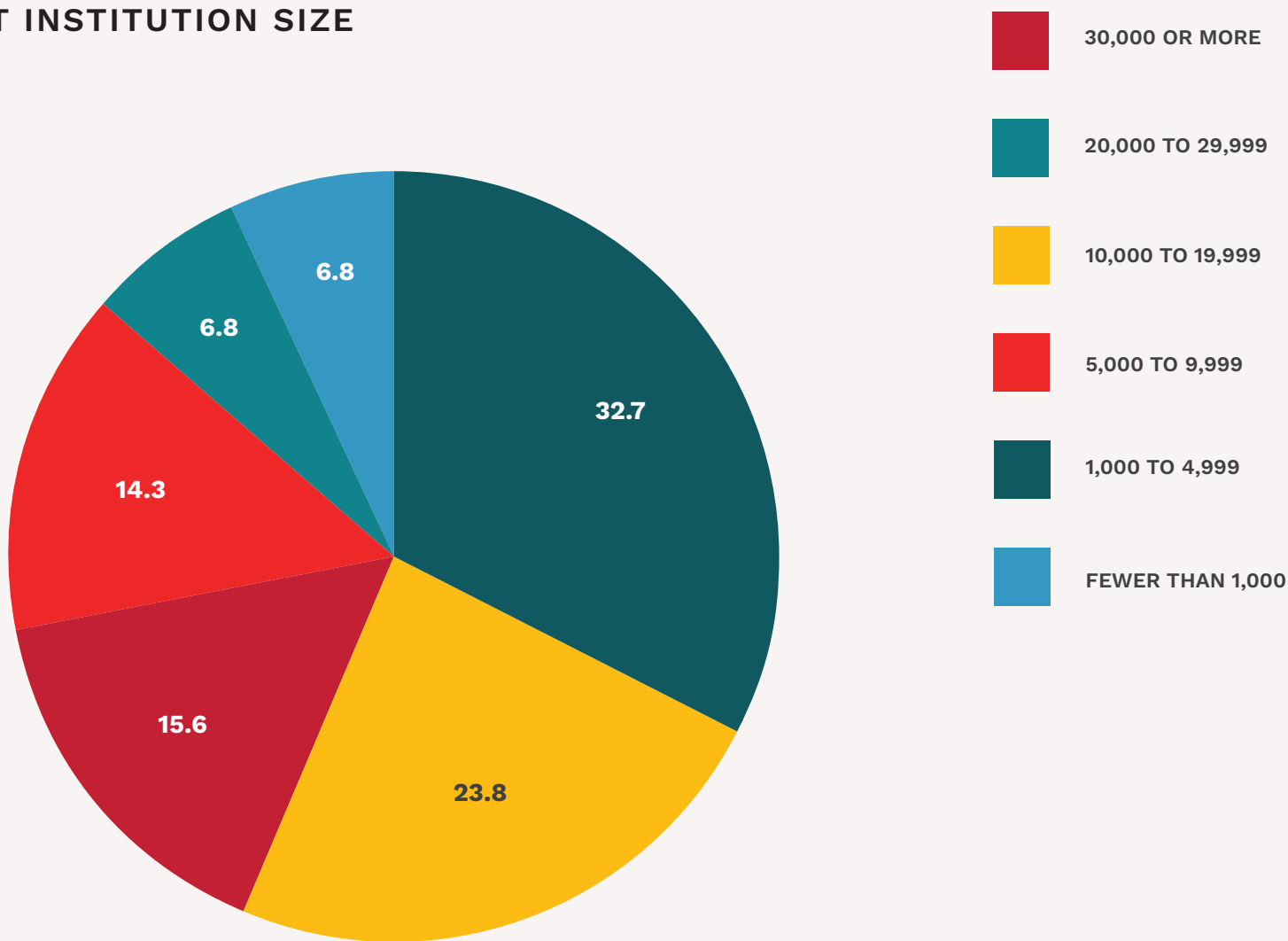


Percentage value

(n=147)

3 Methodology

PARTICIPANT INSTITUTION SIZE



Percentage value

(n=147)



Enrollment Advertising

4

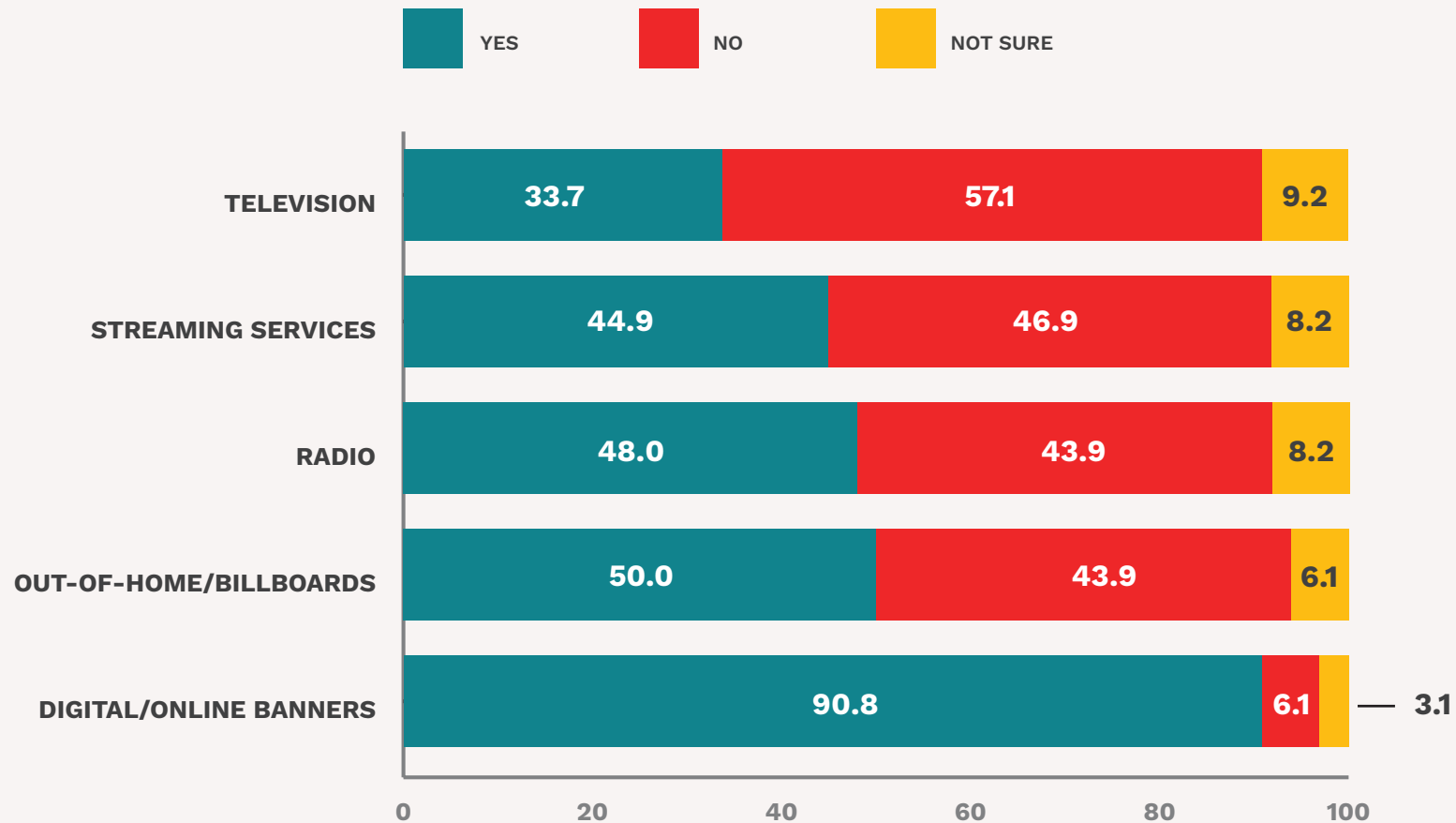
4 Enrollment Advertising

The enrollment advertising tactics we asked about were: **television, streaming services, radio, out-of-home (billboards), and digital (online) banners.**

This section was asked of self-identifying **enrollment and admissions** or **marketing and brand communicators.**

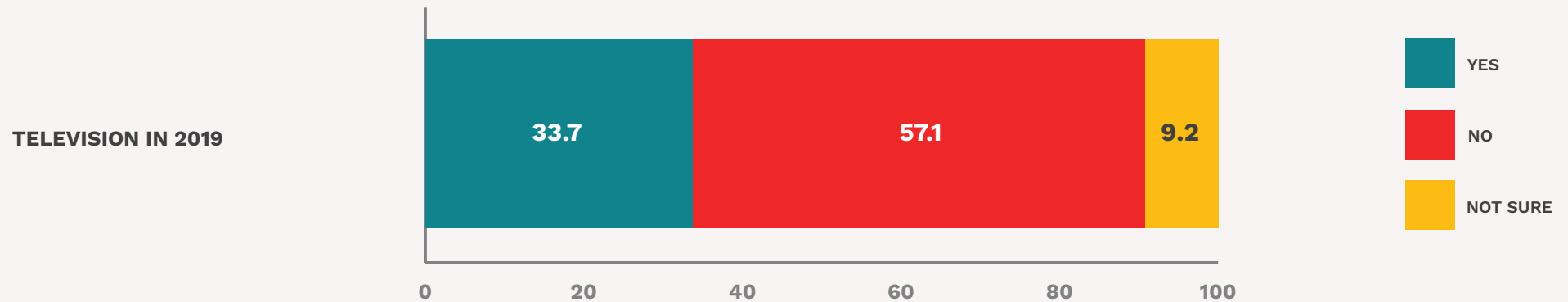
4 Enrollment Advertising

Was your institution using each of the following in 2019?



