enrollify

Guide to Graduate Marketing in 2024

In 2024, the landscape of graduate marketing in higher education is more dynamic and competitive than ever.

With the increasing scrutiny of the value of higher education and the rising expectations of graduate students, institutions must adapt and innovate to remain relevant and appealing.

And the importance of effectively serving the

Our aim is to equip you with strategies to enhance the graduate student experience, ensuring institutions stay ahead in this dynamic environment.

This guide provides actionable insights for you to effectively engage, support, and retain graduate students, leveraging technology like AI and understanding their multifaceted lives.

graduate student population has never been clearer.

Let's dive in!

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Part 1:

The **Evolving Landscape** of Graduate Marketing

The landscape of graduate education is in a state of flux, with the value of graduate degrees under more scrutiny than ever before. Amidst rising tuition costs and a volatile job market, prospective students are questioning the worth of further education.

Despite this skepticism, graduate education continues to be a transformative journey for many. Beyond mere skill acquisition, it offers a pathway to significant career advancement, personal development, and in many cases, a profound reorientation of one's professional trajectory.

This transformative potential underscores the enduring relevance of graduate programs, positioning them as crucial investments in the future of individuals seeking not just employment but meaningful, impactful careers.

Strategic Takeaways:

1. **Emphasize Transformative Impact:** Marketing materials should not only highlight the immediate academic and skill benefits of graduate education but also its transformative impact on students' lives. This involves presenting graduate education as a journey that shapes leaders, innovates industries, and fosters personal growth beyond the classroom.

2. **Showcase Success Stories:** Leveraging alumni success stories can powerfully illustrate the tangible outcomes and real-world value of graduate degrees. These narratives should span various fields, showcasing diverse career paths and achievements to resonate with a broad audience, reinforcing the message that graduate education paves the way for success across multiple domains.

3. **Address Cost Concerns Directly:** It's essential to confront the issue of cost head-on by articulating the long-term return on investment of graduate education. This can be achieved through data-driven outcomes, such as salary increments, career advancement statistics, and personal success stories, to demonstrate how the benefits of graduate education outweigh its immediate financial costs.

Hear More:

For insights into how institutions are breaking down organizational silos to innovate in graduate marketing, listen to Episode 48 of Confessions of a Higher Ed CMO:

Beyond Silos: Organizational Structures that Make Sense.

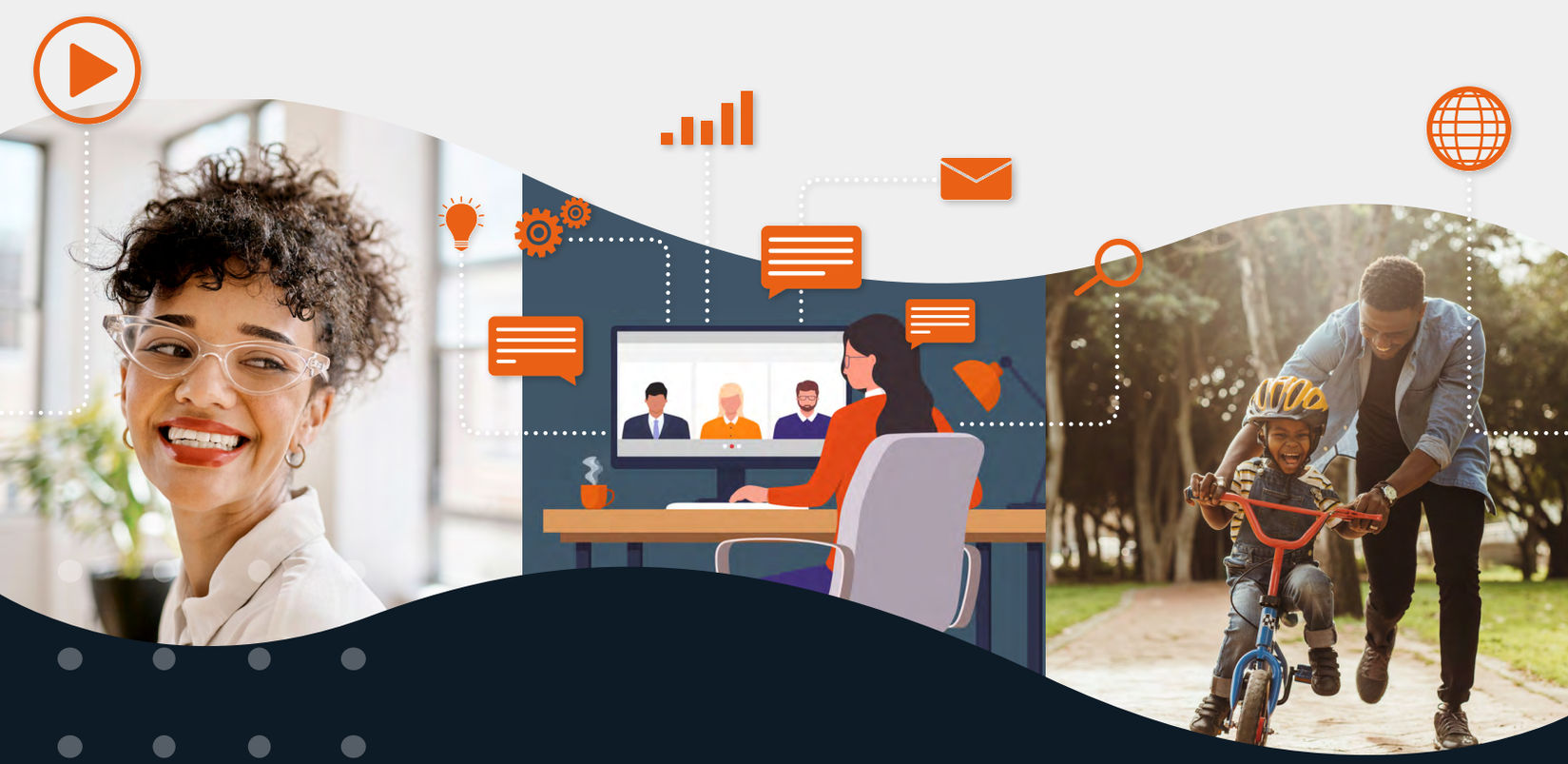
Part 2:

