

Navigating the Digital Landscape: Effective Strategies for Student-Centric Marketing



**DOWNLOAD THE
FULL REPORT**

(and this presentation)

<http://bit.ly/4nCRZAi>

89%

of marketers feel they have enough
budget to meet their marketing goals

1,493



prospective students surveyed

203



higher ed marketers surveyed

1

Topic Gaps

Career and life
decision support

2

The Student Creator

Students like me,
not influencers

3

Video = Trust

Social video for
in-depth research

4

First Steps

Where students
start their search

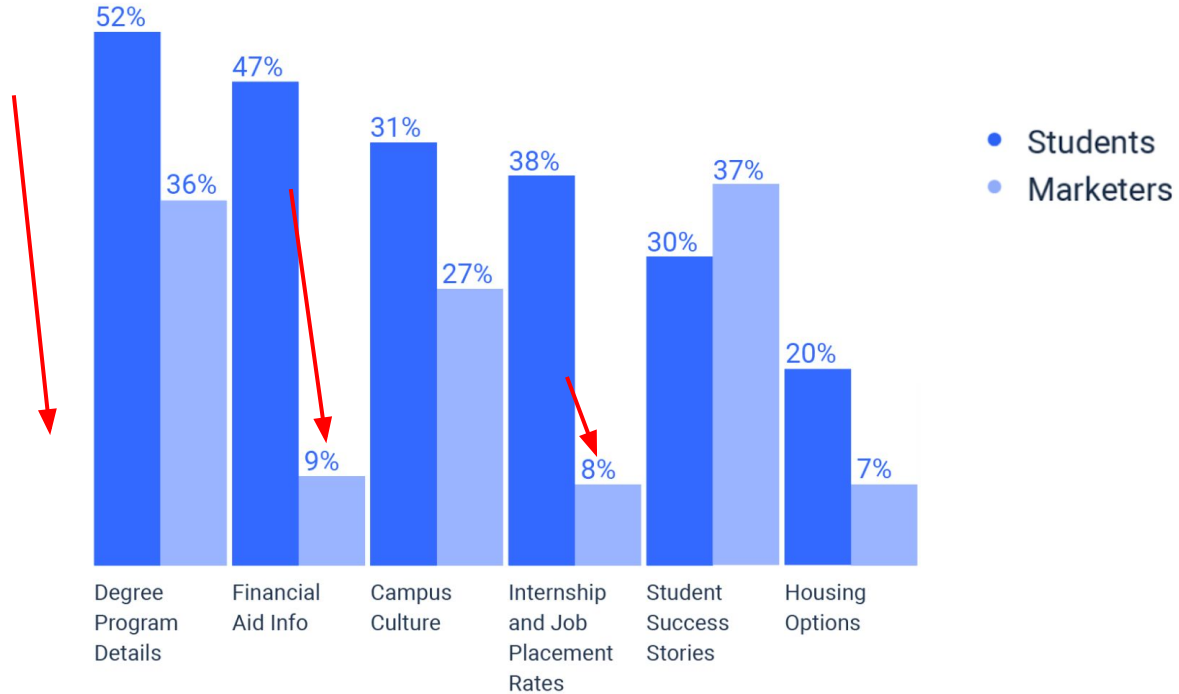


1

Topic Gaps

Career and life decision support

Students Content Interest vs Marketer Priorities



Real Content from Real Sources



82%

of students cite career/job access
as major decision factor



30-pt Gap

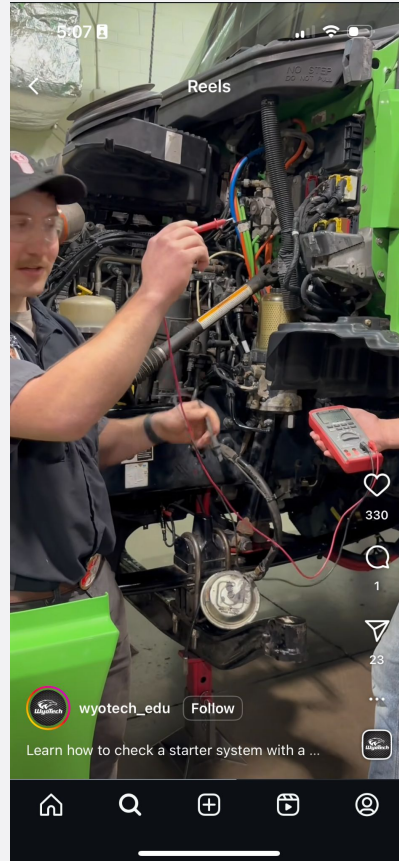
Students interested in job placement
and marketers' investment

