

# OUR ABCDEs TO ENGAGE WITH Gen Z

Explore our full-service strategies to reach  
your potential students smartly and efficiently



# Using the power of data to drive your admissions marketing

As you know, Gen Z high schoolers are set to be the majority of your future incoming classes. To adapt to their fast-changing habits, we at CI-Group are always searching for smarter solutions that will enable our clients be more efficient, accurate and flexible. In the past year, we optimized our approach to Higher Education marketing to incorporate data and analytics into all our touchpoints.

**Here are 5 of the successful strategies we've deployed – featuring our creative work with the universities that have benefited from using them. Click on the links to explore them:**

**A**UDIENCE SEGMENTATION



**B**RANDED MERCH



**C**USTOM CONTENT



**D**ASHBOARDS



**E**VENTS MARKETING & SUPPORT





# AUDIENCE SEGMENTATION

## OPTIMIZE ALL YOUR MEDIA BUYS WITH NEW AUDIENCE SEGMENTING TOOLS AND MORE DIGITAL MEDIA CHANNELS

56% of Gen Z'ers don't click on ads when browsing websites but **84% will pay attention to out of home advertising** such as ads in trains, malls, airports or taxis.\*

So a diverse media mix and multiple tactics to target each audience set will maximize your impact. Make sure your agency provides ongoing strategy, targeting and media planning that can match your needs and budget.

- Develop targeted omni-channel media plans that include a variety of channels (digital, mobile, social, print, email, trade, events, outdoor, broadcast, CTV/OTT, etc.)
- Outline targeting criteria for each channel (keywords, job titles, age, geography)
- Retargeting tactics for increased engagement
- Develop creative relevant to each audience and media format



# B RANDED MERCH

## OFFER MEMORABLE MERCHANDISE THAT YOUR AUDIENCE FINDS USEFUL AND SHARES ONLINE

Yes everyone likes free stuff, but offering the right things at the right time can make all the difference. Many high school juniors are increasingly passionate about supporting local businesses and aligning with their ideals such as sustainability. Consider how your choice of giveaways reflects your values as an institution – and your audiences’.

CI-Group has over 30 years of experience in turnkey branded merchandise, handling each step from concept and design to production/sourcing, quality checks and delivery. Our work for colleges like Tulane, Rutgers and Moravian include:

- Swag integrated with social buzz and online contests
- Homecoming activities
- Graduation kits
- Welcome kits for enrolled students
- E-commerce stores and pop-ups to increase your sales with turnkey fulfillment to handle all orders







Dynamic and responsive digital brochures can make all the difference. Use them to customize content for each audience; track what each reader views and clicks; embed videos, animations, and most importantly lead-gen forms that connect to your CRM system.

- Developing a cohesive custom content plan with multiple audiences, personas and key messaging points to improve relevance
- Upgrading existing content to be dynamic and responsive
- Revising materials cost-effectively and on time
- Developing infographics, short video clips and custom images for your social media channels, website, landing pages and email marketing

[illegible]

# DASHBOARDS

**AGGREGATE YOUR CAMPAIGN REPORTING TO SEE WHAT'S WORKING, AND MAXIMIZE YOUR MEDIA BUDGET FOR IMPACT**

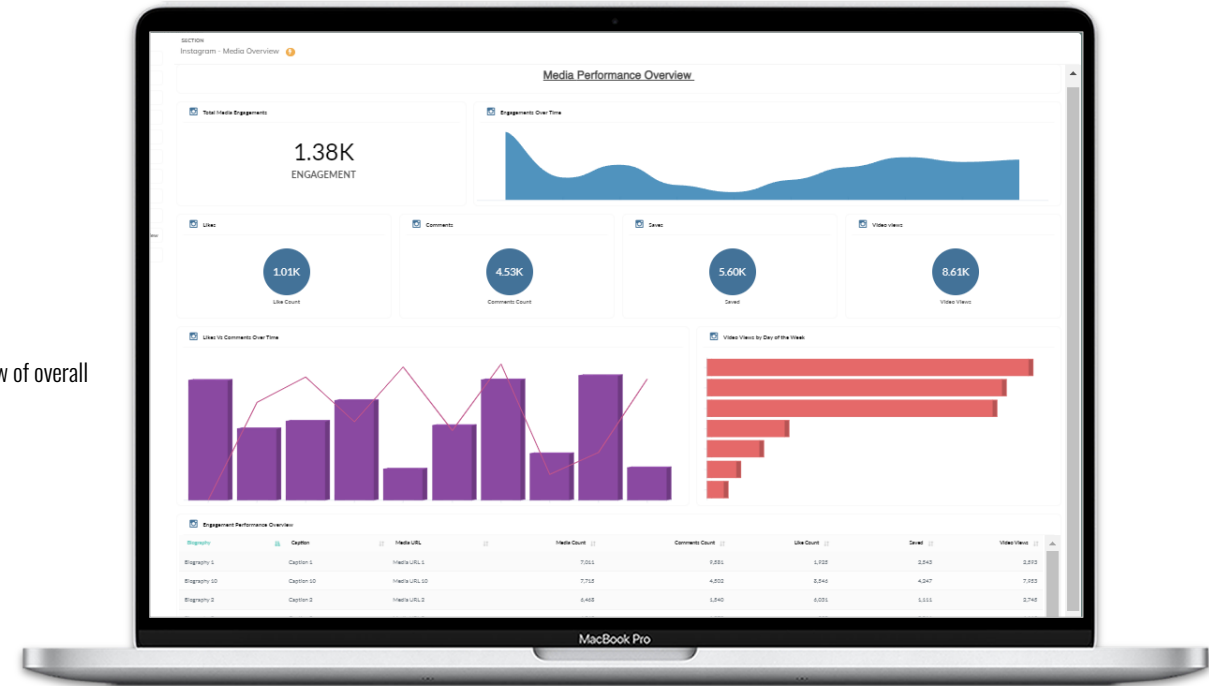
A 2021 APLU report described the **lack of data access** and integration as **one major issue for universities**.\*