Understanding the Graduate Student **Experience**

Graduate students today, especially those who are working professionals, prioritize the practical applicability of their academic pursuits. They're not just seeking knowledge for its own sake but education that directly enhances their career prospects and fits into their busy lives.

This demographic often juggles professional responsibilities, personal commitments, and academic endeavors simultaneously, making flexibility, comprehensive support, and clear, actionable outcomes not just preferences but necessities for their educational experience.

Plus, the landscape of higher education is increasingly competitive. Students have more options than ever before, including online programs, certificate courses, and other alternative education paths. To stand out in this crowded marketplace, institutions must clearly communicate the direct benefits of their programs, such as career outcomes and advancement opportunities.



Strategic Takeaways:

1. **Flexible Program Formats:** Institutions must innovate and offer program formats that reflect the realities of modern students' lives. This includes online, hybrid, evening, and weekend classes that allow students to balance their studies with professional and personal responsibilities, making graduate education accessible and feasible for a broader audience.

2. **Tailored Support Services:** Develop support services that cater specifically to the needs of graduate students, acknowledging that their challenges and requirements differ significantly from those of undergraduates. This could range from career counseling tailored to advanced professional stages, to mental health services that address the unique stresses of balancing work, life, and study.

3. **Career Outcome Communication:** Clearly articulate the value proposition of graduate programs by linking them directly to career outcomes and advancement opportunities. This involves not only presenting statistical evidence of job placements and salary increases but also integrating career planning and networking opportunities within the curriculum to ensure that students see a clear pathway from education to career enhancement.

Hear More:

For insights into adapting educational pathways to the realities of working professionals, tune into Episode 217 of The Higher Ed Geek:

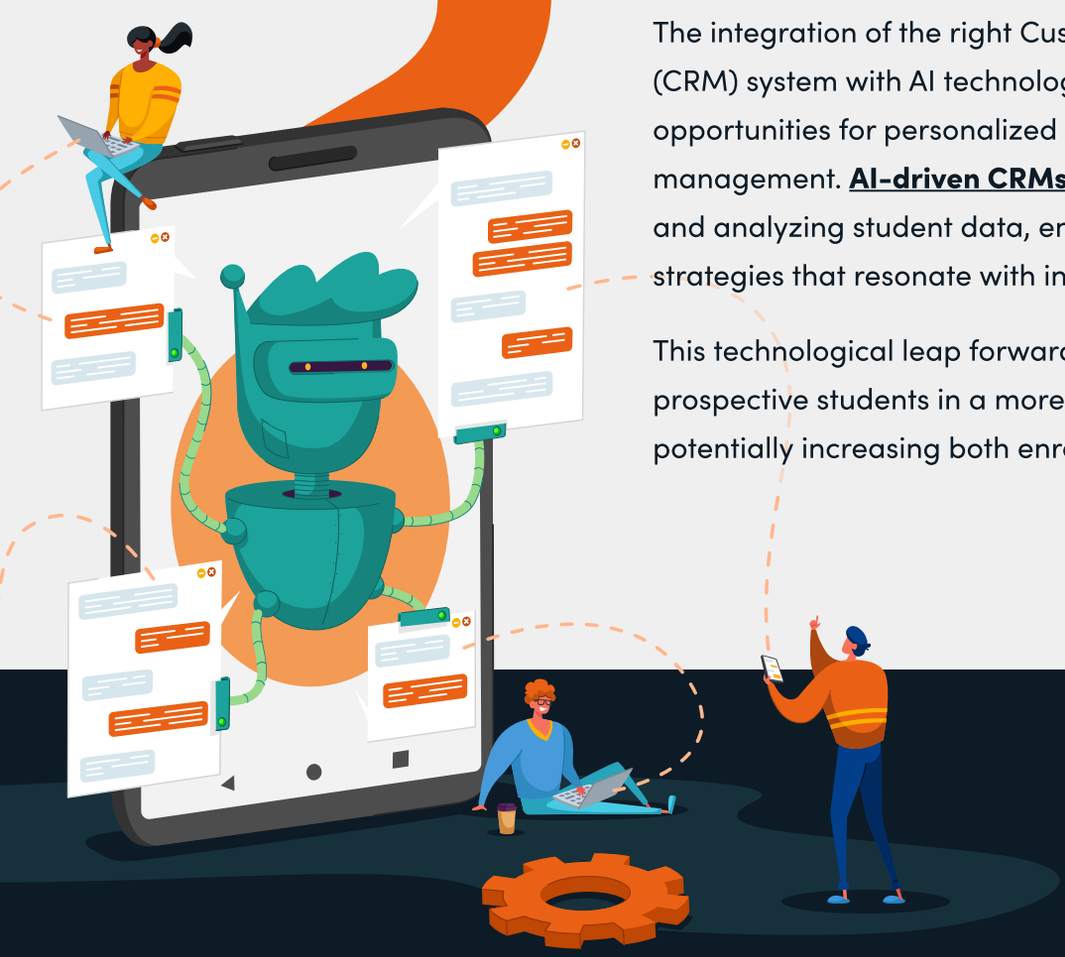
Arina Berezovsky on Flexible College and Work Pathways.

Part 3:

Technology for Graduate Enrollment Management

The advent of AI and technology in the realm of graduate enrollment management offers unprecedented opportunities to enhance efficiency and personalize the student experience.

AI tools like ChatGPT can revolutionize content creation, allowing for the rapid production of personalized marketing materials, targeted communications, and responsive student interactions. AI's capability to quickly generate diverse forms of content — from engaging social media posts to comprehensive email sequences — empowers institutions to launch dynamic and responsive marketing campaigns.



The integration of the right Customer Relationship Management (CRM) system with AI technologies is providing unprecedented opportunities for personalized student engagement and management. **AI-driven CRMs** serve as the backbone for collecting and analyzing student data, enabling tailored communication strategies that resonate with individual prospects.

This technological leap forward enables institutions to engage prospective students in a more meaningful, personalized manner, potentially increasing both enrollment rates and student satisfaction.

Strategic Takeaways:

1. **Invest in Technology:** Committing resources to AI and MarTech solutions is essential for modernizing operations and elevating marketing efforts. This investment should be strategic, focusing on tools that offer the greatest impact in terms of engagement, efficiency, and scalability of marketing and enrollment efforts.

2. **Staff Training on AI Tools:** To fully leverage the potential of AI in graduate marketing and enrollment, staff must be proficient in these technologies. Training programs should not only cover the technical use of these tools but also strategic applications, such as personalizing communications and analyzing data to inform marketing strategies.