The Student's Editorial Lens

- Housing information
- Financial aid tips and real costs
- "How I got my apprenticeship" stories
- Real career outcome stories

WyoTech University

Machines in action



Purdue University

YouTube Impactful Questions



FAQ Series







Purdue University

6 videos 534 views Last updated on Jul 13, 2023



▶ Play all

↻ Shuffle

-  **Purdue FAQ: Applying to Purdue**
Purdue University • 65K views • 1 year ago • 5:37
-  **Purdue FAQs: Early Admission**
Purdue University • 2.7K views • 1 year ago • 2:44
-  **Purdue FAQs: On-Campus Dining Options**
Purdue University • 139K views • 1 year ago • 5:29
-  **Purdue FAQs: Accepting Your Offer to Purdue**
Purdue University • 2.5K views • 1 year ago • 3:05
-  **Purdue FAQs: Finding Community**
Purdue University • 2.6K views • 1 year ago • 5:03
-  **Purdue FAQs: Moving In**
Purdue University • 4.9K views • 10 months ago • 5:22

MacBook Pro

1

Topic Gaps

Career and life
decision support

- Speak to Careers and Certificates
- Address Student Housing Options
- Have an Editorial Lens

A photograph of two young men outdoors. The man on the right, who is Black with dreadlocks, is holding a professional video camera mounted on a gimbal. He is looking through the viewfinder. The man on the left, who is white with a beard, is looking at the camera. They are both wearing dark clothing. In the background, there is a modern building with a blue and grey facade and a white car. The lighting suggests it is late afternoon or early morning.

2

The Student Creator

“Students like me”

Real Content from Real Sources



62%

of students trust ratings
and reviews by students

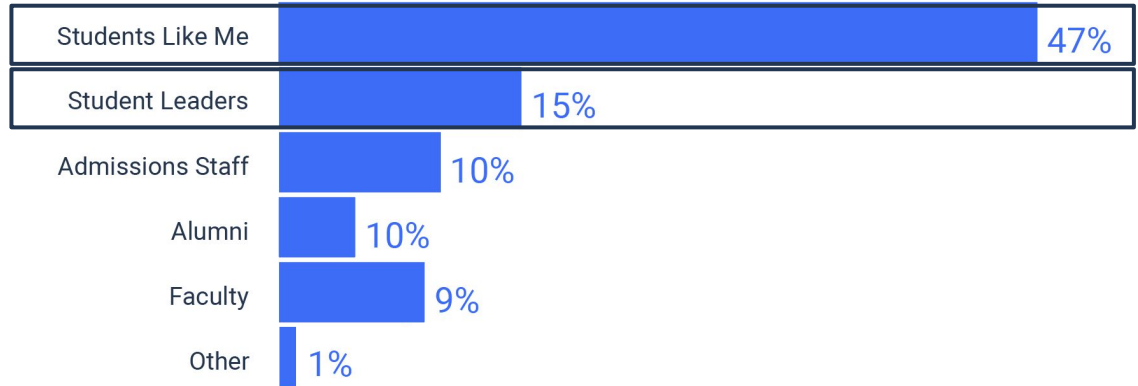


60%

of students trust content
from “students like me”

Who do you prefer to hear from in university marketing?

