

Higher education marketing expertise to boost enrollment

Anthology Performance Marketing helps higher education institutions attract new students. We combine decades of education experience with a comprehensive understanding of modern learners to identify growth cohorts, develop a strategic marketing approach, and increase enrollment.



Insight and expertise to set your programs apart

As higher education enrollment continues to decline and learners become more discerning about their study options, Anthology Performance Marketing helps you stand out in a crowded market and attract new students. We take the time to understand your institution and target demographics before designing a plan that balances cost efficiency with lead growth.



WICHITA STATE
UNIVERSITY

By identifying the best programs to promote, tightening audience segmentation, and regular optimization, Anthology partnered with Wichita State University to drive continued online enrollment growth for more than half a decade.

“Anthology has played a pivotal role in helping us drive ongoing student growth for our online programs. We’re really proud of the results that we’ve been able to achieve throughout the partnership.”

— **Dr. Amber Anderson**, Online Enrollment Management, WSU Online

A full-service marketing solution, anchored in academia

Forget mainstream marketing agencies that don’t understand higher education. Anthology Performance Marketing leverages all of our vast higher education knowledge to deliver tailored strategies that achieve results, including market research and an optimized mix of paid and organic digital advertising.

- Program and demographic research to ensure you're investing in the areas with the highest return
- Creative development to appeal to your target audience and inspire them to learn more
- Website audit and SEO to increase traffic to your website
- Organic content to further explain the benefits of your institution
- Paid campaigns to increase scale and reach with target demographics
- Tracking/optimization to allow for ongoing improvement

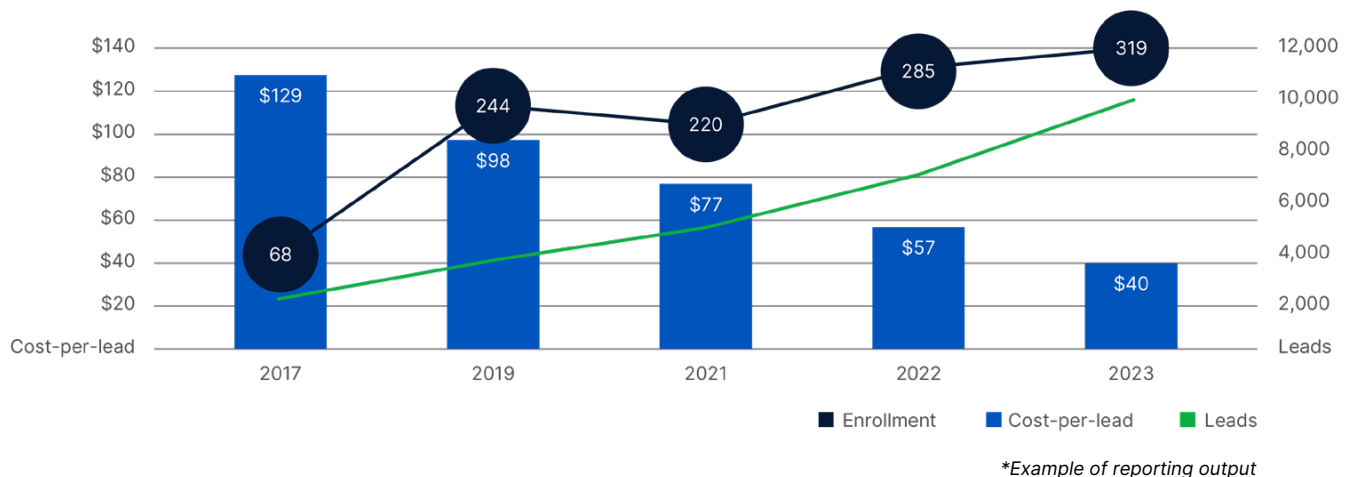
Better results through partnership and transparency

Anthology Performance Marketing is not an outsourced program management solution that requires you to cede control to the vendor. We work with you collaboratively to understand the challenges you face and devise a tailored strategy to meet your needs, and then provide full transparency into progress toward achieving your objectives.

- No revenue share
- Full ownership of creative assets
- A unique approach for your institution
- Transparency on results (including enrollment uplift and ROI) and regular meetings to optimize

Dedicated to data

We track campaigns meticulously to understand performance, generate insights, and ensure improvement over time. When you partner with us, lead volume goes up while cost-per-lead goes down.



A holistic approach to enrollment growth

While Anthology Performance Management is completely tech-agnostic, it is complemented perfectly by other solutions within the Anthology suite to provide full-funnel enrollment support. With Performance Marketing bringing in new leads, you may also consider our CRM, Anthology® Reach, and our AI-powered enrollment coaching solution, Anthology® Enrollment Management, to engage these prospects and nurture them through the funnel.

With a singular focus on education, Anthology is the innovation leader providing the only in-house, integrated, end-to-end global services that span the entire customer lifecycle.

Contact an Anthology representative today to learn more.

Explore Anthology Performance Marketing in detail at anthology.com/performance-marketing