



UNIVERSITY OF INDIANAPOLIS

Tests “Personal Attention” YouTube Videos with Millenials

CHALLENGE

- Difficulty communicating university’s student-centric pathways
- Inability to raise enrollment while raising academic profile
- Lower than desired perceived value for quality education
- Below average diversity enrollment (international & minority)

SOLUTION

Develop a planned, sequential flow of relevant communication to prospective students, from beginning to end of the recruiting cycle

APPROACH

- Develop a series of tongue-in-cheek YouTube videos and embedded them on the university’s website to highlight the “personal attention” received by current students
- Leverage same videos as cable TV ads encouraging student prospects to apply on admissions website optimized for mobile browsers
- Include video links in all email communications, pay-per-click ads on Facebook and other social media sites
- Develop cookie-driven ‘retargeting’ ads for previous website visitors
- Create special landing pages for self-submission of screened videos

OUTCOMES

+196%

YOY ONLINE APPLICATIONS

8.2%

CONVERSION RATE INQUIRY TO APPLICANT

+1.2%

YOY ADMIT RATE APPLICATION TO ADMIT

+15.3%

YOY YIELD RATE ADMISSION TO ENROLLED

68/44

NATIONS AND US STATES REPRESENTED