

Higher Education Toolkit

Set your education institute up for success and learn how we can help you with the digital needs of Gen Zers and beyond.

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01 Industry research and trends

Virtually every industry has experienced rapid change over the last few years. The higher education landscape continues to evolve due to advancements in technology, increased competition, variations in student demographics, and changing student and employer demands. To stay competitive, institutions must pivot away from traditional marketing tactics and toward digital.

Traditionally undergraduate and graduate classes have been taught in person for the collaboration, hands-on approach, and overall experience. Times have changed, and so have the students interested in receiving continued education. Now, students can learn from anywhere, at any time. The world has shifted to convenience—where, how, and when they can learn rather than the rigid structure the traditional programs provided.

Now, the focus has shifted to keeping all levels of students engaged remotely, incorporating relevant skills into the curriculum, and showcasing the value a college education will bring to the table and to the consumer's future.

Current state of digital in education

According to OHO Interactive, digital marketing in the education sector is less about finding new and shiny tools and more about discovering how to go deeper into channels and optimizing your existing content to wherever the industry adapts.

Where digital headed

The experts at *OHO Interactive* predict that enrollment campaigns “will be about taking advantage of new opportunities to expand the reach of schools and craft compelling digital marketing campaigns that leverage the unique values each school has to offer.

So, what **products** should you be leveraging?

1. Reliance on proprietary data for ad targeting
2. Short-form video
3. YouTube for content marketing
4. Responsive ads
5. Increase your search engine visibility
6. Prioritize career outcomes

