



Smart Marketing Solutions

"I highly recommend excelerate to any college seeking to expand their brand and attract prospective students. Excelerate has provided inventive and effective digital marketing for us, sharing detailed, transparent reporting, outstanding customer service, and impressively creative ideas that capture the essence of Andrew College. The team's thoughtful, diligent, and responsive approach stretches our digital marketing dollars very effectively."

– **Dr. Linda Buchanan** | President, Andrew College



exceleratedigital.com

866-477-6195



Digital Marketing for

Educational Institutions

Best-In-Class Education Marketing

To enroll and retain more students, your school needs a powerful marketing strategy to identify, engage and nurture today's generation of learners during their enrollment journey. While this can seem daunting in today's rapidly changing digital landscape, choosing the right digital marketing partner is pivotal to gaining a competitive advantage and boosting enrollments.

Excelebrate has a deep understanding of the recruitment challenges educational institutions are facing. From early learning to post-graduate programs, we've mastered the art of making meaningful connections with prospective students and parents as they research their education options.

Reaching the Right Prospective Students

Our process of pinpointing, connecting with and influencing students who are the right fit for your school is an ongoing cycle of discovering, defining, designing, deploying and measuring.

We make continuous refinements and adjustments to achieve optimal performance as your student recruitment campaign evolves.

- DISCOVER** We take an in-depth look at your school's offerings, core values and goals. Our team also thoroughly researches competing schools and your target market.
- DEFINE** Based on our comprehensive market research, our strategists identify measurable goals and craft a custom marketing plan.
- DESIGN** Your marketing plan is brought to life by infusing your brand story into compelling campaigns that ignite student engagement.
- DEPLOY** Our marketing experts deploy impactful digital media solutions that reach your highly targeted audience at the right time and place.
- MEASURE** Your campaign is continuously evaluated by our reporting analysts, which allows us to fine-tune your campaign to drive optimal engagement, applications and enrollments.

*Source: Interactive Advertising Bureau. **Source: mStoner.

55%

of students have acted after seeing a relevant ad on their mobile phone.*

Mastering the **Media Mix**

Engage With Students Where They Congregate Online

By targeting high-intent students and parents on the digital platforms they use most, we craft a custom, multi-platform media plan to influence and reinforce your school's brand at every stage of the enrollment journey. The end result is a steady stream of leads, applications, enrollments and starts.

Digital Media Capabilities

- Branded Content
- Creative Services
- Digital Audio
- Digital TV
- Email Marketing
- Event Retargeting
- Geofencing
- Landing Pages
- Owned & Operated
- Programmatic Display & Video
- Programmatic Native
- Reputation, Listings & Review Management
- Search Engine Marketing
- Search Engine Optimization
- Social Media Advertising
- Social Media Management
- Website Development
- YouTube Advertising

64%

of teen college prospects prefer to consume college website content through text and articles.**