

# MAXIMIZE ENROLLMENT YIELD

WITH TIMELY, PRECISION-TARGETED MARKETING

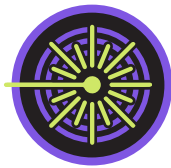


*In today's enrollment marketing, timing and delivery are critical. To stay ahead of your competitors and exceed your enrollment goals in every one of your student funnels requires innovative, competitive and cost-efficient strategies.*

## IMPLEMENTING SUPERIOR MULTI-CHANNEL MARKETING IS CRUCIAL TO GENERATE MEANINGFUL RESULTS

Ghost Targeted Marketing can send customized campaigns specifically to your accepted applicants—engaging them when they're weighing options and looking to make a decision—nearly doubling their likelihood of choosing your institution over others.

Our patented tech stack allows us to envelop the homes (and devices within those homes) of your accepted applicants with your school's brand to strongly influence their decision. This approach to enrollment marketing has consistently delivered an over 90% increase in enrollment yield over traditional outreach methods and impressive return on advertising spend ranging anywhere from 40-100X! The precision of our targeting and the real-time tracking and optimization within our process ensures that the value of every marketing dollar is realized.



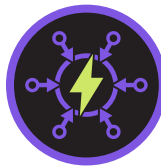
### Drive Enrollment with Laser-Focused Targeting

**Increase in Enrollment Yield:**

Engage students during key enrollment windows with timely messaging that moves them from 'maybe' to 'yes.'

**Return on Ad Spend:** Every dollar invested will deliver a huge return in tuition revenue by precisely targeting high-intent applicants.

**Precision, Audience-Centric Campaigns:** Our multi-channel approach pinpoints your ideal audience, ensuring your institution stands out precisely when it matters most.



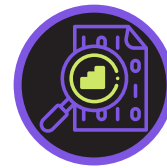
### High-Impact, Multi-Channel Reach

**Mobile-First Advertising:**

Engage students directly on their mobile devices through dynamic ads, videos, and social placements—meeting them where they're most active.

**Direct Mail & OTT:** Reinforce your brand with personalized direct mail and OTT commercials, reaching students and their families in their homes.

**Integrated, Timely Delivery:** Our coordinated campaigns keep your institution relevant and visible throughout the decision-making period, ensuring your school remains the clear choice.



### Data-Driven Optimization & Real-Time Insights

**Real-Time Interaction Tracking:**

Track each interaction to see what resonates, ensuring your message connects and resonates.

**Adaptive Campaign Management:** Our data-driven campaigns adjust in real time, refining strategy to maximize impact and reduce costs.

**Detailed Engagement Metric:** Access comprehensive insights, from interaction rates to conversions, enabling continuous improvement and ensuring each campaign phase meets its objectives.



[BOOK A DEMO](#)

[ghost-targeted.com/highered](https://ghost-targeted.com/highered)

## WHY CHOOSE GHOST TARGETED MARKETING?

We employ a superior multi-channel marketing delivery platform to generate meaningful results.

Our targeted strategies ensure every marketing effort is strategically directed to high-potential students, maximizing your enrollment yield.



By targeting only those who are already engaged, we eliminate wasted advertising spend, focusing solely on candidates likely to enroll. Through real-time data insights, we fine-tune campaigns to keep each dollar working hard and advancing your enrollment goals.

Want to increase your enrollment yield while reducing waste? With precision targeting and real-time data insights, we turn accepted applicants into fully committed students. Connect with Ghost Targeted Marketing today to explore how our focused, timely approach can maximize your enrollment yield.

**[VISIT GHOST-TARGETED.COM/HIGHERED](https://ghost-targeted.com/highered) TO LEARN MORE  
OR [CONTACT US TO SCHEDULE A DEMO](#)**