UNDERGRAD & GRADUATE STATS

\$429-\$623

Amount institutions spent per students, per year, on marketing

\$2.2B

Amount colleges collectively spent on advertising in 2019

2.6M

Decline in # of students in the last decade

63%

Surge in online graduate enrollment from 2019-2020

44%

Ages 7-17 are living with a parent with a BA or higher in 2019

51%

Americans consider college critical

02 Audience

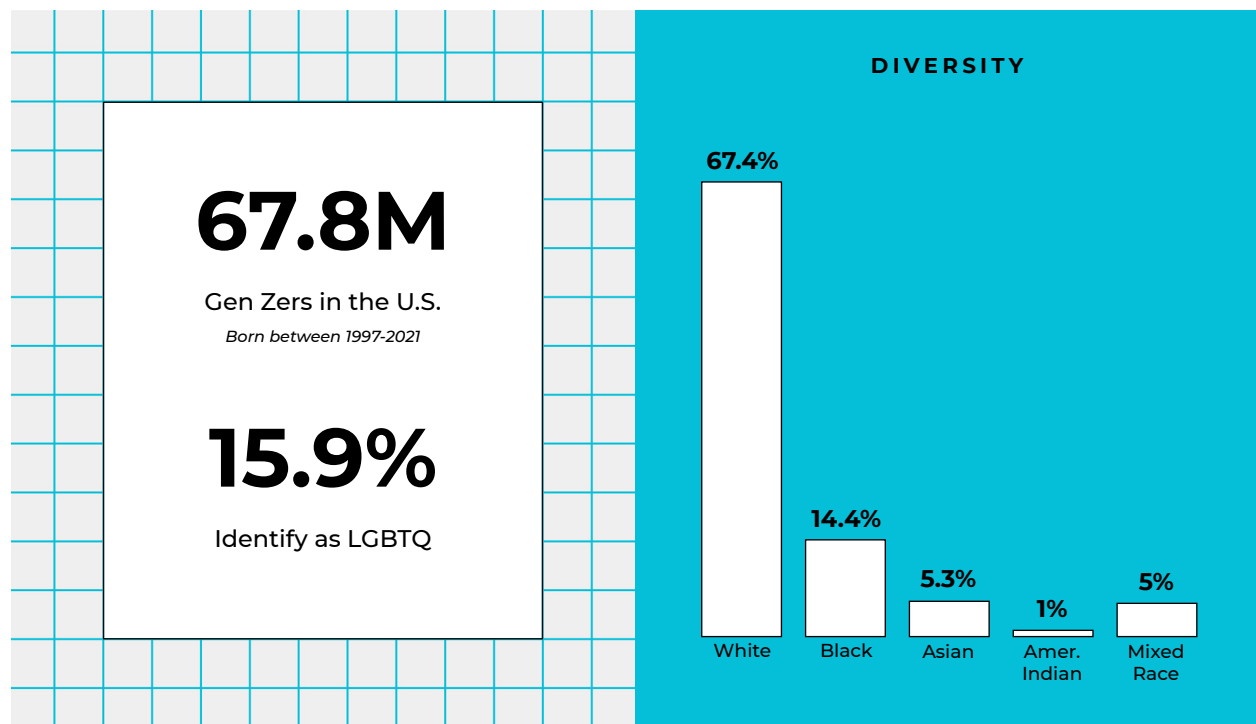
UNDERGRADUATE PROFILE

Being on top of the latest and most significant trends is great, but you can't expect effective results if you don't know who your customers are. So we're here to help you paint the picture of your undergraduate and graduate customers, their buying habits, how they're spending their time online, and what captures their attention.

Say hello to Gen Z

According to *eMarketer*, in 2019, 44% of Gen Zers ages 7 to 17 lived with a parent who had a bachelor's degree or higher, compared to 33% of millennials at the same age. The increased pursuit of higher education is prevalent among this generation.

Demographics



Source: eMarketer

Buying habits

Gen Zers are a self-aware generation and are unwilling to support brands and big companies who try to mislead them or collect their data. Large brands or corporations must prove they have society's best interest at heart with words and actions. Also, Gen Z will refrain from buying if there is over-personalization or targeting that appears or feels "creepy" or overreaching in nature.

Here's how you can expect to capture the buying attention of Gen Zers:

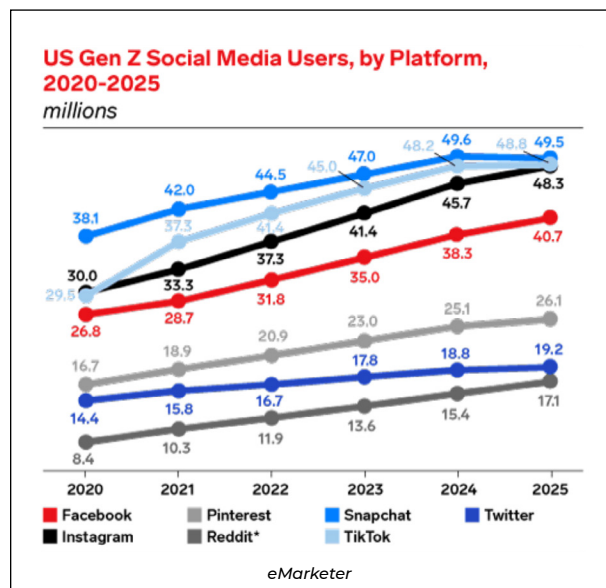
1. Communicate authentically
2. Take concrete steps to protect their privacy
3. Align your company mission and values with causes and issues they care about

How to capture Gen Zers attention

Gen Z responds to authenticity when it comes to marketing and advertising. According to Salesforce, Gen Z is likely to respond to content that shows real customers representing diverse audiences and is not overly polished.

How Gen Zers spend time online

Take a look at how Gen Zers participate in social media and how it will change as they mature.



Additional ways Gen Z is spending time online:

- Gaming
- Social media
- Posting comments online; advocating for what they believe in
- Written to a newspaper, publication, TV, or radio program
- Contacted elected representatives

GRADUATE PROFILE

Unlike the undergraduate programs, the graduate program track is a bit different. According to *Forbes Magazine*, the four-year program isn't a reality for the majority. Most students take longer than that to earn undergraduate degrees.

