



Modern Enrollment Marketing

Plymouth State University

1 in 2 college-bound high school seniors sign up for Niche

NICHE ENROLLMENT SOLUTIONS

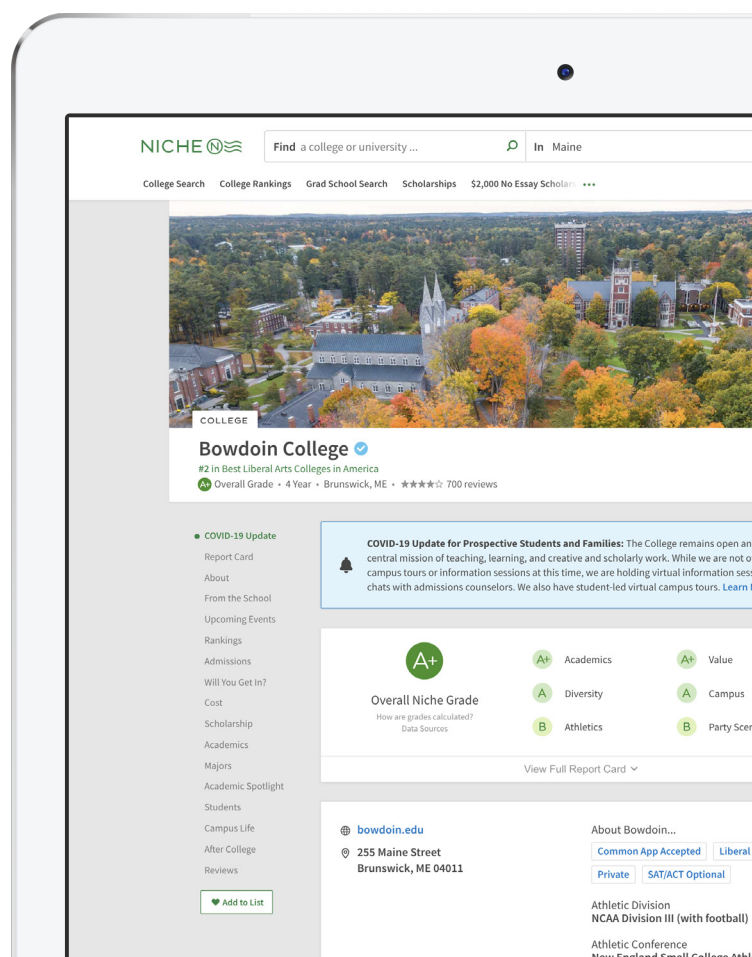
Niche is where students choose their college.

Our enrollment marketing solutions enable our 1,700 partners to build genuine connections that nurture interest into visits, applications, and enrollment. By supporting over 27 million students and families, Niche is changing how colleges and universities connect with students and build their future classes.

Engage with Students Through the Niche Platform

Reach more students where they are already making their college decisions.

- ✓ **Upgrade Your Profile:**
Showcase your college, add photos, and explain why students should choose your college.
- ✓ **Encourage Next Steps:**
Add custom links to valuable steps, such as learn more, visit, and apply pages.
- ✓ **Expand Your Reach:**
Capture more prospects with sponsored search listings.
- ✓ **Triggered Emails:**
Interested users get emails specifically about your school.



Niche’s Inquiries and Prospects

Build genuine connections with students who are more likely to visit, apply, and enroll.

- ✔ **Qualified Inquiries:**
Recruit the students who express interest in your school on Niche. Not just a list of names—you’ll get a full demographic profile on students who are active in their search.
- ✔ **Cross-Interest Prospects:**
Recruit students who are active in your market and have expressed interest in schools like yours.
- ✔ **Custom Prospects:**
Recruit students that meet your institution’s enrollment goals. We can help you with diversity initiatives, boosting a major or program, or targeting new locations and audiences.

Niche’s Digital Marketing Solutions

Unlock the Niche Audience

Only the Niche Audience allows you to engage with college-bound students who are actively looking at your college and schools like yours.



Niche's remarketing solutions allow you to reach your Niche Audience wherever they are and drive high-intent traffic from your Niche Profile back to your website. Drive brand awareness and make meaningful connections with students by nurturing them from initial interest to application.



Connect with students across:

- **Google Ad Network:** millions of websites & apps
- **Social:** Facebook & Instagram network
- **Google Search:** Google search ads



1 A student visits your college’s profile, your competitors’ profiles, or relevant pages on Niche.



2 Later, the student sees your ad on the web, on social, or on Niche.



3 The student engages with your Niche Profile and converts to high-intent sections of your website.

Niche Partnership

Niche is committed to providing you with turnkey solutions to meet your enrollment and marketing goals. Your Partnerships Manager will meet with you regularly to make sure we’re meeting your needs and aligning to your broader strategy.

We are focused on transparency and accountability and provide you with tools to track engagement and activity on your profile and website, including:

- ✔ **Monthly Insights Report:** an in-depth, transparent view of your school’s performance on Niche
- ✔ **Niche Intelligence:** vast market data on every school and millions of students
- ✔ **Google Analytics Audit:** Niche’s experts can evaluate your GA to ensure you’re getting the most out of your digital marketing
- ✔ **Enrollment Funnel Analysis:** in-depth analysis of the performance of all your inquiry sources, including the likelihood to visit, apply, and enroll



Friends University

