



Success Story: Eureka College

Products: Search Engine Marketing (SEM) | Social Advertising

The Challenge

Eureka College is a small liberal arts college in Eureka, IL. Mike Murtagh, the college's Vice President for Institutional Advancement, was looking to increase awareness among high schoolers who would be a good fit for the college. However, recruiting students is like trying to hit a moving target. "The challenge with recruiting students," Mike explains, "is that you're trying to effectively market an ever-changing demographic that constantly shifts the manner in which they receive information."

In addition, with the high cost of marketing in Chicago and the stiff competition, Mike recognized the need to change up their strategy and concentrate on a smaller, 30-mile radius around the college.

The Solution

ThriveHive suggested that Facebook Advertising and SEM would allow the college to both target the desired area and effectively reach potential students. However, Mike points out that it was one particular ThriveHive team member who really influenced his decision to commit.

"My ThriveHive representative was very impressive and demonstrated the ability to make sense of digital metrics. She was able to effectively communicate to me how the product would be beneficial for Eureka College and help us increase enrollment."

The Results

"It's always good to have more inquiries, but what's even more important is that more students who are inquiring are also following through with applying to Eureka College."

In addition to being able to target highly specific geographic areas, such as around high schools, Mike is also able to collect specific information about the college's target audience. "Higher education marketing is an interesting challenge because a student might see an ad but then go to our website separately and apply, so there's no way of knowing which ad they saw."

Utilizing data from the advertising platforms and with the help of his ThriveHive team, Mike can now see which ad campaigns are generating interest among students and driving them to the college's website.

In terms of audience insights, Mike is also experiencing greater visibility into the prospect-to-student funnel. "Rather than just seeing a prospect turn into an applicant, we are able to see the progression of prospect to inquiry, and inquiry to applicant." This helps Eureka College learn more about their target demographic and what is most helpful to them at different stages of the application process.

"We're a small school, but digital marketing gives us the ability to project ourselves as big as any other school. Being aggressive on digital channels and having a presence online puts you on the map and in the game."

The ThriveHive Experience

Mike recognizes that seeing the impact of your marketing efforts through data is important, but what's even more important is knowing what action to take based on the results. "ThriveHive has been very responsive and very helpful in that regard." He is also appreciative of the educational component of the relationship.

"Our ThriveHive team doesn't just interpret all the data for us, they also educate us on how to manage and make sense of it ourselves."

- Mike Murtagh, Vice President for Institutional Advancement

Between explaining the service, carrying it out, and reporting on the results, Mike is very satisfied with his ThriveHive experience. "They do an extraordinary job. They're truly top notch and they show an interest in what we do."

↑ 6%

increase in inquiries

25%

increase in applications