3. **Diverse Content Creation:** Utilize AI's capability to generate a wide array of content swiftly to keep marketing strategies dynamic and engaging. This includes exploring new formats and platforms to reach prospective students where they are, making the case for graduate education in a manner that's both innovative and compelling.

Hear More:

Learn how AI is transforming higher ed workplaces, content creation, and student engagement in Episode 4 of Generation AI:

AI Toolkit Essentials: Key Tools And Skills For 2024 Success.

Part 4:

Meeting Market Demands and Preparing for the **Future**

The demand for authentic, personalized learning experiences defines the future of graduate marketing.

Prospective students are increasingly seeking transparent insights into the academic journey ahead, emphasizing the significance of authenticity in both marketing and student services.

This shift towards genuine engagement is paralleled by a preference for flexible, customizable learning pathways, such as stackable certificates and micro-credentials, which cater to the diverse needs of working professionals and adult learners.

These trends not only reflect current preferences but also signal the essential direction for graduate programs aiming to remain relevant and competitive in the future.

Strategic Takeaways:

1. **Flexible and Customizable Programs:** In response to changing market demands, institutions should focus on developing and promoting programs that offer flexibility and customization. This includes stackable certificates, micro-credentials, and modular courses that allow students to tailor their educational experience to their specific career goals and timelines.

2. **Authentic Engagement:** From the initial inquiry through enrollment and beyond, the student experience should be rooted in authenticity and engagement. Leveraging digital tools to facilitate meaningful interactions, institutions can build a sense of community and belonging that resonates with prospective students, making the case for why their institution is the right choice.

3. **Strategic Program Development:** Recognizing the critical role of graduate programs in an institution's portfolio requires a strategic approach to development and marketing. This entails not only innovating in response to market trends and demands but also allocating resources effectively to support these initiatives, ensuring that graduate education remains a vibrant, appealing option for prospective students.

Hear More:

Explore the impact of targeted digital marketing strategies on program viability in Episode 3 of Talking Tactics:

Saving A Master's Program With A Simple Paid Keyword Change.

As we wrap up,

It's important to keep in mind that the world of graduate marketing is at an exciting turning point. With the value of graduate degrees under the microscope, students' needs changing faster than ever, and tech advancements shaking things up, how schools attract and keep students is evolving **— but this is good news!**

Putting students first, getting smart with innovative technology, and being loud and proud about what makes graduate education worthwhile are key for schools wanting to stay ahead.

At the heart of our conversations is the role of technology — especially AI and MarTech — in stepping up graduate marketing and making sure students stick around. The world of graduate education is moving fast, demanding that institutions be flexible, creative, and always thinking about what students really want.

By focusing on giving students a personalized experience, making the most of tech tools, and keeping up with the market, schools can overcome some of today's graduate education challenges and grab hold of the exciting opportunities waiting on the other side.

Hear More:

Pulse Check: A Guide to Graduate Marketing in 2024

For an in-depth exploration of graduate marketing, tune into our four-part podcast series, "A Guide to Graduate Marketing in 2024," hosted by Shane Baglini of Muhlenberg College and brought to you by Enrollify and Element451.

This series explores everything from the graduate student life cycle to the strategic application of AI and MarTech, culminating in a panel discussion with industry leaders on the post-pandemic shifts and future predictions.

Mastering the Next

Explore the future of graduate, online, and non-traditional education through the lens of AI and technology. Staying competitive in the world of student recruitment and enrollment means keeping up with the ever-evolving tech trends in higher education.

Join Dr. Ray Lutzky as we explore "what's next" at the dynamic intersection of student recruitment and leading-edge technology.

Enrollify is the premier destination for professionals in higher education seeking to enhance their skills. At Enrollify, we are dedicated to empowering marketers and admissions professionals through insightful content, meaningful networking opportunities, and access to the latest research and industry insights. From cutting-edge podcasts on marketing trends and innovations to in-depth interviews with industry leaders, there's something for everyone at Enrollify.

Visit enrollify.org to explore our resources and join our growing community.

Made Possible by

Element451 is the next generation AI student engagement platform helping institutions create meaningful and personalized interactions with students. Harnessing the power of Artificial Intelligence to seamlessly tailor content for each individual and bridging the gap between broad outreach and personal touchpoints. Fueled by intelligent automation and deep data insights, teams are free to focus on what matters most — building real connections with students.

Discover how Element451 can redefine your student engagement strategy at element451.com.