



EdwardsSchoen

CLARITY IN CHAOS

Building Smarter Digital Marketing Strategies

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About ES

EdwardsSchoen is a boutique agency that handcrafts customized marketing strategies and client service to create an exceptional agency experience.

Deliver big agency expertise & insights, paired with the personalized attention and drive of a boutique agency.

We offer a flexible partnership model with everything from single-service to full-service capabilities.

95+ years of experience exclusively in higher education marketing amongst our team.

Where Higher Ed Marketing Meets Data-Driven Results

Raise your hand if you've
heard at least one of these
statements in the past year?

“
SEO is dead.
”

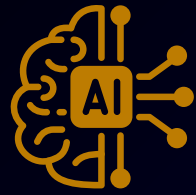
“
Google Ads
Don't Work Anymore.
”

“
TikTok is the Future.
”

“
Trust the Algorithm.
”

“
AI is changing everything.
”

“
Facebook
Doesn't Convert.
”



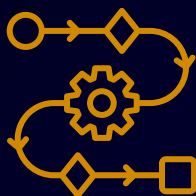
AI Everywhere

AI is changing how we market - not who we market to.



Growing Platform Landscape

Presence everywhere isn't the goal - being where your students are is.



Platform Automation

The platform can optimize performance - humans optimize outcomes.



Lack of Transparency with Algorithm Changes

The less transparent the platform - the more valuable human expertise becomes.

Why it feels impossible to keep up.

AI Doesn't Replace Strategy, it Accelerates it

AI writes, humans persuade.

AI predicts, humans decide.

AI analyzes, humans prioritize.

AI identifies patterns, humans recognize opportunities.

AI optimizes, humans strategize.

AI answers questions, humans inspire confidence.

AI targets audiences, humans understand motivations.



The Good, The Bad, and The Overhyped

AI + Human Expertise = Better Enrollment Marketing

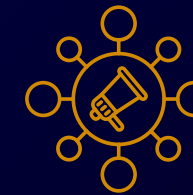
Green Light



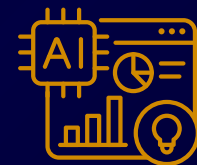
Activities We Actively Pursue



Reporting, Analytics, & Research



CRM Enhancements



SEO for AIO Optimization



Content & Idea Generation

ES AI Best Practices & Platforms



TECHNOLOGY

SEO Optimization for AIO

Code Reviews

Predictive Analytics/Data Analysis

Testing/Tracking

Automation



Ubersuggest clearscope



OmniMind.AI



CONTENT CREATION

Variations of Ad Copy

Content Optimization

Proof Reading

Brainstorming

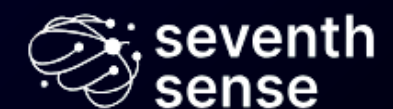


HYPER PERSONALIZATION

Dynamic Landing Pages

Automating personalized outreach efforts across web, email, phone, & SMS.

ActiveCampaign >



ES Top 10 Strategic Insights - AI Search Optimization

1

AI Search Has Shifted From Keywords to Entities

AI Search is shifting from keywords to trusted entities.

Clear, consistent digital presence are more likely to appear in AI-generated results.

2

AI Prioritizes Machine Readability Over Marketing Language

Clear facts outperform marketing copy.

AI rewards direct answers that are verifiable.

3

Structured Data (Schema) is Now Foundational

Structured data helps AI understand your content.

Schema implementation is one of the highest-impact improvements for AI visibility.

4

Consistency is What Connects Your Digital Ecosystem

AI validates information from trusted sources.

Consistency across digital assets builds credibility, trust, & confidence.

5

AI Rewards Question-and-Answer Content

AI favors clear answers to specific questions.

Well-structured FAQs improve visibility and are especially valuable.

ES Top 10 Strategic Insights - AI Search Optimization

6

Technical SEO is Paramount For Success

Technical SEO remains the foundation of AI visibility.

Fast, accessible websites are easier for AI to crawl & understand.

7

AI Values E-E-A-T Signals

AI favors those that demonstrate expertise, authority, & trust.

Accreditation, faculty credentials, & transparent outcomes increase visibility.

8

AI Retrieval is Based on Facts - Not Rankings

There is no "Page 1" in AI Search.

Success comes from making your own content easy to retrieve, verify, & cite.

9

Content Should Mirror Natural Language

Write content that matches how people naturally search.

Natural-language content is easier for AI to retrieve.

10

Fresh Content Builds Trust

AI rewards freshness.

Current information and consistent update signals reliability & strengthens trust.

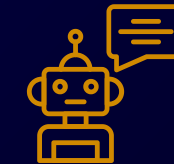
Yellow Light



Cautiously Optimistic About



Troubleshooting Code Issues



Chatbots / A.I. Calling Agents



Paid Ads on AI Platforms



Auto Bidding

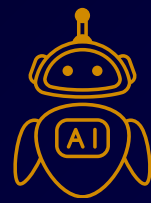


All Require Human Input & Insight

Red Light



Hard Pass



Replacing People with
AI



AI Imagery



Chasing the lowest CPLs



Chasing Trendy AI Tools

Biggest Mistake Schools Make

Changing strategy before the data is mature.

Optimizing campaigns monthly instead of daily.

Making decisions with incomplete attribution.

Confusing activity with impact.

Buying new technology before fixing broken processes.

Sending traffic to a poor website experience.

Too many calls-to-action competing for attention.