Data silos in disconnected systems prevent users from drawing larger conclusions.\* A media reporting dashboard can solve this by connecting the digital dots, so your team to access all your relevant marketing metrics and results in one place.

**Our custom-built dashboards can build on what you are already monitoring and provide a comprehensive view**

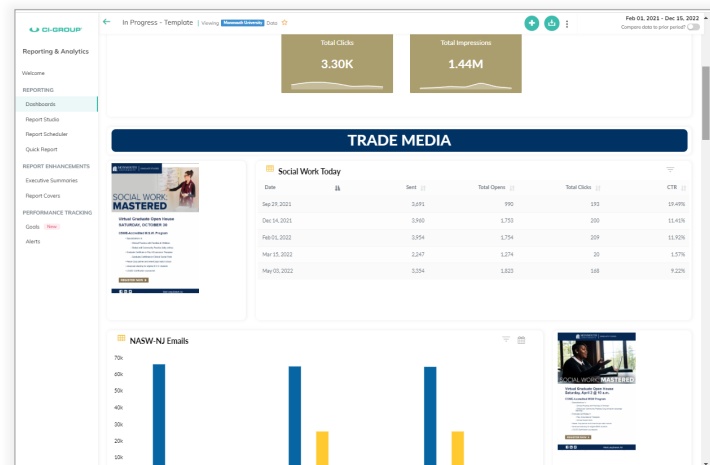
- Connect your data directly from each source like Google Analytics, LinkedIn, Instagram, TikTok, YouTube, etc. to appear in one place
- Review results against previous campaigns and media benchmarks, then retarget and refine future activities
- Import data with .csv files for independent digital publications, third party emails and key CRM reporting

Source: Data Analytics: Uses, Challenges, and Best Practices at Public Research Universities. May 2021. Association of Public and Land-grant Universities. [www.aplu.org/library](http://www.aplu.org/library).



From an Overview of overall performance...

...to Clicks and Impressions of each ad



24/7 secure permission-based access for devices and users you authorize





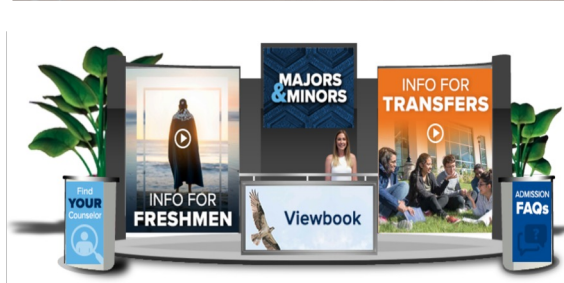
# EVENTS MARKETING & SUPPORT

## DRIVE REGISTRATIONS AND ATTENDANCE FOR IN-PERSON, VIRTUAL AND HYBRID EVENTS

Admission events are a key source of quality leads – make sure your events capture their interest and engage them from the first touch to the event itself and most importantly, follow up after. From event activations like interactive photo booths and mosaic walls to cornhole games and QR code signage that let visitors scan to learn more about locations on campus.

Since COVID, many schools have found success in virtual or hybrid events that allow more prospects to participate. Making remote participants feel included is key, a zoom alone often is not enough. We have helped develop unique, branded experiences that are both memorable as well as engaging.

- Interactive and experiential activations at on-campus events
- Direct mail campaigns
- Signage (digital, print and unique floor graphics and wraps)
- Email campaigns and landing pages
- Geofencing





# LET'S TALK

**Janel Patti**

Head of Integrated Marketing

[janel.patti@ci-group.com](mailto:janel.patti@ci-group.com) | M: 732.672.0033