Master Your Marketing

"There are plenty of vendors out there that will promise you lots of names and beautiful brochures, but what you really want is help becoming the master of marketing for your institution. That's what NRCCUA does."

Arlene Wesley Cash
VP Enrollment Management

Reach Your Prospective Students Wherever They Go

▸ Leverage the popularity of YouTube, Hulu, Instagram, Snapchat, Spotify, and Facebook, as well as mobile and online media in one, turnkey solution

▸ Benefit from free, professional digital design services for all your banner ads

▸ Understand the metrics beyond the clicks. See how clicks convert to actual expressions of interest and how those actions lead to submitted RFIs, applications, and deposits

▸ We'll show you how and where your prospects are converting.

Get in touch:
encoura.org/digital-solutions | 800-862-7759

encoura®
where informed decisions begin

Re-Imagine Your Enrollment Strategy to Reach Gen-Z

Proven, next-gen digital solutions to position your messaging to the right students.

Lead Gen for Gen Z

Digital marketing is the essential ingredient in your recruiting strategy today. Over 140 institutions trusted us last year with their application generation, inquiry generation, yield, transfer, and melt solutions. We reach Gen Z where they spend all their time.

Reach 2 out of 3 smartphones to recruit your ideal high school prospects where they spend the majority of their screen time - in their favorite apps.

2/3 Smartphones

Why Does Our 100% Mobile App Network Matter?

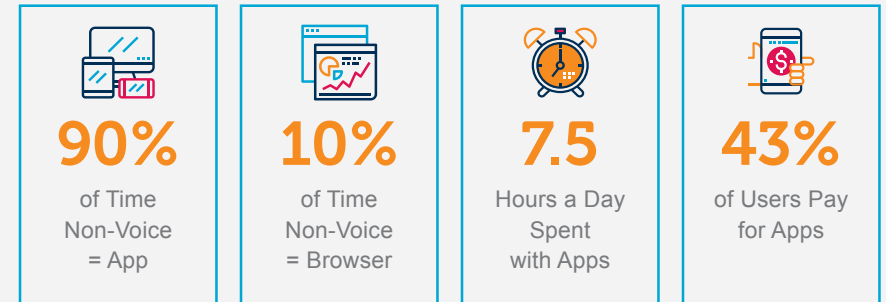| **90%**	**10%**	**7.5**	**43%**
of Time Non-Voice = App	of Time Non-Voice = Browser	Hours a Day Spent with Apps	of Users Pay for Apps

Emerging Media Offers Robust Targeting Options

200 million young adults and teens stream music, news, and information approximately **23 hours every week** through **YouTube**, **streaming video**, and **streaming audio**.

We harness the search engine function of **YouTube** and put **your brand** in front of **THOUSANDS** of college-bound students. This is the **#1 recommended strategy** for schools today. On average, **nearly 43%** of all **students identified watch 100%** of a **college recruiting video.**

Drive Conversions and Yield with Custom Audience Targeting

Dynamically serve personalized messages via a multi-channel, multi-network solution that reduces wasted resources and supports conversion.

Schools upload their data to a secure FTP site and data is encrypted

Your segmented messages are sent to individuals in different stages of your funnel across multiple channels

Build relationships, support their journey, and drive yield