**70% of students are
interested in consuming
content that features**

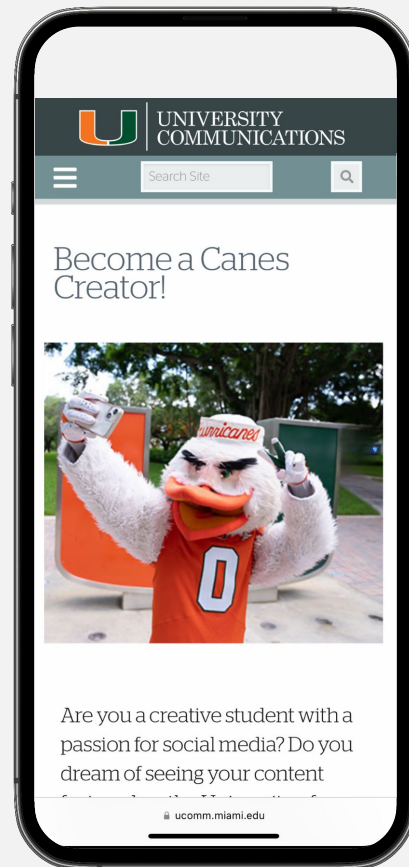


57%

of Gen-Z want to be influencers

The Rise of Higher Ed Creator Programs

Student Content Funnels



Organic Student Creators

Chad

Savannah College of
Art and Design

- 16k views
- 8 minute video
- 650 subscribers



2

The Student Creator

Students like me,
not influencers

- Build Sustainable Student Creator Programs
- Optimize Students for Iteration
- Create Content for Student Life Decisions

3

Video = Trust

Social video for in-depth research

Marketers Missing Out On Video

Marketer Top Channels

1. Instagram
2. Facebook
3. LinkedIn

*Top 3 social channels
by resource allocation today*

VS

Student Top Channels

1. YouTube
2. Instagram
3. TikTok

*Top 3 social channels
when researching higher ed*

YouTube is Most Trusted Channel + Students Prefer It



45%

of students listed YouTube as
trusted or strongly trusted

*MOST Trusted Platform for
news & information*

vs



18%

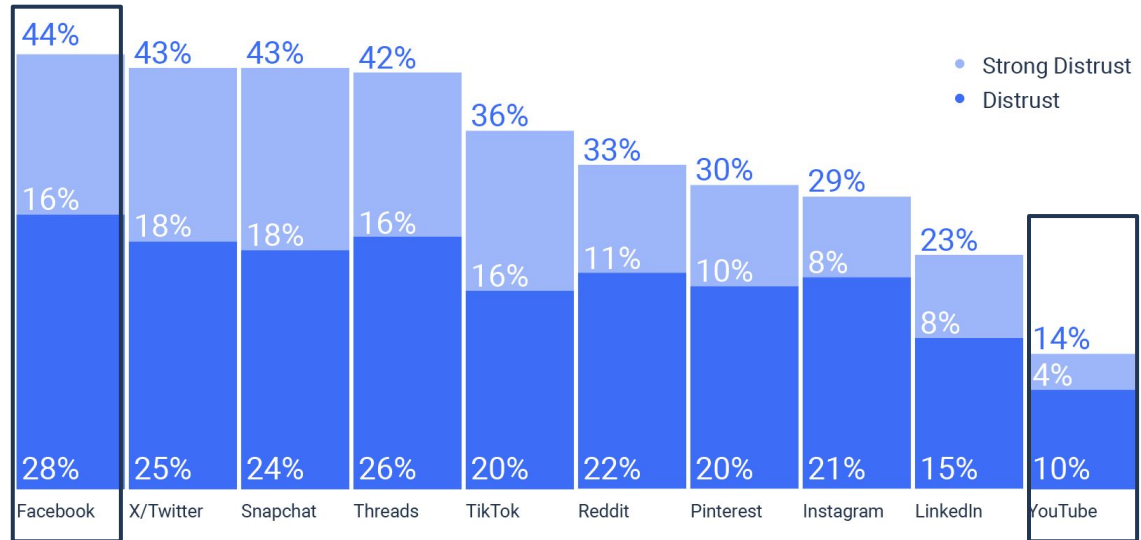
of marketers plan to
invest in YouTube

*Behind Instagram, Facebook,
LinkedIn, Twitter/X*

Social Channel Distrust for News and Information

Facebook is **most distrusted** by students at **44%**.

Followed by **X/Twitter** and **Snapchat** at **43%**.



Lincoln Tech YouTube

Virtual Campus Tours ▶ Play all

Welcome to Lincoln Tech! Explore all of our 22 campuses and see where you could begin your career or vocational training. Come take a virtual tour of the classrooms, labs, and shops where...



