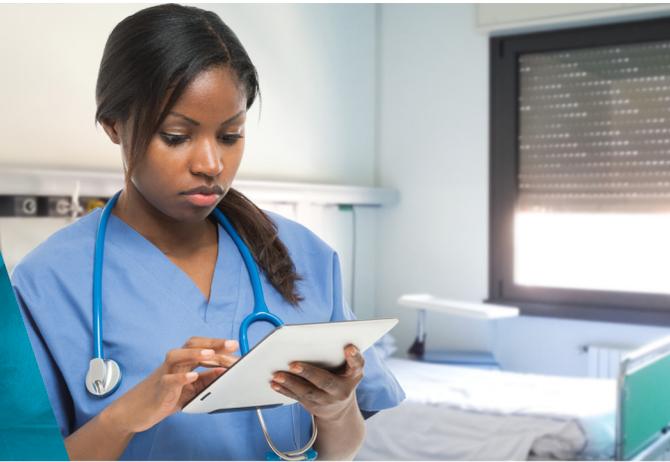




# LEVEL MAXIMIZES EFFICIENCY IN A COMPETITIVE HIGHER EDUCATION MARKET

## OPTIMIZED DIGITAL MIX DRIVES GROWTH IN KEY KPIs



**City College is a Florida-based nonprofit institution offering associate and bachelor's degrees across four campuses and online.**

Through practical, relevant programs in healthcare, business, and legal professions, City College prepares students for high-demand career fields. Because they operate in competitive markets, City College wrestles with admissions challenges common to many institutions of higher education: low-quality leads and high costs per enrollment. **In July 2019, Level Agency became the agency of record for City College and immediately began the process of reversing flagging enrollment performance.**

### THE CHALLENGE

- *Low lead quality*
- *Stagnant revenue growth*
- *Difficulty gaining traction after a recent re-brand*
- *Overreliance on pay-per-lead services*
- *Underutilization of platforms*
- *Underperforming organic leads from traditional media channels*

### THE SOLUTION

Level Agency executed an omni-channel digital advertising campaign based on a decade of learnings in the higher-ed marketplace. We continue to innovate, testing performance and challenging ourselves at every opportunity.

**Core 4 Playbook:** At the outset, Level Agency launched a full suite of digital campaigns designed to drive the best possible leads at a lower cost. Starting from our Core 4 Playbook, which targets and converts the most likely prospects, Level built fully restructured search engine marketing (SEM) campaigns, remarketing social and display ads, custom-audience-targeted (CAT) social ads, and a collection of landing pages optimized for conversion. Using a lean marketing approach that focuses on urgency while maintaining the highest quality standards **...we were able to get most of our core tactics into market for City College in less than 3 weeks from contract signature.**

## CORE 4

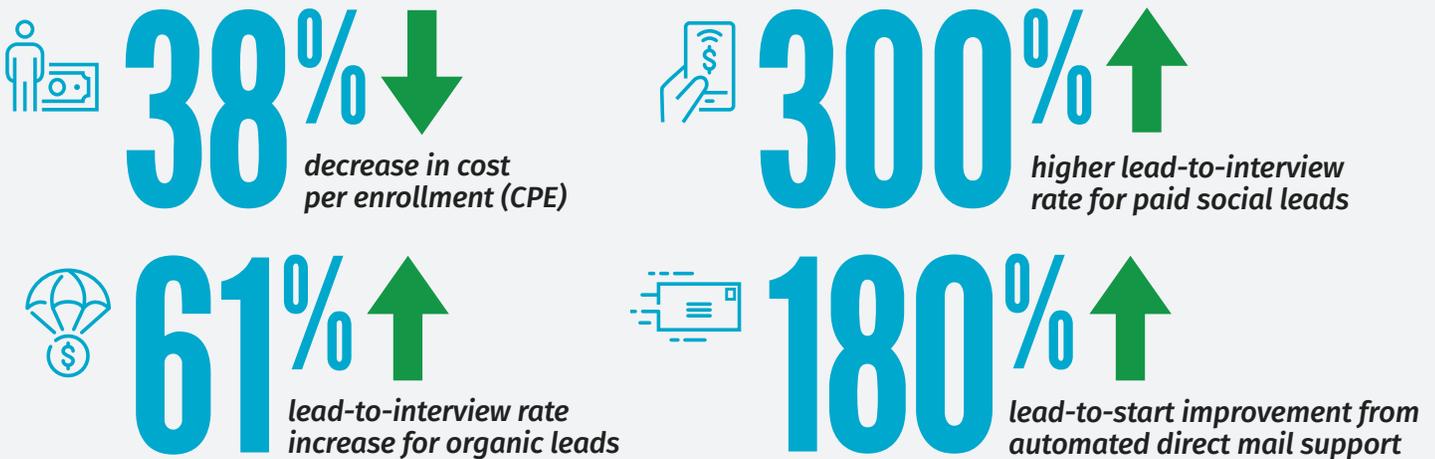
MARKETING BEST PRACTICES

- ✓ TRADENAME PAID SEARCH
- ✓ OPTIMIZED LANDING PAGES
- ✓ SOCIAL MEDIA CUSTOM AUDIENCE TARGETING
- ✓ RETARGETED DISPLAY

**Building audiences:** Using learnings from Core 4 campaigns, **Level expanded into tactics for identifying and nurturing new audiences.** With advanced targeting and bidding strategies, media buyers tested YouTube and digital display strategies in collaboration with Level's in-house creative team. Agency web developers conducted optimizations of City College's website — improving both user experience, ease of lead capture, and search engine performance. With lead volume trending up, **Level developed and built an email nurturing strategy combining an email sequence and custom display and social ads to encourage these leads to take the next step** and make an appointment with admissions. The agency was even able to boost direct mail efficacy by tailoring program-specific postcard creative and integrating it within automated digital efforts.

## THE RESULT

Since partnering with City College, **Level has delivered exceptional results to support City College's ambitious educational goals.** Within the first 5 months, Level's massive efficiencies in lead- and enrollment-generation realized:



**Adapting through COVID-19:** As the 2020 coronavirus pandemic disrupted the education landscape, **Level's rapid response was able to support admissions success despite the steep challenges posed by the constantly changing situation.** Through changes to ad creative, landing page messaging, and updated virtual appointments, City College has maintained a healthy pipeline of qualified leads.



*"Level Agency has been a true partner to my team in every sense of the word. When it comes to higher education student generation, they apply decades of combined experience, the latest digital innovations, and a team of dedicated marketers to help solve the most pressing challenges. At every level of their organization, they offer up expertise to guide strategy, while being dedicated to doing what it takes to execute on a day-to-day basis.*

*As we navigated COVID-19 closures and the move to virtual learning, Level was there every step of the way, offering creative guidance and pivoting with us. I can't imagine you'd get that type of attention and urgency from many agencies.*

*Level is focused on delivering results, and they've truly been an extension of my team."*

**— Betzi Meyer, Regional Director of Admissions, City College**



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