

# MULTI-CHANNEL CAMPAIGN DRIVES OUTCOMES FOR TRI-C

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Cuyahoga Community College (Tri-C) stands as a cornerstone of accessible education in Northeast Ohio since 1963. With four campuses and numerous offsite locations, Tri-C offers a diverse range of certificate and degree programs, catering to over 40,000 students annually. More than just an academic institution, Tri-C empowers individuals to achieve their personal and professional goals through its affordable, flexible, and high-quality education.

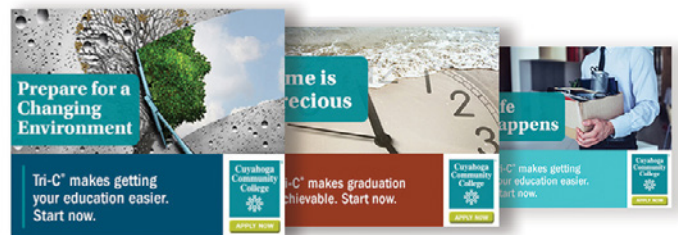
Amidst a competitive landscape, Tri-C's unique value proposition shines through:

## Affordability

Tri-C boasts the lowest tuition rates in the state, making higher education attainable for individuals from all walks of life.

## Flexibility

Students can choose from a variety of full-time, part-time, online, and hybrid learning options, ensuring education fits seamlessly into their busy lives.



## Job-Readiness

Tri-C programs are designed with industry needs in mind, equipping graduates with the skills and knowledge sought after by employers.

## Transferability

Tri-C has created many transfer pathways and agreements to ensure seamless transfer of credits to four-year institutions. These pathways aim to save students both time and money while pursuing their educational goals.

## Crafting a Compelling Digital Strategy

Recognizing the critical role of digital marketing in reaching prospective students, Tri-C partnered with our firm to develop a multi-faceted campaign encompassing various channels and objectives.



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## Campaign Highlights

Display advertising across national and local networks raised brand awareness, with Cleveland.com placements boasting a strong click-through rate (CTR) and exceeding the competitive benchmark.

## Program Specific Enrollment

Paid search campaigns drove significant traffic, with a remarkable 17.22% CTR for relevant keywords, translating to qualified leads for specific programs.

## Financial Aid

Social media played a key role in educating students about financial aid options, generating over 58,000 clicks and fostering engagement.

## Sponsorships

Strategic partnerships expanded Tri-C's reach to targeted audiences, leveraging community events and collaborations.

## Flexible Study

YouTube TrueView ads showcased the flexibility of Tri-C's learning options, achieving a high completion rate despite a moderate CTR. (Over 50% of the audience watched the videos to completion.)

## Performance Analysis

The campaign achieved an overall CTR of 1.69%, exceeding industry benchmarks and demonstrating the effectiveness of the chosen strategy. While some channels saw static or slightly declining CTRs compared to the previous quarter, creative refreshes and ongoing optimization efforts ensured positive performance. Notably, paid search delivered exceptional results with a high CTR, highlighting the effectiveness of targeting relevant keywords.

## Looking Ahead

Going forward, we'll continue to refine the campaign based on data insights and input and context from Tri-C. A/B testing of ad creatives, optimizing landing pages for conversions, and leveraging emerging technologies like geofencing are key areas of focus. The ultimate goal is to maximize ROI, drive qualified leads, and ultimately, empower more individuals to achieve their educational aspirations through Tri-C.

This case study offers a glimpse into the successful digital marketing efforts undertaken by Tri-C. By highlighting its unique selling points and crafting a targeted, data-driven campaign, Tri-C continues to attract students seeking a brighter future through accessible education.