Lincoln Tech in Moorestown, NJ - Career School Campus...

Lincoln Tech ✓
1.5K views • 10 months ago



Lincoln Tech in New Britain, CT - Career School Campus...

Lincoln Tech ✓
790 views • 10 months ago



Lincoln Tech in Indianapolis, IN - Career School Campus...

Lincoln Tech ✓
884 views • 5 months ago



Lincoln Tech in Grand Prairie, TX - Career School Campus...

Lincoln Tech ✓
3.4K views • 11 months ago



Lincoln Tech in Shelton, CT - Career School Campus...

Lincoln Tech ✓
423 views • 5 months ago

Employer Spotlights & Career Fairs ▶ Play all

We're proud to partner with some of the best brands and manufacturers in the United States. Listen as the employers share why they attend our career fairs and hire Lincoln Tech graduates.



2025 Spring Career Fair | Nashville Auto-Diesel College



2025 Spring Career Fair | Lincoln Tech East Point, GA



2025 Spring Career Fair | Lincoln Tech South Plainfield, NJ



2025 Spring Healthcare Career Fair | Lincoln Tech...



2025 Maryland Career Fair - Exploring Professional...

MacBook Pro

3

Video
=
Trust

Social video for
in-depth research

- Prioritize YouTube for Recruitment
- Invest in Shorts
- Create More Playlist Content



4



best program for working on cars

First Steps

Where students start their search



ARI in IL

18 yrs old

Searching For

Community colleges
or trade schools

Trusts

TikTok and Reddit

...

Search



Discovery

...

**School
Website**



Consideration

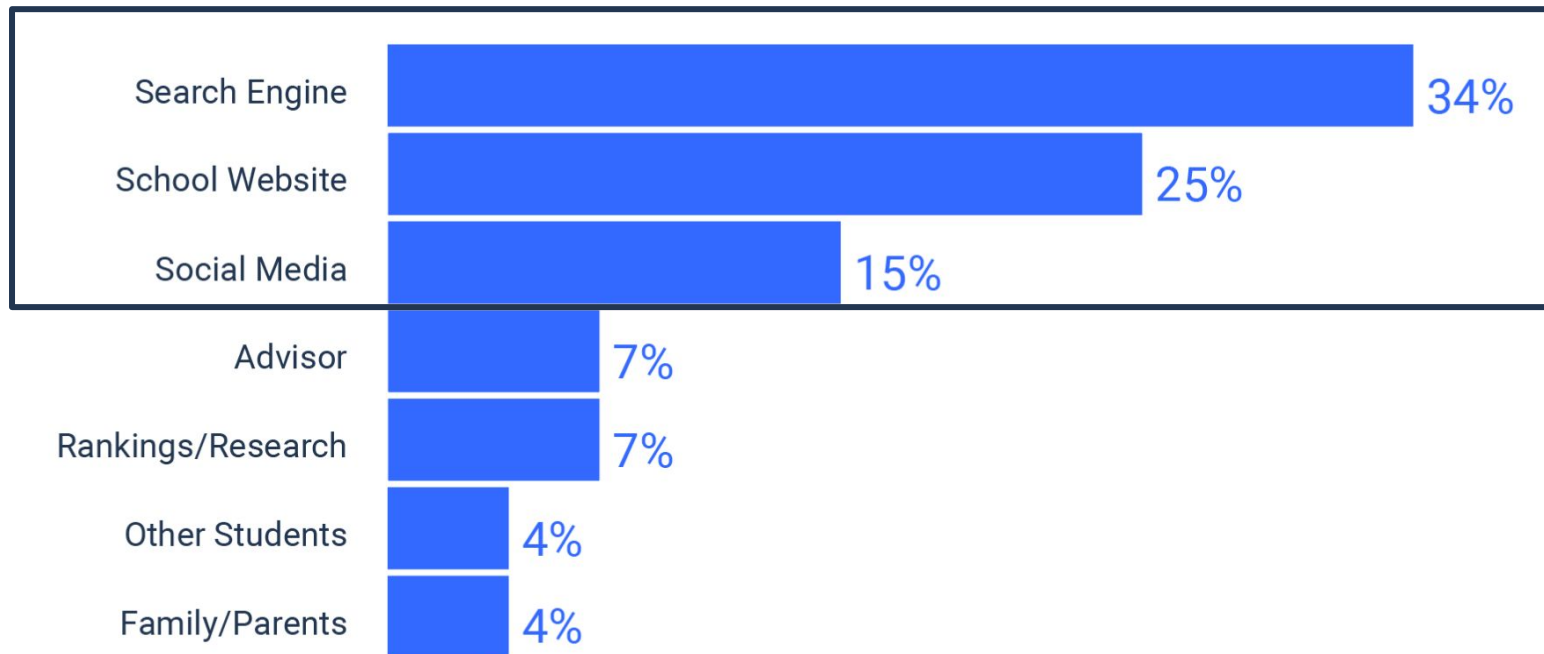
"I went straight to
TikTok..."