4 Enrollment Advertising

Television use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

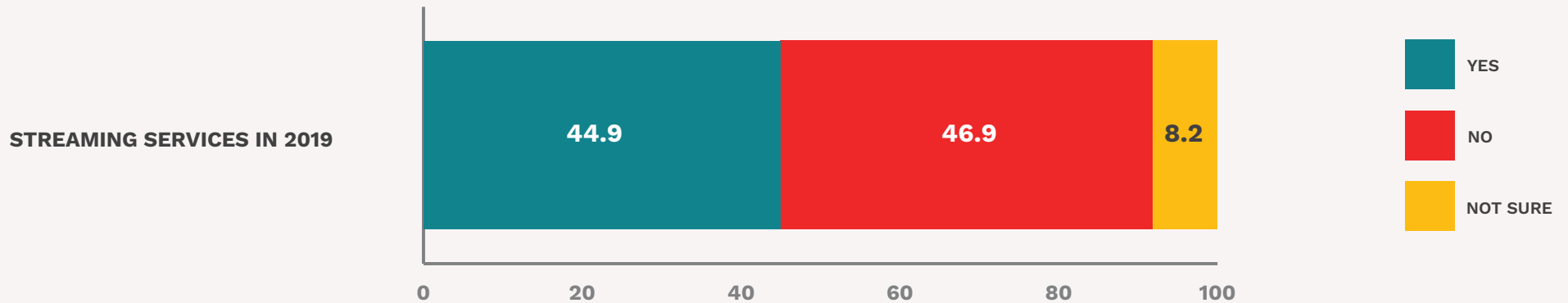


Percentage value

(n=98)

4 Enrollment Advertising

Streaming services use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

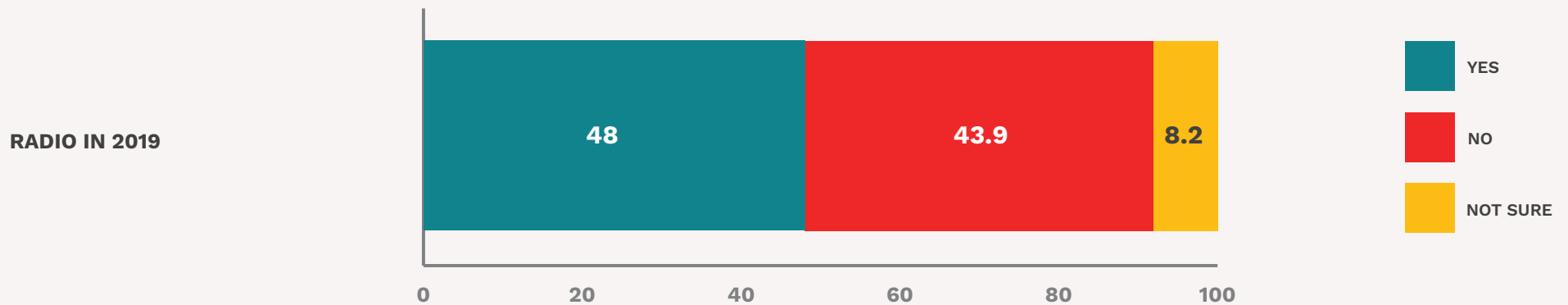


Percentage value

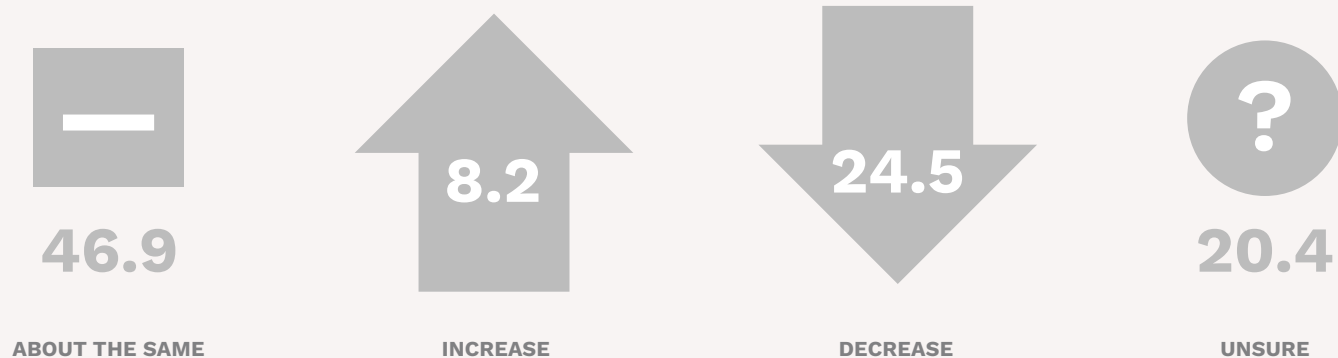
(n=98)

4 Enrollment Advertising

Radio use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

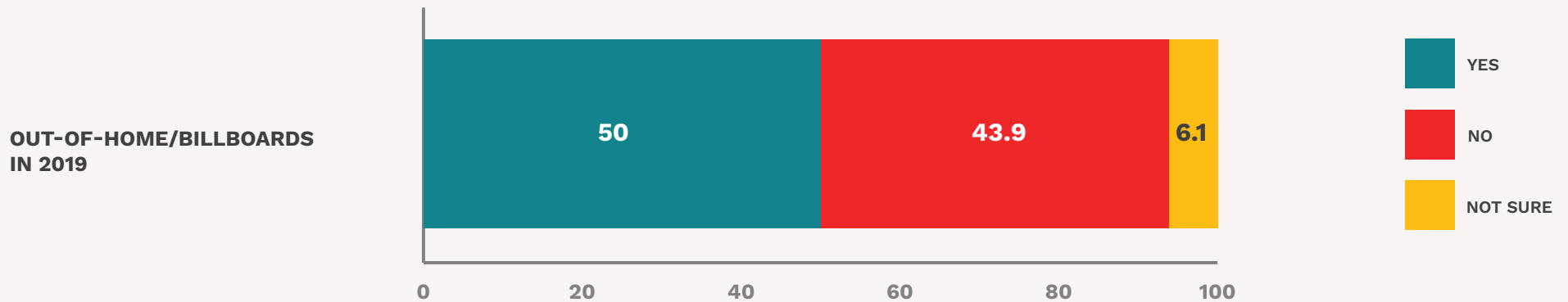


Percentage value

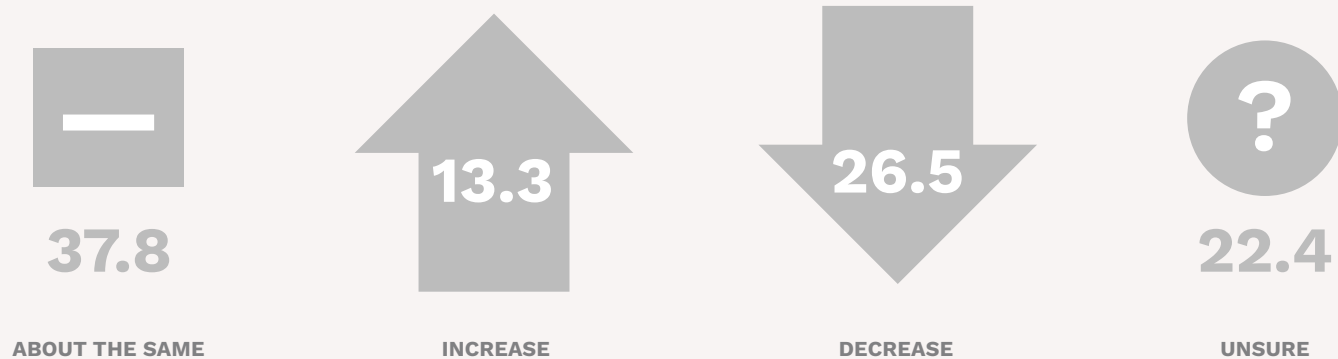
(n=98)

4 Enrollment Advertising

Out-of-home/billboards use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

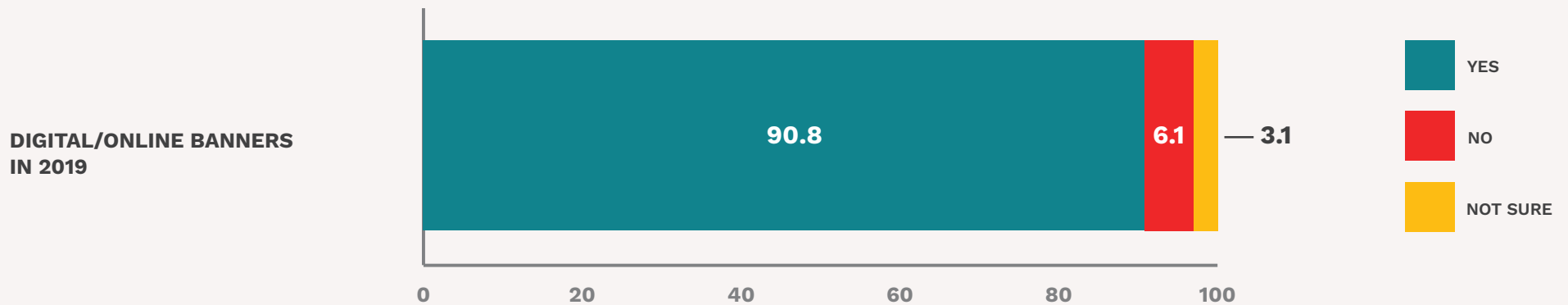


Percentage value

(n=98)

4 Enrollment Advertising

Digital/online banners use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



Percentage value

(n=98)

4 Enrollment Advertising

What does this mean for 2023?

Prime spots for digital ads like online banners will be highly sought after.

You don't have to say goodbye to your out-of-home (billboards, etc.), radio, and TV placements, but know your audience—and competitors—are spending more time/money online.

Be ready to increase—or at least reallocate—your advertising budgets. Adapt advertising creative accordingly.