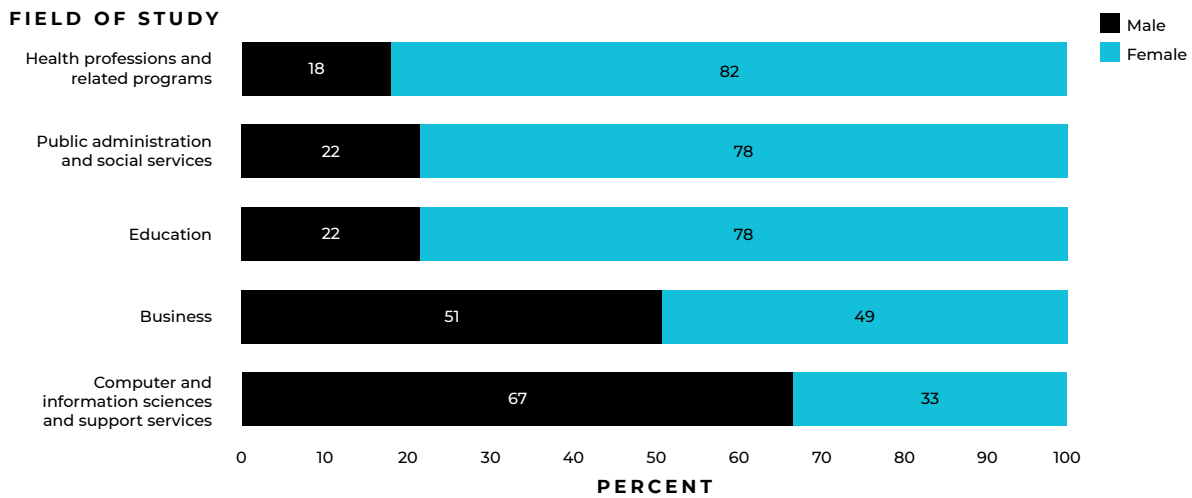
In addition, only 58% of students graduate with a bachelor's degree within six years. Many don't graduate at all. After all that time, and all that debt, many people just want to get out of the education system for a while.

Demographics



What types of graduate programs are consumers interested in?

According to the *National Center for Education Statistics*, below are the types of master’s degrees broken down by male and female that attendees pursue.



How are your consumers spending time online?

Graduate students spend a majority of their time online for their grad program research. While this group of consumers are working to likely advance their careers through a continued program post-undergrad, there is a clear winner of social media sites that this consumer engages successfully with.

65.47%
FACEBOOK

57.98%
INSTAGRAM

52.44%
YOUTUBE

46.91%
LINKEDIN

It's important to note that the top three social media platforms this group engages with includes a significant use of video, indicating more schools need to offer an experience for prospective students through the use of video.

What captures their attention?

To capture the attention of an already highly-educated consumer, the graduate student, your college or university will need to invest in good public relations, offer great sponsor societies or sports clubs, an extensive list of peers to connect them with, and smart social media.

03 Services

All media strategy, planning, buying, stewardship, and paid search are done in-house. Nothing is ever outsourced. This allows us to manage costs and timelines appropriately and minimize out-of-pocket expenses on our client's behalf.

Our complete list of in-house services include:

Layered data analysis / Insights planning and research / Target segmentation strategies / Competitive and share of voice analysis / TV planning and buying / Audio planning and buying / Out-of-home planning and buying / Programmatic media strategy & buying / Search engine optimization / Search engine marketing / Social media strategy and buying / Investment analysis and modeling

