



UNIVERSITIES | COLLEGES | SCHOOLS

Education marketing is not only about maximizing enrollment, but also about creating a visible and credible brand. At Quest we create a Digital Marketing plan guaranteed for success.

Connect with Prospective Students: Students are constantly hooked online through social media and countless other online platforms. A marketing campaign to target prospective students focuses on all the digital channels. At Quest, we devise and implement solid social media advertising campaigns. The strategy involves gathering followers and building engagement; social media engagement (the coveted ‘likes,’ ‘follows,’ and ‘shares’) is essential because it builds credibility and trust between the institution and the students. It is our job to help you build that credibility and gain followers organically — through strong, relevant content — and to never let that trust between your audience fall through.

Brand Awareness: College marketing campaigns are designed to engage with potential students right from their school days. Early engagement promotes strong brand awareness among future college students. Most colleges and universities have a public image or a distinctive reputation or prestige that sets them apart, often creating an immediate response in the mind of the public. By the same token, it’s important for institutions to create and nurture a brand that will be linked to the public image of the institution in the best possible light. Whether you are looking to increase enrollment or expand your audience reach, digital marketing will help spread your branding more extensively. When used strategically and organically, the multiple communication channels under the digital marketing spectrum afford you a more far-reaching method of putting your brand out there and getting it high among your audience’s priorities.

Higher Enrollment Rates: With our multifaceted approach, customized for target markets and specified desired outcomes, we can build an integrated campaign that consolidates your visual brand and your philosophy in the public eye. With the right marketing strategy, we can help you reach both the prospective students and their parents, deploying messages through channels that are targeted to the lifestyles and behavior of each demographic group. With a solid SEO marketing strategy, your website can appear on the first page of Google searches, gaining more in terms of conversions and long-term students.

Some of our digital marketing channels are:

- o Display advertising and banner ads
- o Email marketing campaigns and e-blasts
- o Search engine optimization (SEO)
- o Targeted social media campaigns
- o Video advertising and video ads
- o Content writing and marketing
- o Sponsored content

Personalized Marketing Approach: When you choose to work with Quest to promote your institution — and its mission and philosophy — you get a marketing campaign with a personalized touch. We will create and execute a data-driven digital marketing strategy that caters to your institution’s specific requirements and long-term goals. We understand that each department has its own objectives, standards, and curriculum; our data-driven marketing campaign will consider the current needs of each, and analyze recent data on student activities, engagements, and interactions, to inform the planning and execution of the digital marketing strategy.

Measurable Form of Marketing: How do you know whether your marketing efforts are working? Quest will track and assess, quantitatively and qualitatively, the results of each marketing campaign. We care about the performance of the plans we set in place, and we want to show you the return of your investment when you choose to work with Quest. Through news clippings, media coverage analysis, and analytics of all digital platforms, among other performance evaluation methods, we remove the guesswork and document all results. Ultimately, it is our priority to keep close tabs on the way each strategy unfolds, so that we can evaluate the merits of the outcome and weigh them against what we initially projected. We will also use tools that allow us to monitor your campaign in real time so that we can determine which tactics work better and make adjustments along the way.