Philanthropic & Alumni Communications



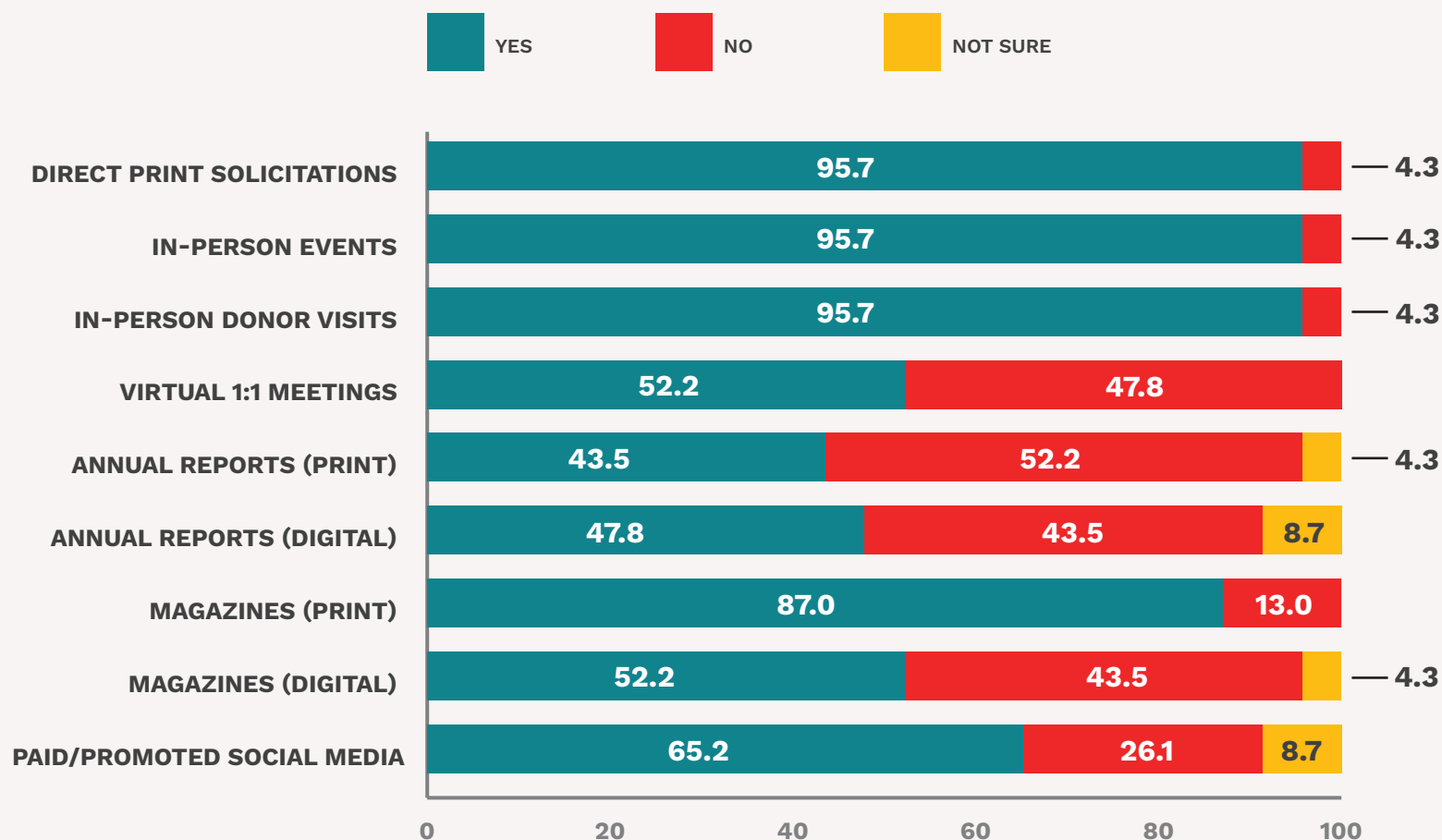
5 Philanthropic & Alumni Communications

The philanthropic and alumni communications tactics we asked about were: **direct print solicitations, in-person events, in-person donor visits, virtual 1:1 meetings, annual reports (print and digital), magazines (print and digital), and paid/promoted social media.**

This section was asked of self-identifying **advancement, philanthropy, development, and alumni relations communicators.**

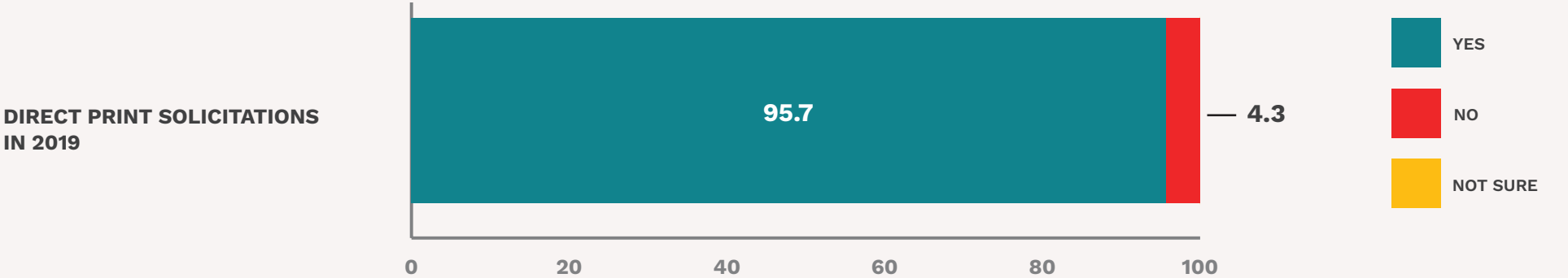
5 Philanthropic & Alumni Communications

Was your institution using each of the following in 2019?



5 Philanthropic & Alumni Communications

Direct print solicitations use in 2019 compared to predictions for use in 2023:

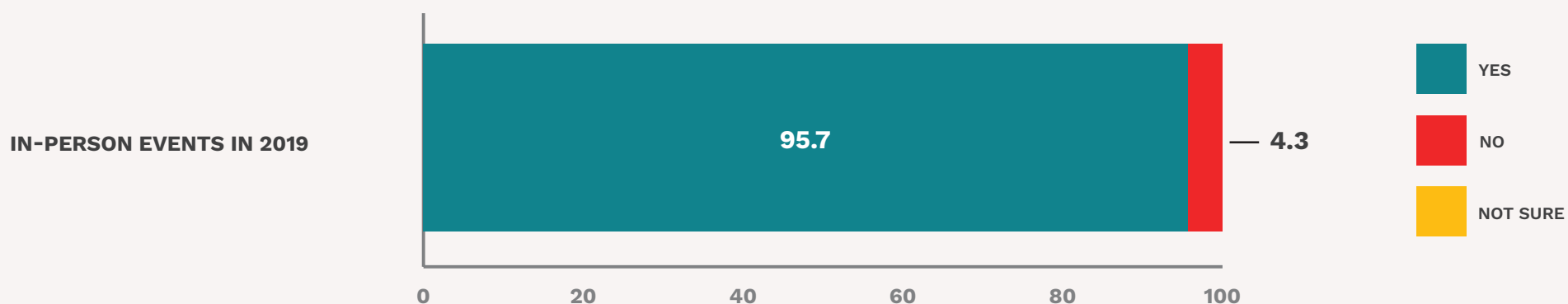


PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

In-person events use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

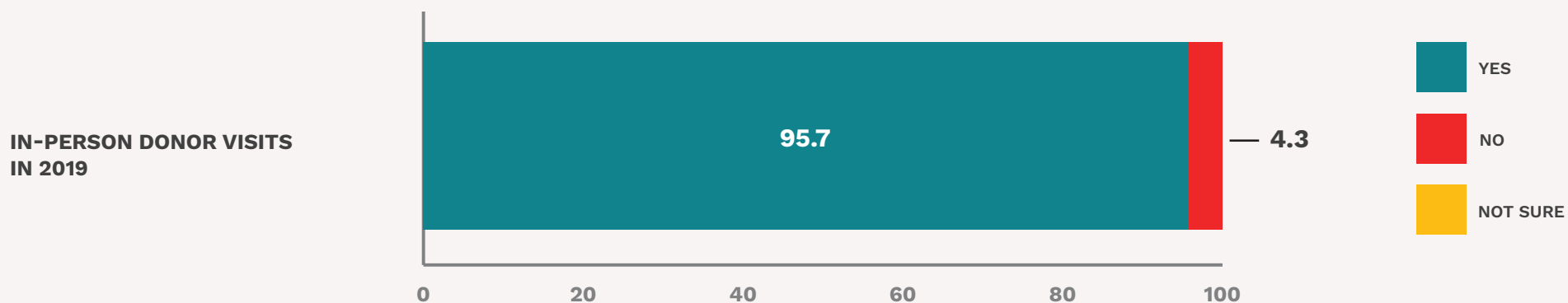


Percentage value

(n=23)

5 Philanthropic & Alumni Communications

In-person donor visits use in 2019 compared to predictions for use in 2023:

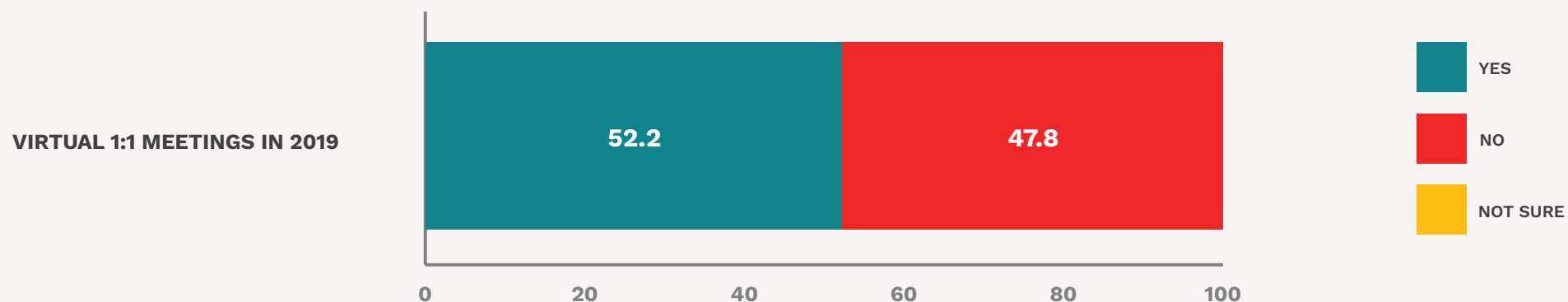


PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Virtual 1:1 use in 2019 compared to predictions for use in 2023:

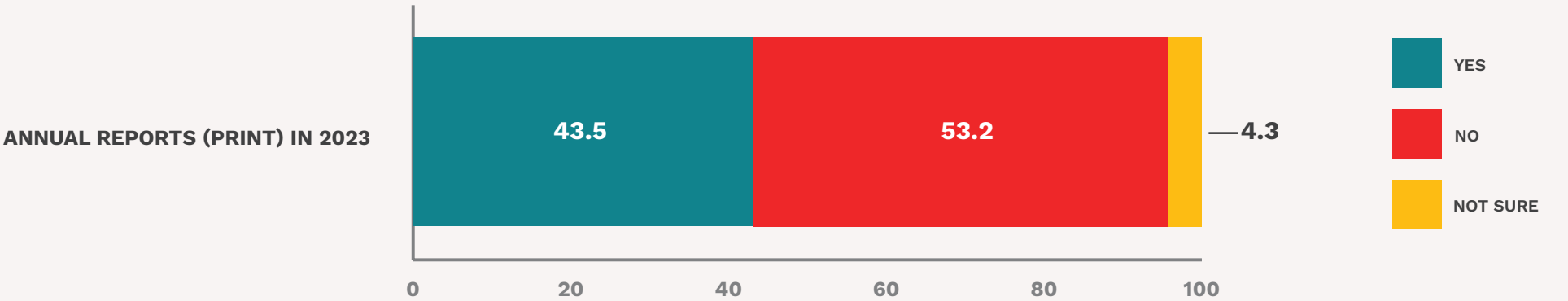


PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Annual reports (print) use in 2019 compared to predictions for use in 2023:

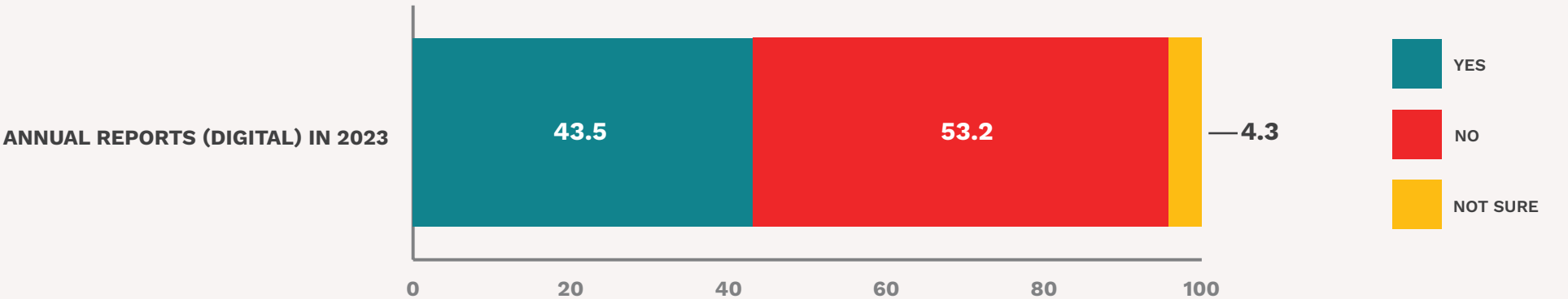


PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Annual reports (digital) use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Magazines (print) use in 2019 compared to predictions for use in 2023:

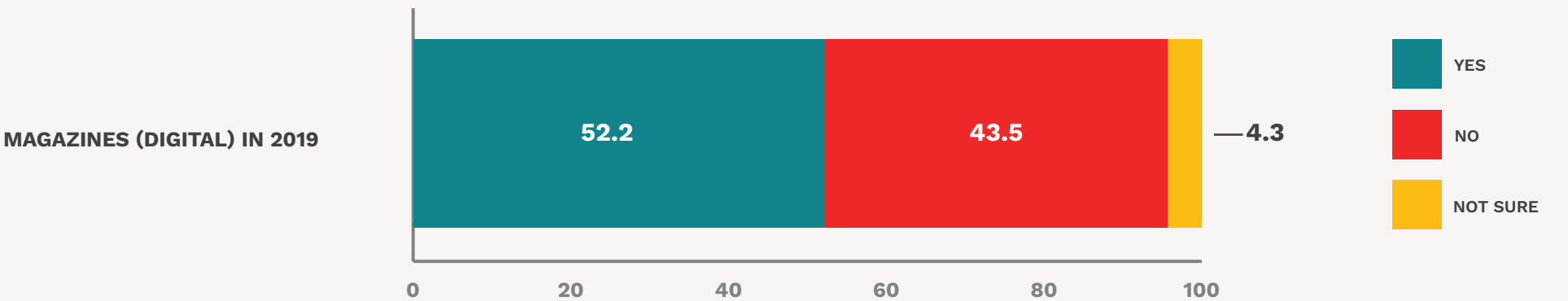


PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Magazines (digital) use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

Paid/promoted social media use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



5 Philanthropic & Alumni Communications

What does this mean for 2023?

Print is decreasing,
digital is increasing.

**In-person events
and meetings are
increasing** again (now
that the pandemic is
subsiding).

**Virtual 1:1 meetings
are increasing the
most,** with paid/
promoted social
media following
closely.

Recruitment- Focused Channels & Activities



6

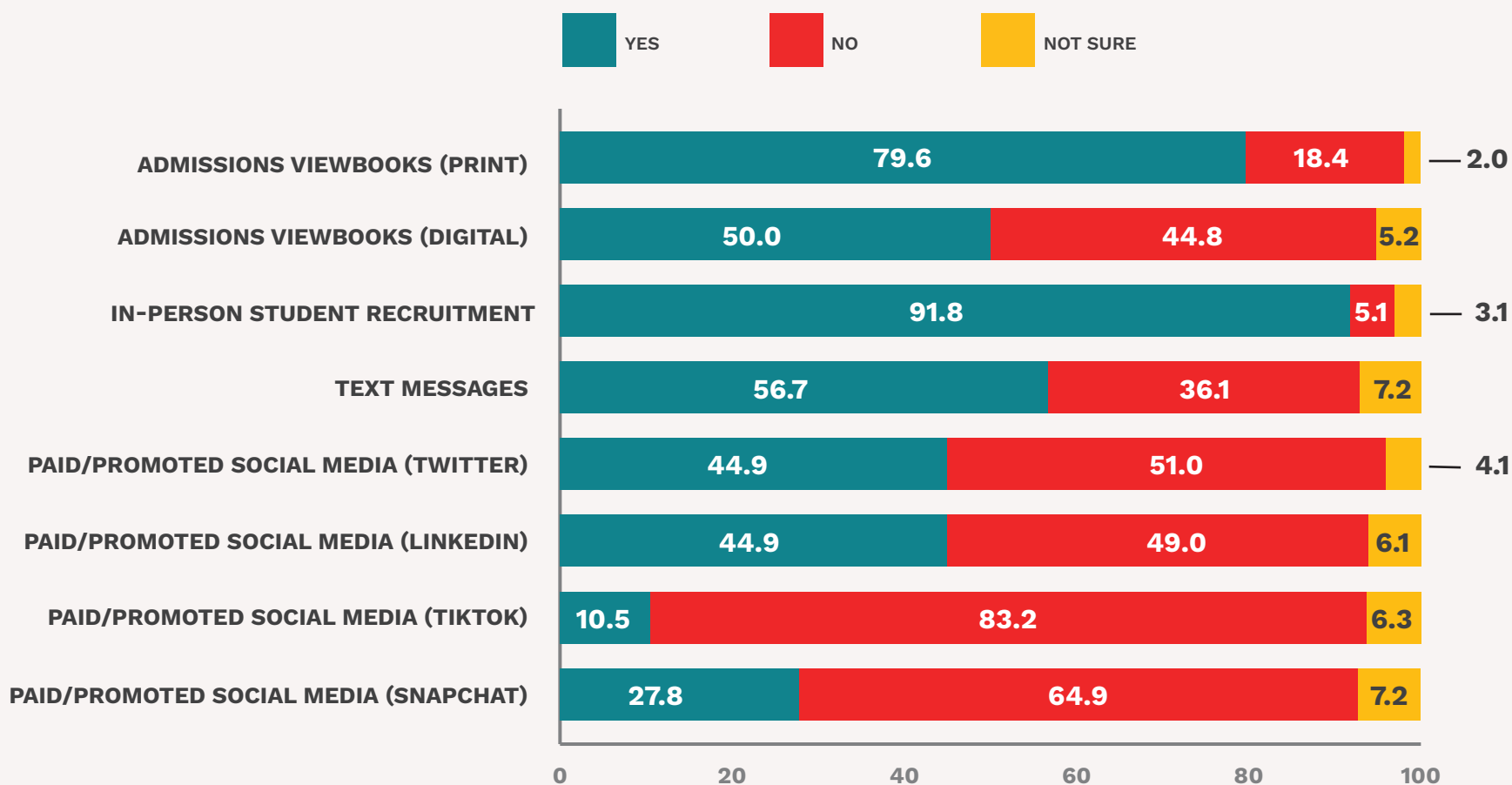
6 Recruitment-Focused Channels & Activities

The philanthropic and alumni communications tactics we asked about were: **direct print solicitations, in-person events, in-person donor visits, virtual 1:1 meetings, annual reports (print and digital), magazines (print and digital), and paid/promoted social media.**

This section was asked of self-identifying **advancement, philanthropy, development, and alumni relations communicators.**

6 Recruitment-Focused Channels & Activities

Was your institution using each of the following in 2019?

