



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

Enrollment Marketing ROI: Iterate or Intervene?

Part 2

July 24, 2023



A woman with dark hair, wearing a green and grey striped cardigan and clear safety goggles, is focused on her work in a laboratory. She is using a pipette to transfer liquid into small vials. In the background, another person wearing safety goggles is partially visible. The lab bench is cluttered with various glassware, including beakers and flasks containing colored liquids. A large blue diagonal graphic element separates the image from the text on the right.

Agenda

1. Introductions
2. Panel Discussion | Case Study
3. Q&A

Meet Our Presenters



Julie Masterson

Associate Provost and Dean

**Missouri State University
Graduate College**



Jess Lanning

Director of Digital Strategy

Liaison



Mia Nissen

Digital Marketing Analyst

Liaison



Missouri State
UNIVERSITY

- Public University Located in Springfield, Missouri
- Founded in 1905
- Total Enrollment:
Undergraduate: 19,083
Postgraduate: 4,224
- 175 Graduate Programs
- 85 Countries Represented in the Current Student Body
- GC Staff = 9 FT; 5 PT/GAs



Panel Discussion

Missouri State University

2022-2023 Campaign Analysis

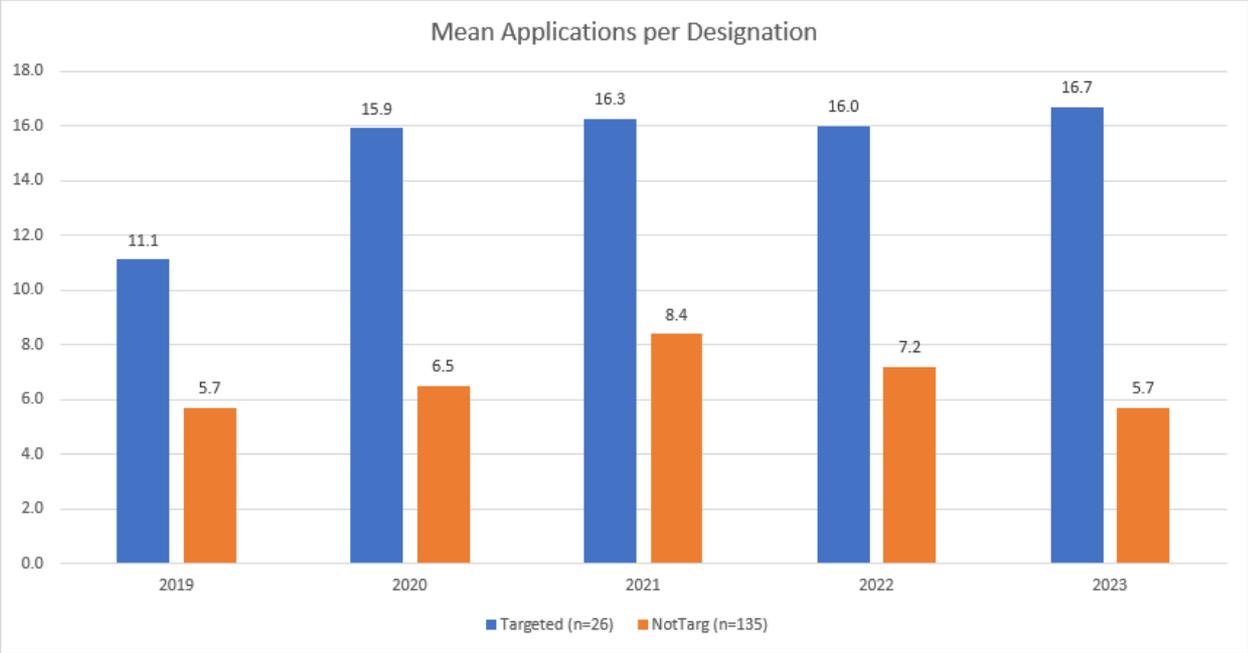
*Evaluating an omni-channel campaign
based on program applications*

- Desired Outcome: Submitted Applications
- Phase 1 Campaign
 - Targeted Areas: Business and Education
 - Short Time (results preliminary): March-June
- Comparisons: Yearly Changes
 - With no campaign for all
 - With no campaign for targeted until 2022 to 2023
- Caveats
 - Very short window
 - Program mix
 - Typical conversion timeline

Missouri State University

2022-2023 Campaign Analysis

Evaluating an omni-channel campaign based on program applications



Missouri State University

Targeted Programs v. Non-Targeted Programs

		Mean	SD	Cohen d
2019	Targeted	11.1	18.4	0.36
	Not	5.7	11.2	
2020	Targeted	15.9	34.9	0.35
	Not	6.5	14.7	
2021	Targeted	16.3	23.3	0.33
	Not	8.4	24.6	
2022	Targeted	16.0	27.9	0.37
	Not	7.2	18.5	
2023	Targeted	16.7	35.4	0.40
	Not	5.7	14.8	

Missouri State University

Yearly Change for Targeted Programs v. Non-Targeted Programs

	Mean	SD	Cohen d		Mean	SD	Cohen d
19-20	11.1	18.4	0.17		5.7	11.2	0.06
	15.9	34.9			6.5	14.7	
20-21	15.9	34.9	0.01		6.5	14.7	0.09
	16.3	23.3			8.4	24.6	
21-22	16.3	23.3	0.01		8.4	24.6	0.06
	16.0	27.9			7.2	18.5	
22-23	16.0	27.9	0.02		7.2	18.5	0.08
	16.7	35.4			5.7	14.8	

Missouri State University

Responses to Digital RFIs

Considerations:

- Digital Channel Source
 - Organic
 - Active paid v. passive paid
- Standardized Nurture Campaigns
- Yield Timelines; Future Year Impact

'23 Digital Leads Generated
(3-Months)

163

'23 Site RFI Leads Generated

1061

% App Start

2.4% v. 7%

Client X Case Study

Digital RFI Timeline Consideration – 2-year engagement

- Total Digital Leads Generated: 402
- Total Digital Spend: \$18,000
- Cost Per Lead: \$44.78
- Year 1 % App Start: 1.31%
- Year 2 % Lead to Enrollment **on Year 1 Leads Only** (163): **2.5%**
- Total Return on Investment: \$62,620

A diverse group of people in a modern office setting. A woman in the foreground is raising her hand, smiling. Other people are visible in the background, some looking towards the camera and others looking away. The overall atmosphere is positive and professional.

Q&A

The logo for the Liaison CAS experience. It features a stylized graphic of a cluster of dots in white and yellow on the left. To the right of the graphic, the text reads "LIAISON" in a small, white, sans-serif font, "CAS" in a large, bold, yellow, sans-serif font, "experience" in a smaller, white, sans-serif font, and "JULY 24-25 2023" and "CHICAGO, IL" in a small, white, sans-serif font stacked vertically.

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JULY 24-25 2023
CHICAGO, IL

Thank You

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