reliable and has
**multiple
opinions** "

**Social
Media**

Validation

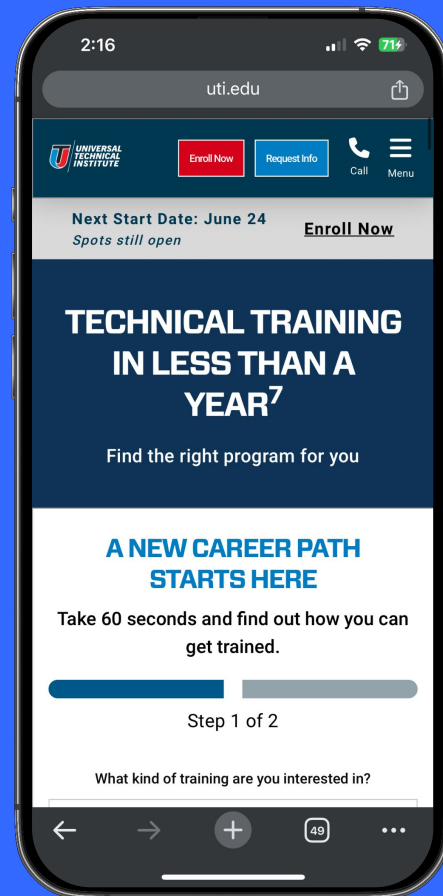
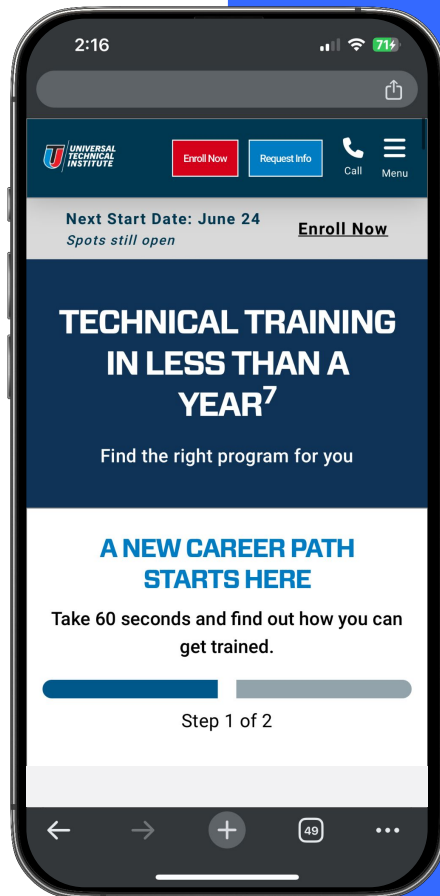
Students' Primary Source of Information



These top 3 have the highest impact.

Universal Technical Institute

Website prioritized
for the student
prospect journey



4

First Steps

Where students start their search

- Invest in Comprehensive Search
- Optimize Mobile Website for Prospects
- Understand Secondary Research Sources

Strategic Recommendations

Invest in playlist content

Student content on student accounts

Build sustainable creator programs

Partner with other departments and teams

Real conversations about difficult student decisions

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Student content on student accounts

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Partner with other departments and teams

Real conversations about difficult student decisions

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Questions?