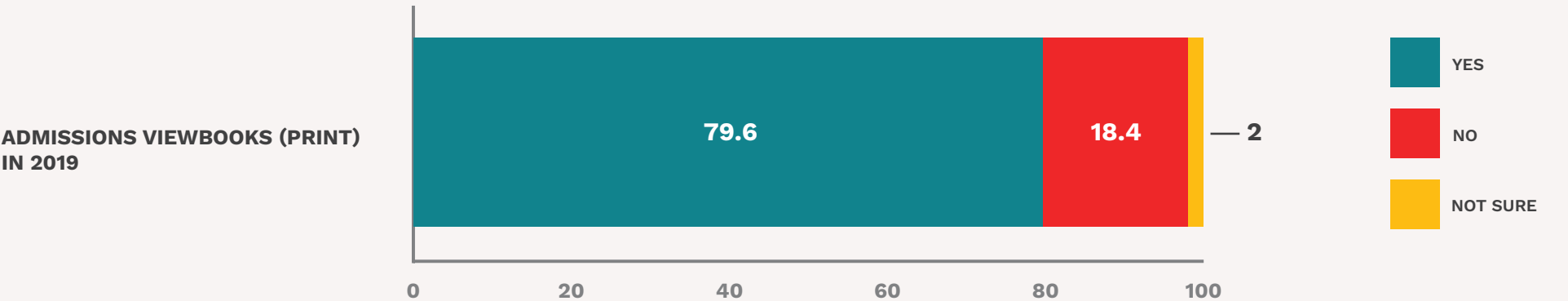


Percentage value

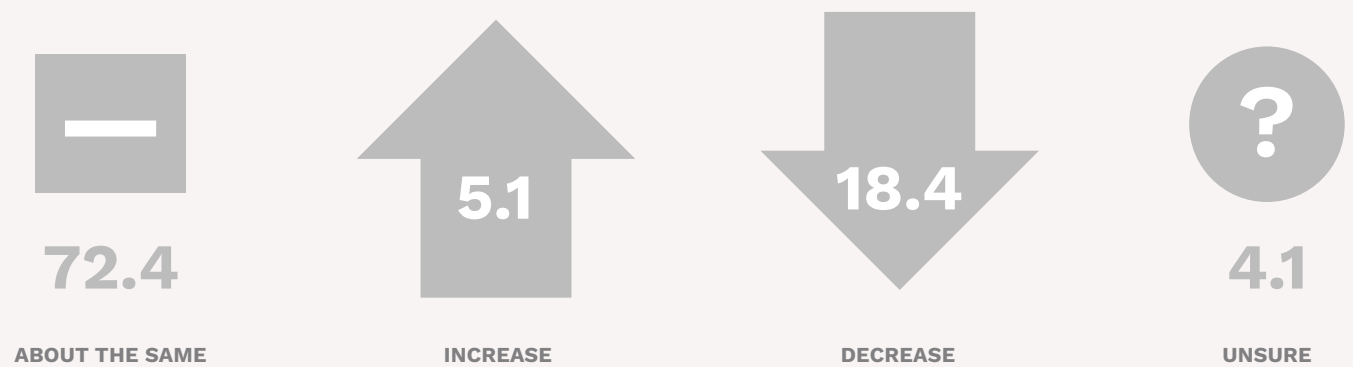
(n=98)

6 Recruitment-Focused Channels & Activities

Admissions viewbooks (print) use in 2019 compared to predictions for use in 2023:

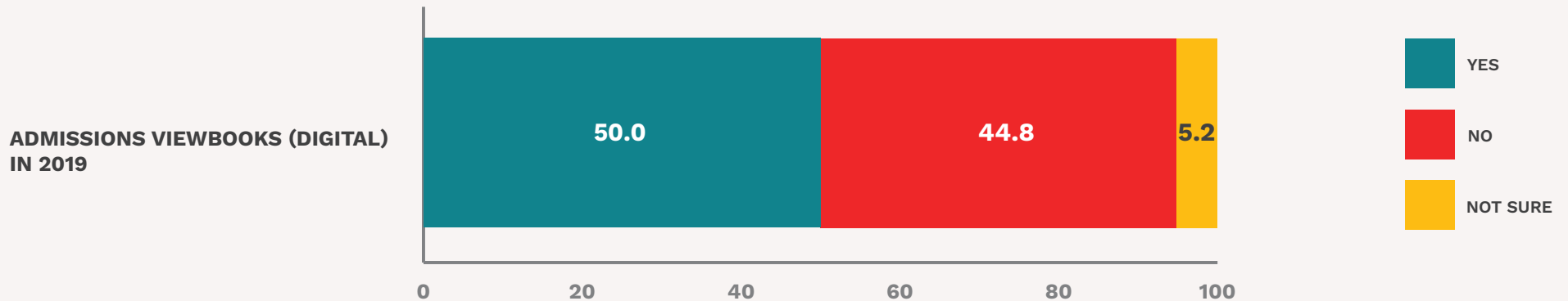


PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

Admissions viewbooks (digital) use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

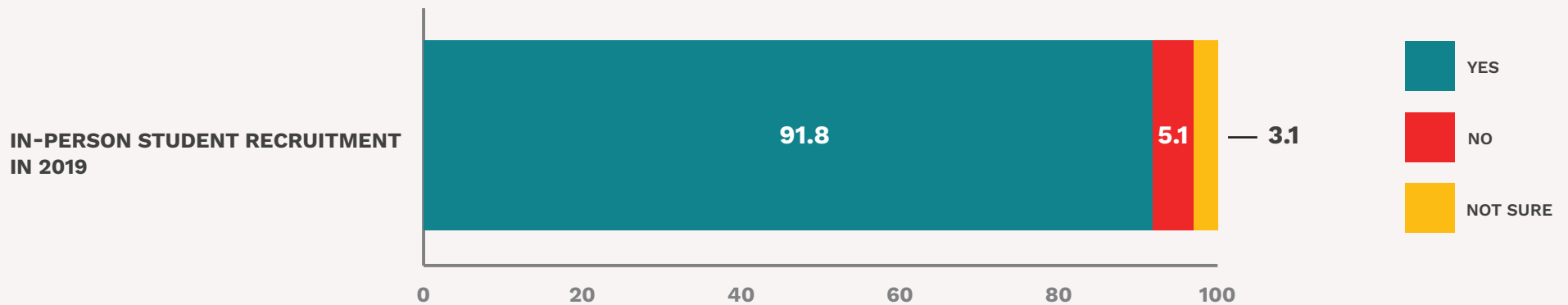


Percentage value

(n=98)

6 Recruitment-Focused Channels & Activities

In-person student recruitment use in 2019 compared to predictions for use in 2023:

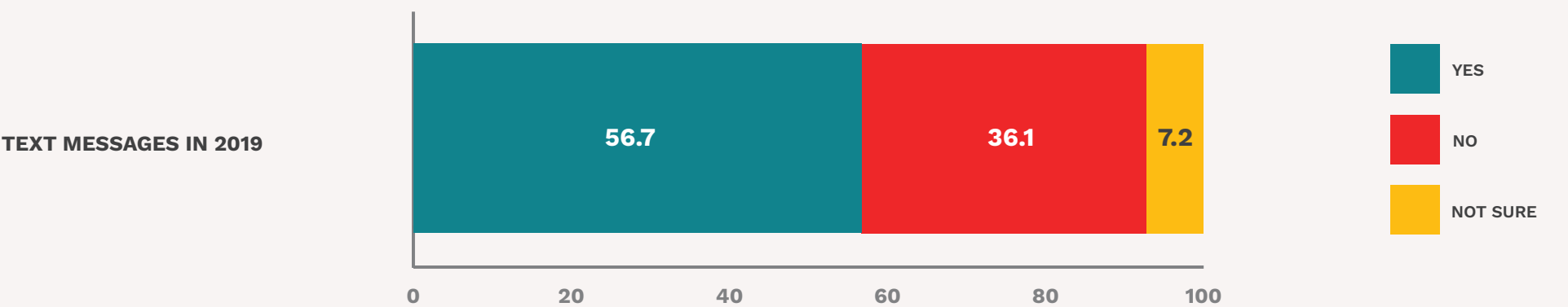


PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

Text messages use in 2019 compared to predictions for use in 2023:

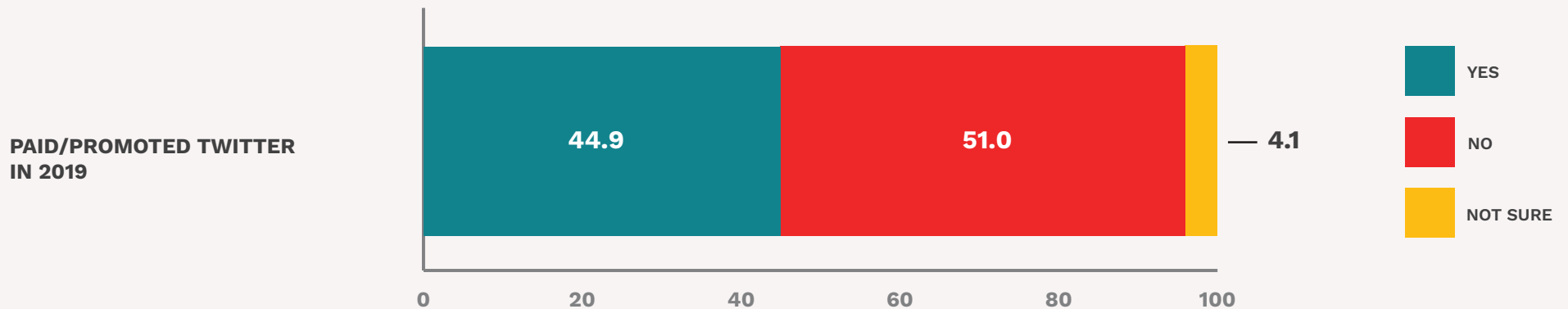


PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

Paid/promoted Twitter use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023

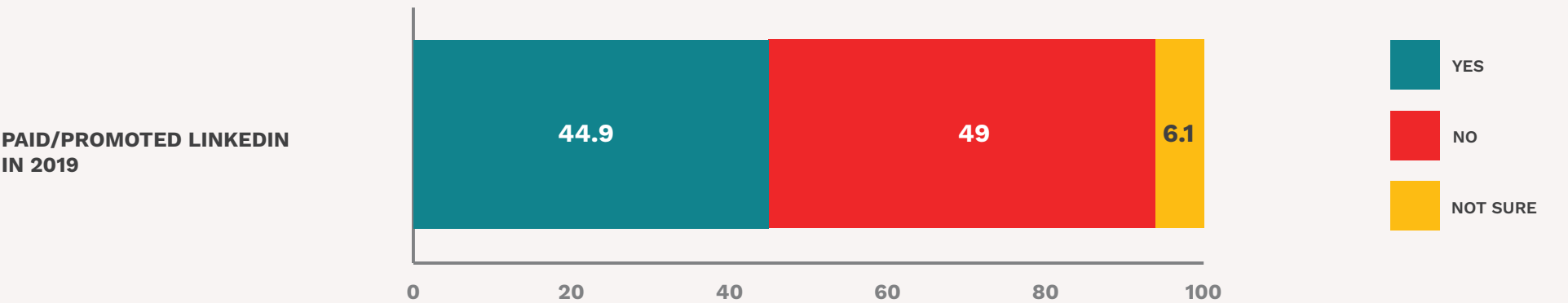


Percentage value

(n=98)