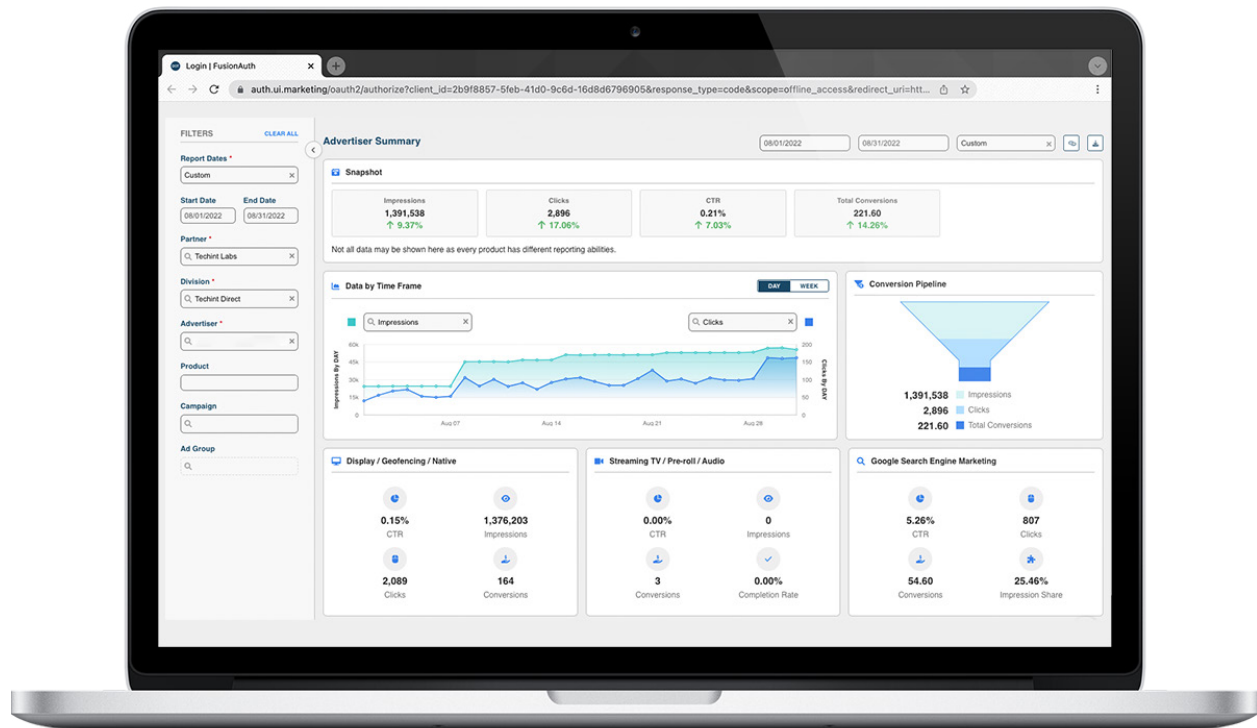
Our team is relentlessly data-driven, starting from the very beginning of our partnerships. We evaluate previous and current data, achieving a deeper understanding of where our clients have been. We continue to let the data drive our decision-making throughout the life

of each campaign. This doesn't mean we are easily swayed into buying the latest, greatest, shiny media offerings. It usually means the tried and true tactics are still relevant - **we use the data to validate or modify as fragmentation increases.**

Let's talk about tech, baby!

We have built technology to provide the best mechanism for data-sharing, so we can all make decisions from a mutual source of truth. Furthermore, data isn't isolated to only digital media or specific channels - we want to review and evaluate the total impact of all strategies, online or offline.

Our secret tech ingredient is our proprietary software, Ui.Marketing. This platform allows us to monitor campaign performance, including awareness and conversion tracking. This dashboard has direct API into Google Ads and Google Analytics, Facebook and Instagram, The Trade Desk, YouTube, LinkedIn, and more!



04 About

Techint Labs is a full-service advertising agency that combines **forward-thinking research, proprietary technology, and creative services** to execute custom marketing strategies to accelerate brands.

Here at Techint Labs, there is no smoke and mirrors. Our team of strategists, designers, storytellers, and innovators loves what we do every day. We believe in providing a humanistic approach to each client we work with. Our approach is simple:

The balance of art & science

Investing in several tools and resources to ensure decisions are rooted in data and research.

Transparency & trust

We don't sugar coat it nor tell you precisely what you want to hear. We bring bold ideas and push boundaries.

Long-term partnerships

We're interested in earning your trust and building a relationship that's there for the long haul.

We specialize in B2C verticals like travel, tourism, retail, e-commerce, and higher education. Our team has over 30+ years of experience in each of these industries, making them your competitive advantage. Not to mention, Techint Labs is backed by our parent company, AdCellerant, which delivers over 50,000 marketing campaigns each year.



05 Experience

Many of our team members have worked exclusively in education for 15+ years, and some have worked directly for colleges implementing digital strategies. We've worked with educational organizations of all sizes, including public institutions, private universities and colleges, career colleges, and community colleges.

Some of these include:

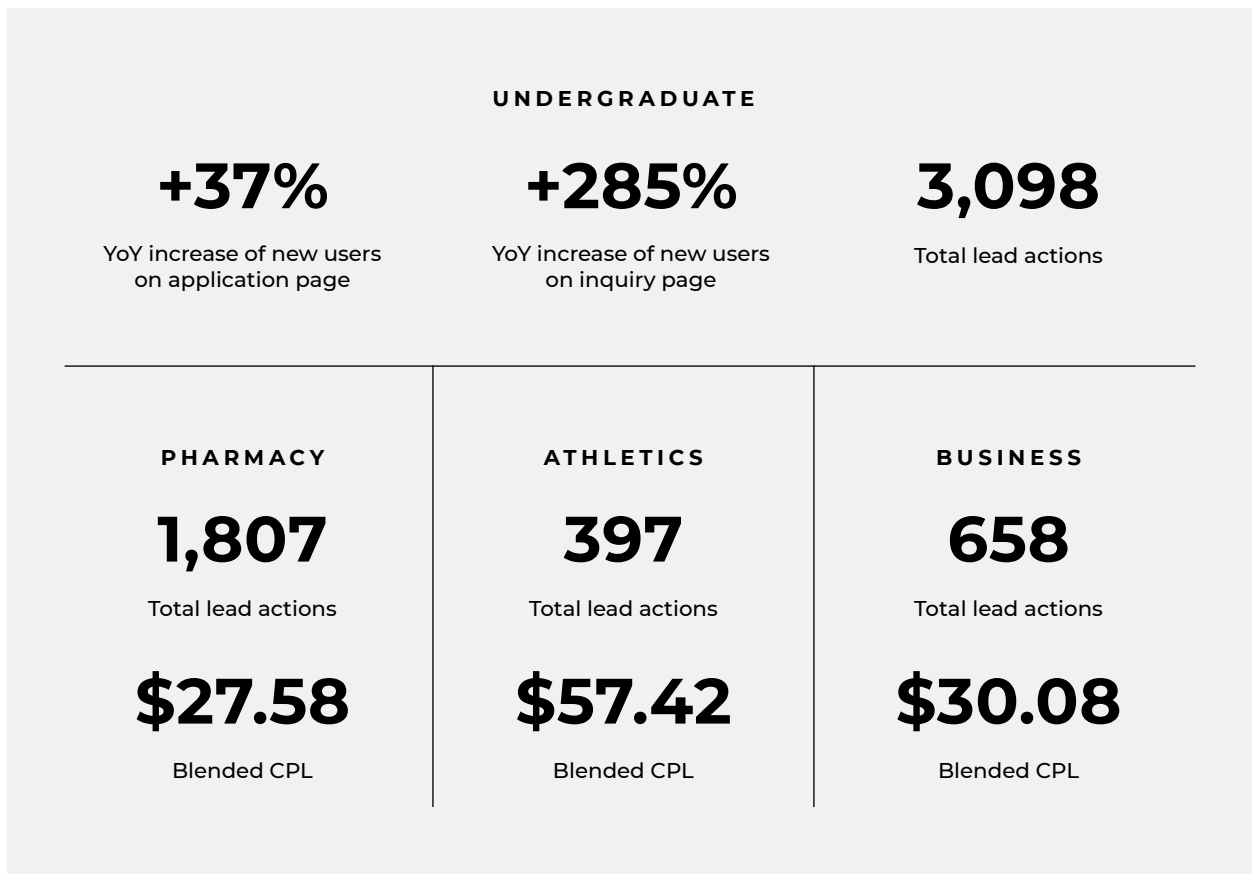


But we will let the work **speak for itself...**

The proof is in the pudding, and Techint Labs has proved to drive real results with real higher education clients.



Techint Labs partnered with Manchester University to drive quality leads for the Undergraduate College of Business, Pharmacy, Masters of Athletic Training, and Pharmacogenomics programs through a multi-platform digital strategy, execution, and digital creative refresh.



VIEW MORE →



**INTERNATIONAL
SCHOOL OF
DENVER**

The International School of Denver (ISDenver) brand has grown and evolved since it's inception in 1977. As a result, the brand lack consistency and unity. We worked closely with stakeholders, developed a unified brand that embodies their unique positioning and inspires unity among their community.

BEFORE



AFTER



ONE YEAR AFTER LAUNCH

+46%

Website sessions

+28%

New sessions

+42%

Increase in conversions

+10%

Google organic impressions

+56%

Targeted keyword impressions

VIEW MORE →



JOSEF KORBEL SCHOOL OF INTERNATIONAL STUDIES

Our process with the Josef Korbel School of International Studies began with an extensive discovery phase which included reviewing the university’s brand guidelines and market research and conducting thorough interviews with internal stakeholders. The result was a campaign concept, tagline, and visual identity that captured the Korbel School’s essence and achieved campaign goals.

