Enrollment Marketing Paid Media
Programmatic Display Ads
AUDIENCE: Undergrad Students, Undergrad Parents, and Transfer Students (CT, NE, OOS)
MESSAGE: Affordability/Outcomes
TACTICS: Digilant, Moasis
AUDIENCE: Undergrad Students (NE)
Undergrad Parents (NE)
MESSAGE: Affordability, Reduced Tuition
TACTICS: Digilant, Moasis
AUDIENCE: Undergrad Students (CT)
MESSAGE: Affordability, Earn More
TACTICS: Digilant, Moasis
AUDIENCE: Graduate Students (CT)
MESSAGE: Affordable Tuition
TACTICS: Digilant, Moasis
Enrollment Marketing | Display Advertising
AUDIENCE: Transfer Students (CT)
TACTICS: Digilant