6 Recruitment-Focused Channels & Activities

Paid/promoted LinkedIn use in 2019 compared to predictions for use in 2023:

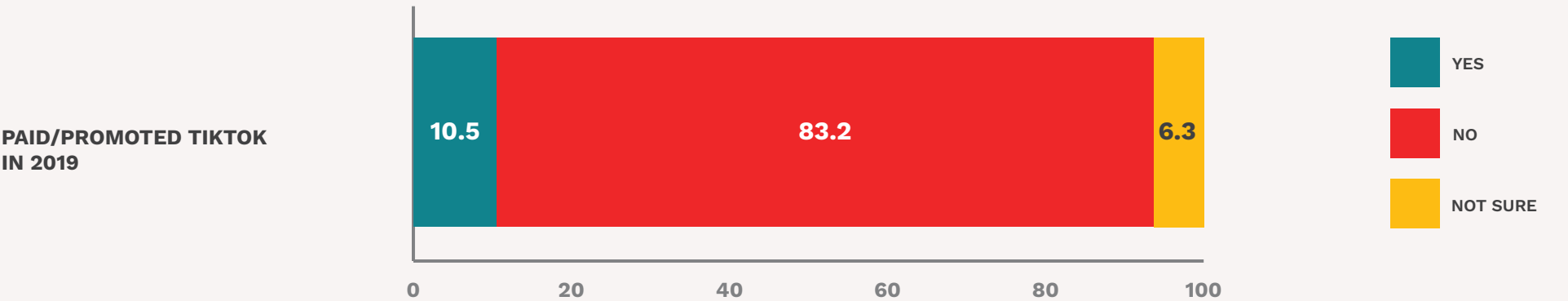


PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

Paid/promoted TikTok use in 2019 compared to predictions for use in 2023:

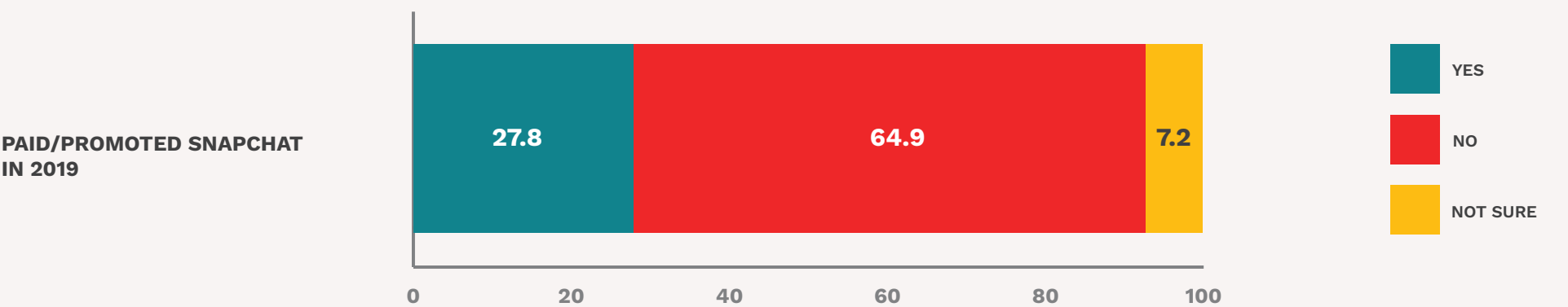


PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

Paid/promoted Snapchat use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



6 Recruitment-Focused Channels & Activities

What does this mean for 2023?

Print viewbooks and in-person recruitment are **still high on the priority list.**

In 2019, paid/promoted posts or ads on social media were **used by almost half of respondents** in 2019—and the use of this tactic across all platforms is **expected to increase** in 2023.

Snapchat and TikTok are valued channels for some participants, but most remain undecided.

Audience Outreach & External Communications



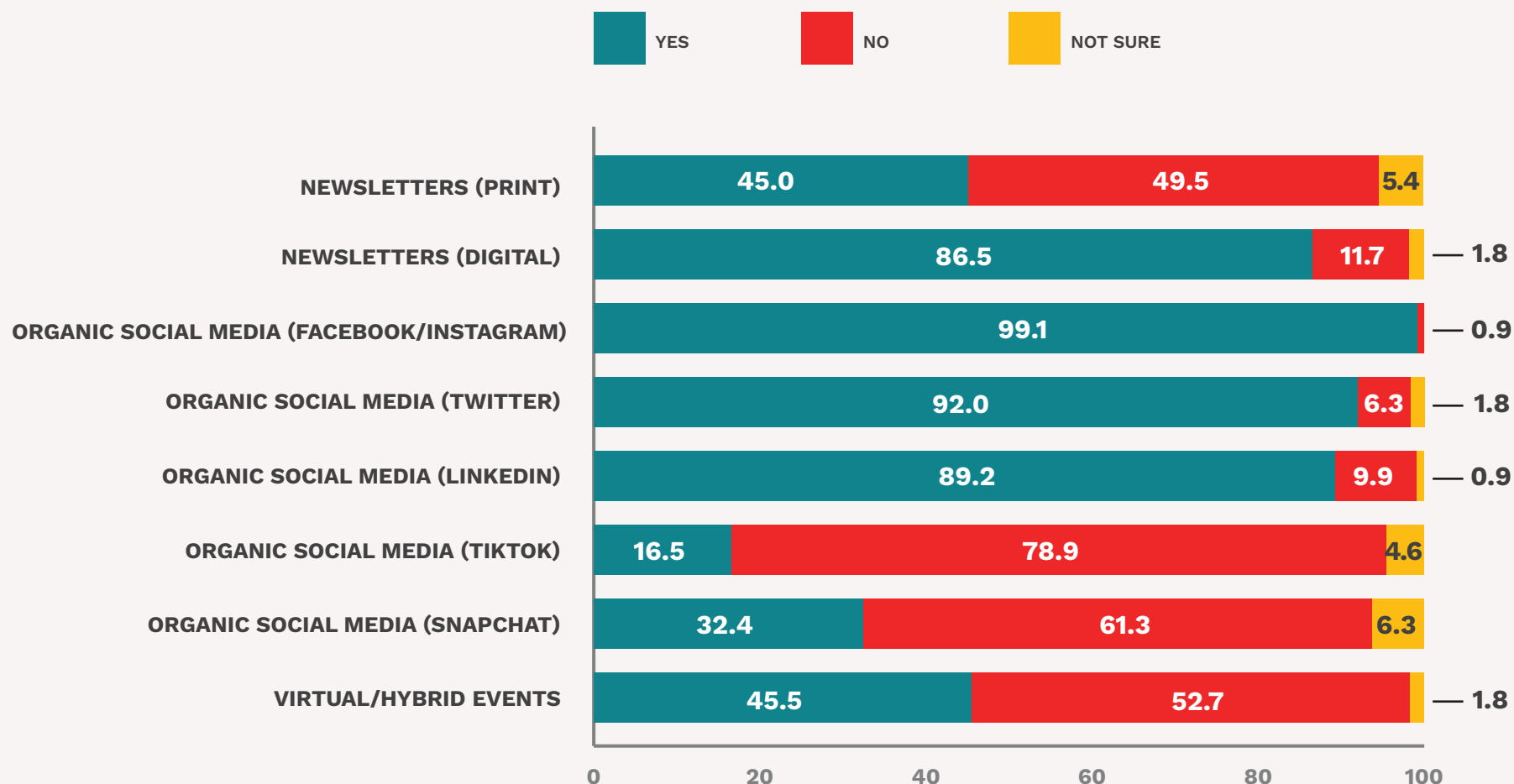
7 Audience Outreach & External Communications

For the purposes of our survey, the audience outreach and external communications we tested were: **newsletters (print and digital), organic social media, and virtual/hybrid events.**

This section was asked of **enrollment and admissions** or **marketing** and **brand communicators.**

7 Audience Outreach & External Communications

Was your institution using each of the following in 2019?

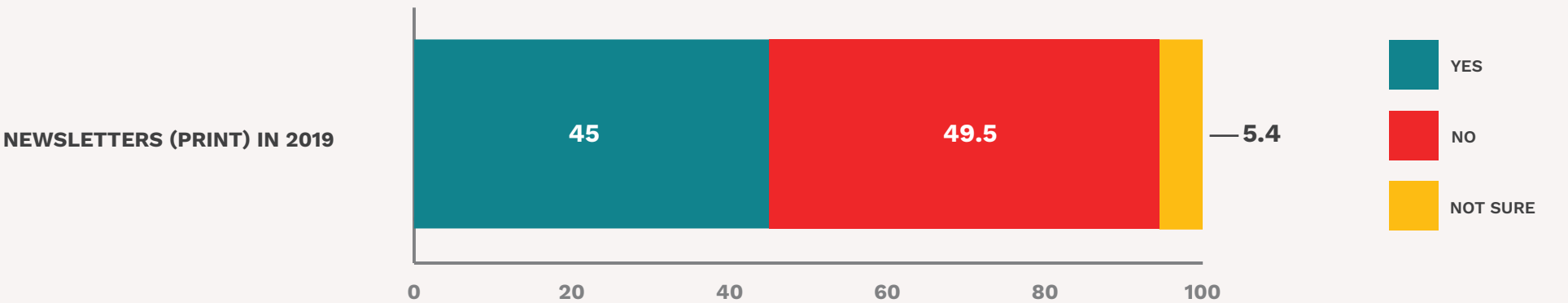


Percentage value

(n=112)

7 Audience Outreach & External Communications

Newsletters (print) use in 2019 compared to predictions for use in 2023:

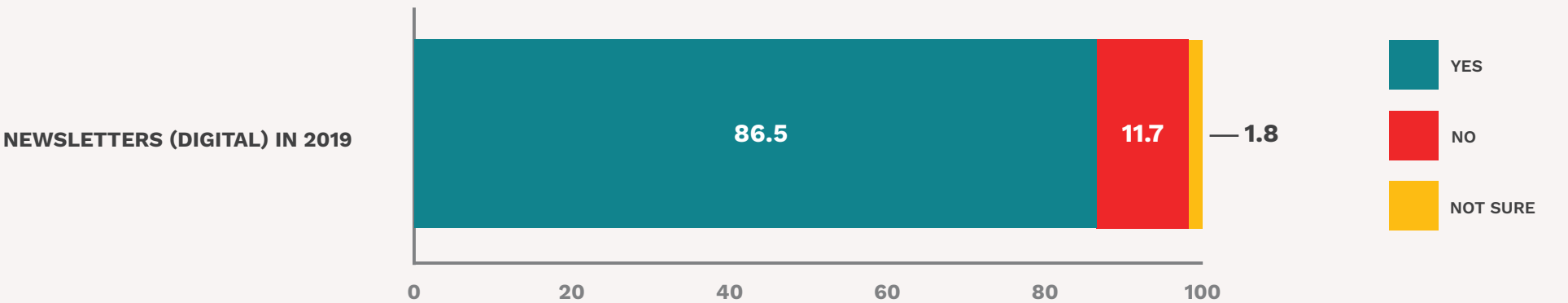


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Newsletters (digital) use in 2019 compared to predictions for use in 2023:

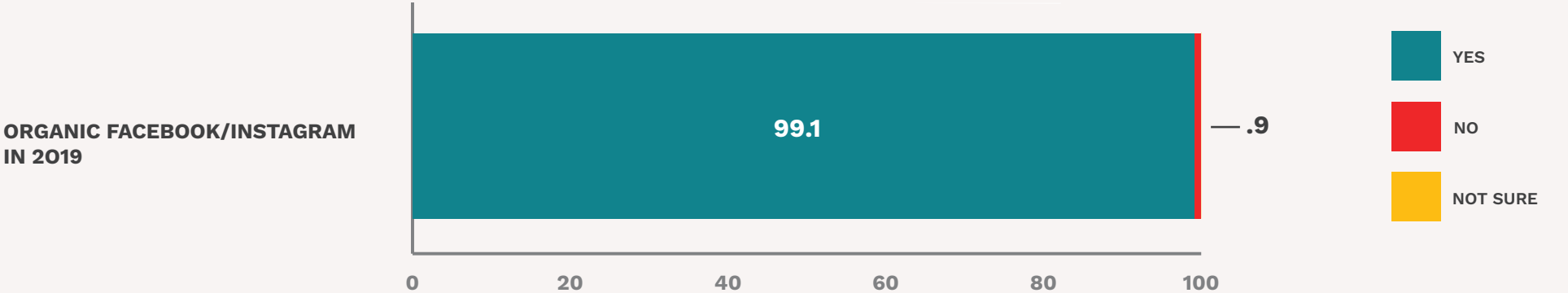


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Organic Facebook/Instagram use in 2019 compared to predictions for use in 2023:

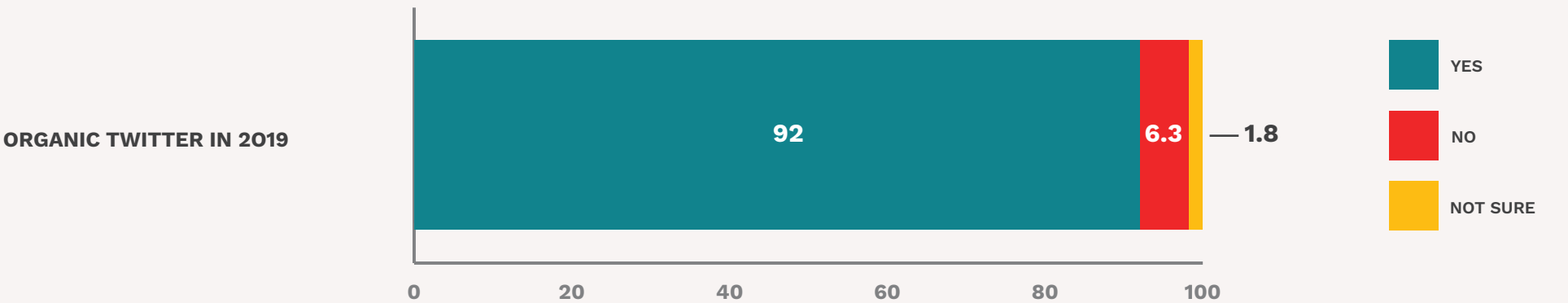


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Organic Twitter use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Organic LinkedIn use in 2019 compared to predictions for use in 2023:

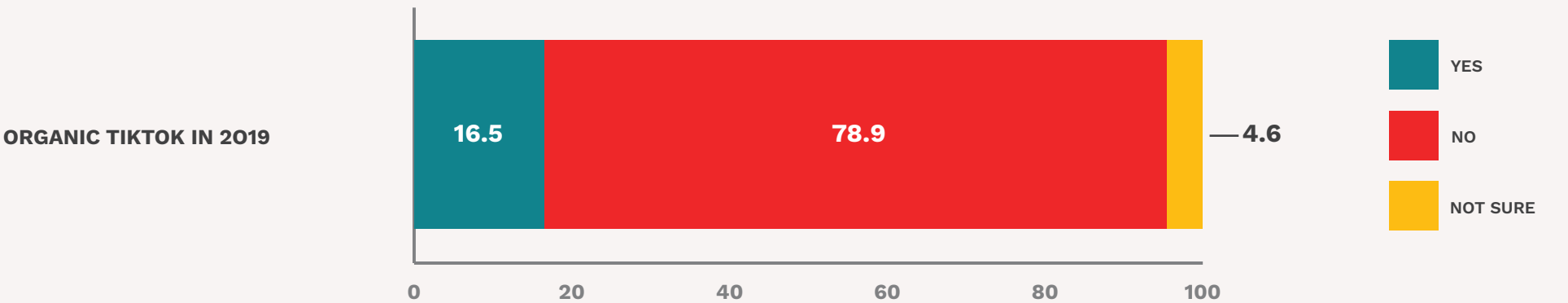


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Organic TikTok use in 2019 compared to predictions for use in 2023:

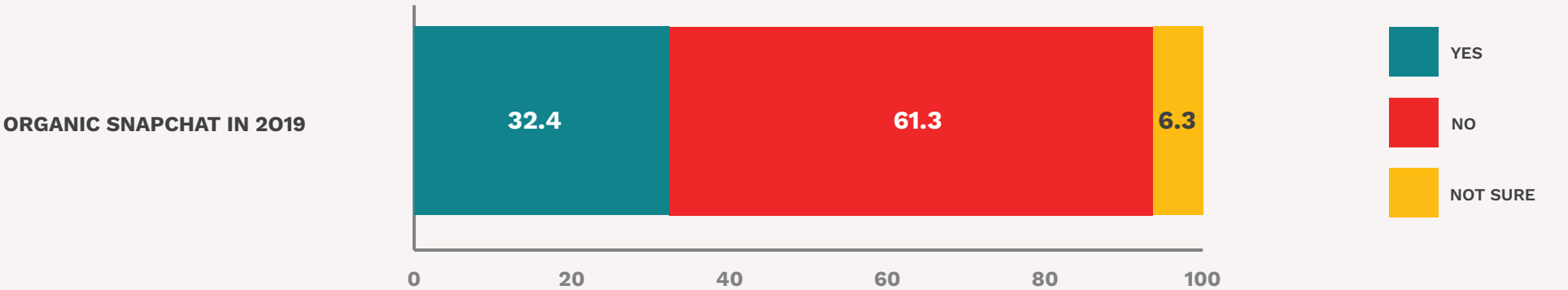


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Organic Snapchat use in 2019 compared to predictions for use in 2023:

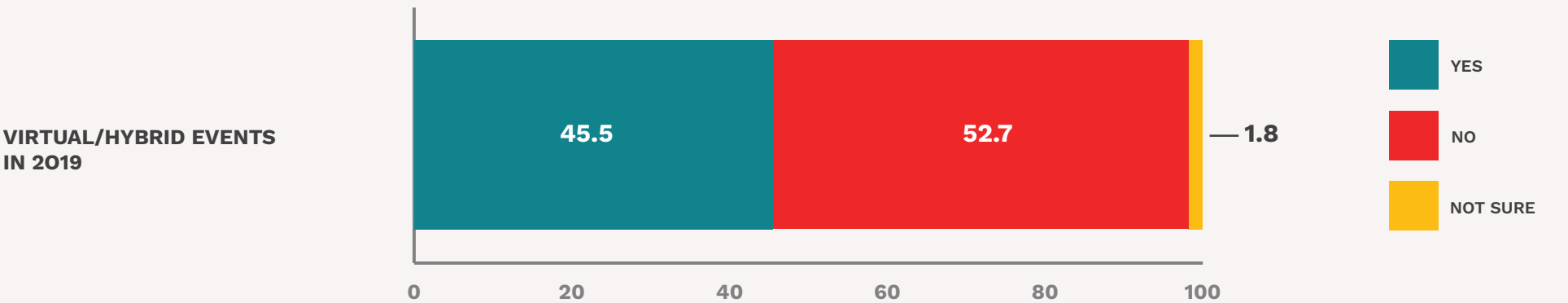


PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

Virtual/hybrid events use in 2019 compared to predictions for use in 2023:



PREDICTIONS FOR 2023



7 Audience Outreach & External Communications

What does this mean for 2023?

Use of social media channels is **trending upward across the board.**

Digital newsletters are increasingly in use (and as inboxes get crowded, quality will matter more and more).

Virtual and hybrid events appear to be **here to stay.** Convenience for your audience is king.

Marketing Focus for 2023



8 Marketing Focus for 2023

ENROLLMENT/ADMISSIONS

For the purposes of our survey, the enrollment- and admissions-based marketing focuses we tested were: **DEI, visibility, enrollment yield, brand management, inquiries from prospective students, number of applications, quality of applicants, academic reputation, website hits, and rankings improvement events.**

This section was asked of self-identifying **enrollment** and **admissions** or **marketing** and **brand communicators.**

8 Marketing Focus for 2023

Nearly all enrollment marketers said **diversity, equity, and inclusion** represents a top enrollment focus in 2023.