TRAFFIC

+46%	+28%
Increase in search traffic	Increase in direct site traffic
+60%	+56%
Increase in user traffic	Increase in site sessions

LEADS

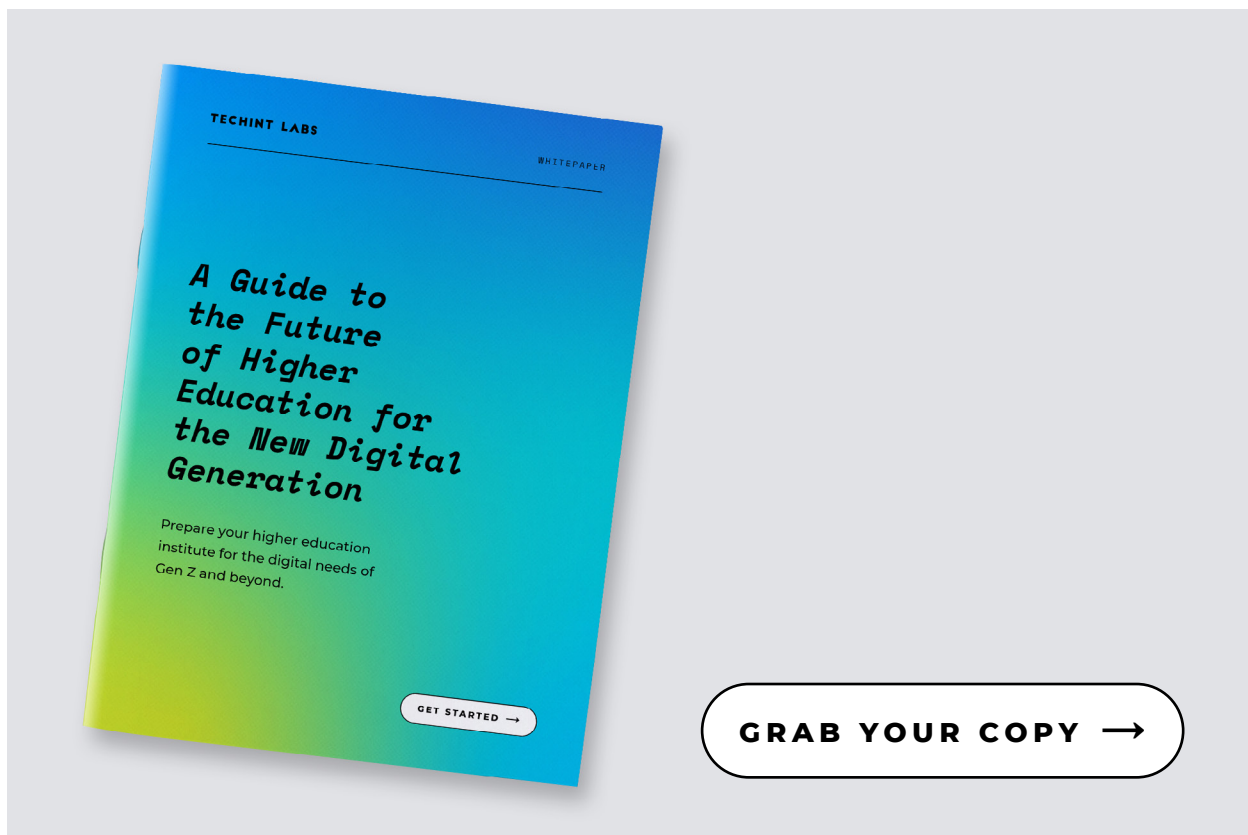
306	751
Application submissions	Total lead actions

VIEW MORE →

06 Resources

It's no secret that the higher education landscape had a tried and true model they relied on for bringing new students to their campus: word-of-mouth, multi-generational alums and students, and targeting nearby and networked secondary schools.

Enter 2020. The pandemic. While two years ago, it found a way to uproot the entire landscape of higher education. Many institutions are scratching their heads on how to increase enrollment and interest in their university or college. That's why we created a whitepaper to inform our higher education institutions about the digital needs of future generations.



Let's Go to the Moon

With over 50+ years of combined experience and working with some of the higher education industry's most well-known names, we can address any pain points you are experiencing. From messaging and creative to strategy - we're here to take your brand to new heights.

Seal the deal and book a demo with our team.

BOOK DEMO →