The Clarity Compass

S

Set Clear Goals

Know exactly what success looks like.

M

Measure What Matters

Direct attribution doesn't tell the whole story

A

Align Every Team

Marketing, Admissions, Financial Aid & CRM should operate at one.

R

Reach the Right Audience

Focus on QUALITY, not QUANTITY.

T

Test Relentlessly

A/B test creative, messaging, landing pages, channels, platforms.

E

Evaluate & Evolve

Use real-time data to adjust quickly.

R

Refine Daily

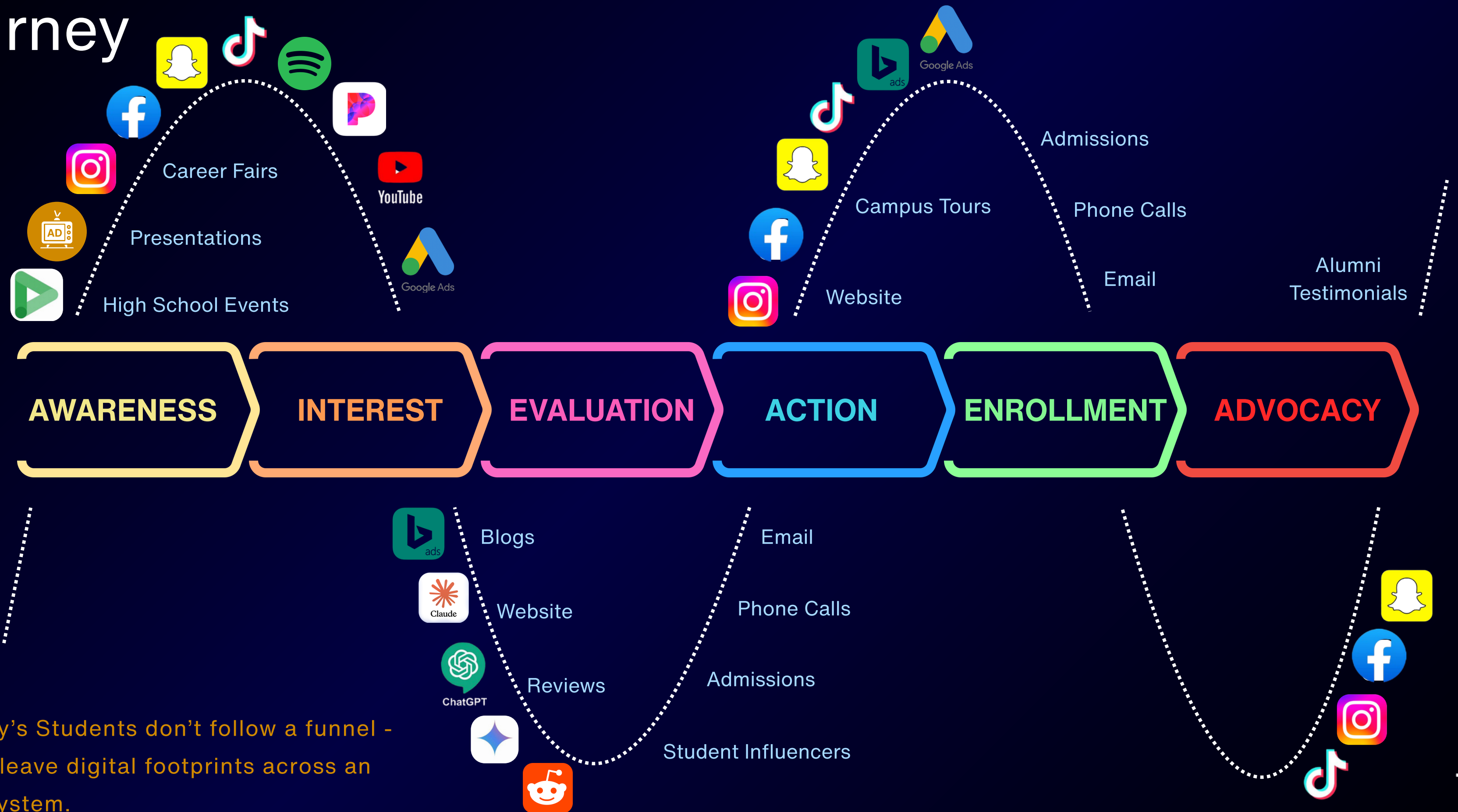
Successful campaigns are optimized continuously, not monthly.

A Practical
Framework for
Smarter
Higher Education
Marketing
Decisions



Work S.M.A.R.T.E.R
not Harder.

The Enrollment Journey



Key Takeaways

1

AI Enhances Strategy - It Doesn't Replace It

AI is reshaping Higher Ed marketing - but expertise remains the key to enrollment growth.

AI optimizes performance, humans optimize outcomes.

2

Use AI with Purpose - Not Hype

Not all AI is created equal.

Adopt what drives results and avoid what distracts from strategy.

3

AI Search Optimization is Becoming the Next Evolution of SEO

AI Search is built on trust, not rankings.

Technical SEO, structured data, & consistent information make that possible.

4

The Student Journey is No Longer a Funnel - It's an Ecosystem

Students no longer follow a linear funnel - they move through a connected digital ecosystem.

Every touchpoint matters.

5

Sustainable Growth Comes From Disciplined Execution

Long-term success comes from aligned teams, data-driven decisions, and continuous optimization.

Not chasing trends.

ES

Expect Success