92.8%

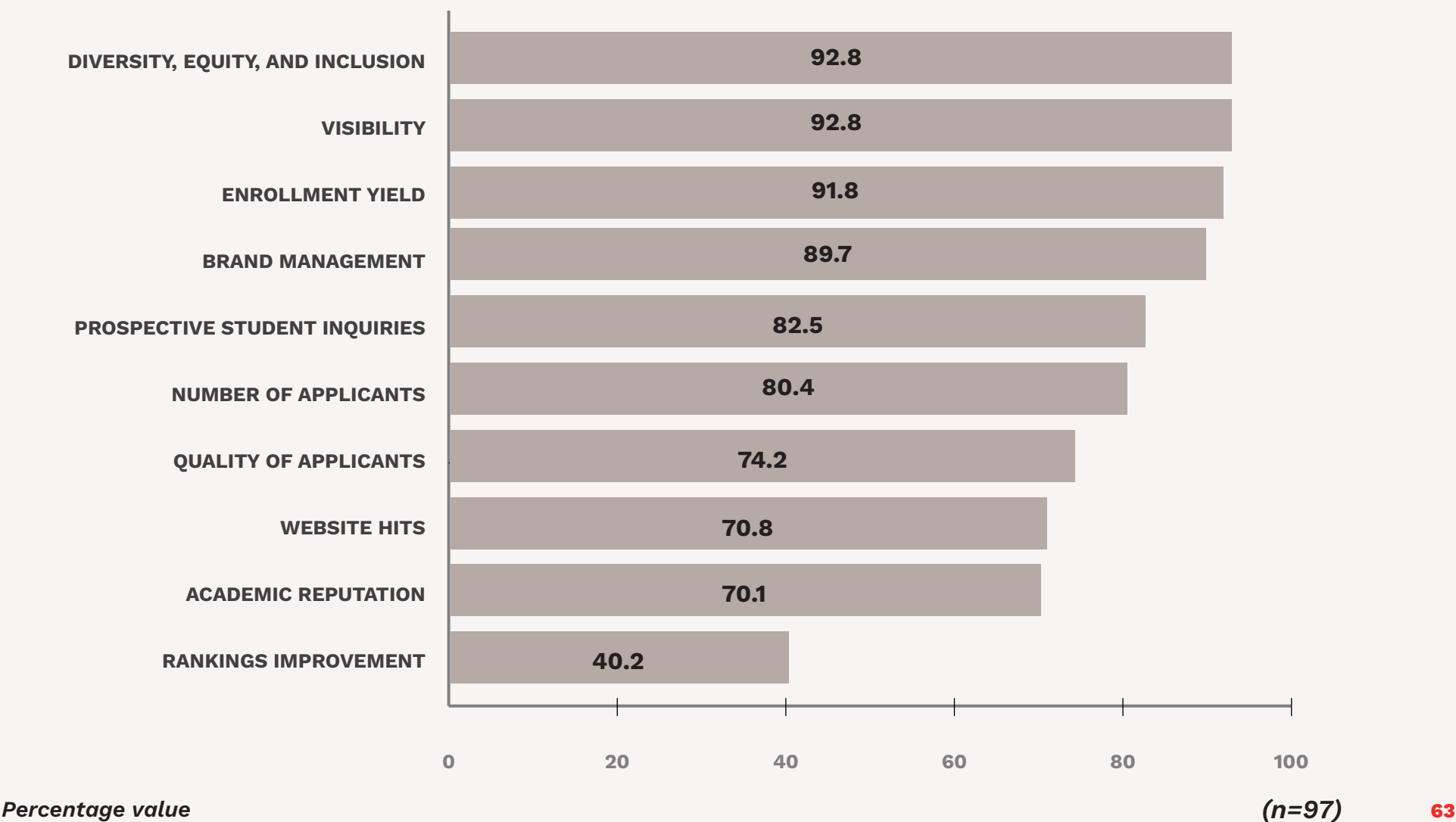
8 Marketing Focus for 2023

Nearly all enrollment marketers said **visibility** represents a top enrollment focus in 2023.

92.8%

8 Marketing Focus for 2023

COMPREHENSIVE RESULTS



8 Marketing Focus for 2023

ADVANCEMENT/ALUMNI RELATIONS

For the purposes of our survey, the advancement- and alumni relations-based marketing focuses we tested were: **brand management, DEI, rankings improvement, academic reputation, fundraising quiet phase, fundraising public phase, and write ins.**

This section was asked of self-identifying **advancement, philanthropy, development, and alumni relations** communicators.

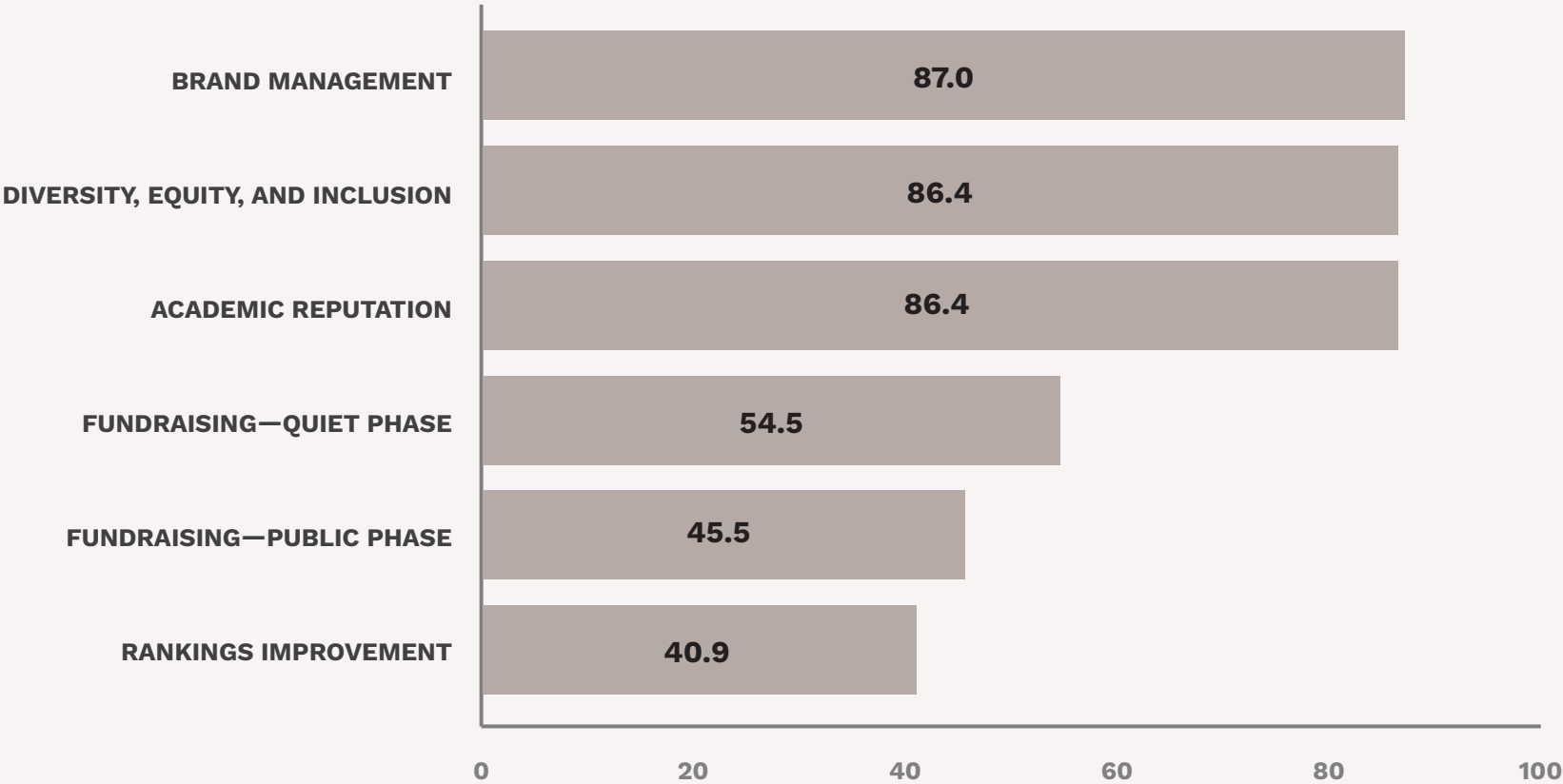
8 Marketing Focus for 2023

Brand Management was identified most often by advancement professionals as their top marketing focus for 2023.

87%

8 Marketing Focus for 2023

COMPREHENSIVE RESULTS



Environmental Impacts

9

9 Environmental Impacts

Is the current economic
and/or political environment
influencing **capital
campaign planning?**

28.6%
say **yes.**

9 Environmental Impacts

Is the current economic and/or political environment influencing how you market your school to **prospective students**?

64.3%
say **yes.**

Key Takeaways

10

10 Key Takeaways

Virtual meetings are here to stay.

The cost-effectiveness, flexibility, and efficiency are benefits that have proven to be worth keeping around.

Social media continues to evolve.

These platforms are valued by users and advertisers because they change along with audience behaviors. Keeping abreast of changes means keeping a powerful tool in your marketing toolkit.

In-person meetings still play a role.

But where they were once the default, they are now used selectively. With video meetings in the mix, fundraisers and donors have more options.

Our clients know what's worth fighting for. And we know what it takes to help them succeed.

In 2022, Lipman Hearne and Yes& (yesandagency.com) joined forces. It's a partnership to meet today's challenges, bringing a wealth of experience and a passion for innovation, a deep bench of talent, and a commitment to having fun along the way. Historically headquartered in Chicago, but now with remote staff across the country, Yes& | Lipman Hearne is one of the nation's leading communications partners for mission-driven organizations. We offer our clients a comprehensive portfolio of services to grow audience engagement: Lipman Hearne's historic strengths in strategy, research, and creative are now extended by Yes&'s capabilities in media, digital marketing, social media, public relations, video, animation, and design.



**LIPMAN
HEARNE.**

227 W Monroe, Floor 21
Chicago, IL 60606

info@lipmanhearne.com