

Education, Training And Development

# 4 Key Factors For Successful Education Marketing

The education industry is both vast and competitive. The biggest hurdle for most educational programs is being able to stand out from all the different options that each person has available to them. If you want your organization to stand out, digital marketing is the perfect solution. With so many different educational and training programs, both traditional and online, without a digital marketing plan in place, yours will go unnoticed.

Here are key factors that influence the success of marketers in the education industry, and how Deck 7 can help with each of them.

# 1

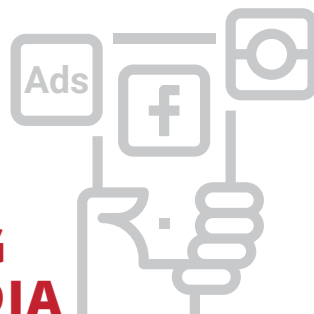


## SPECIALIZED SEARCH MARKETING

Digital marketing in the world of higher education is as competitive as ever and doesn't look to be easing up anytime soon. It's becoming increasingly difficult for the small to mid-sized colleges and universities to compete, leaving many responsible for generating website traffic, improving rankings, and generating leads with few options. It's no easy task to produce results while keeping costs low, especially when some CPCs are costing higher ed marketers upwards of \$50 or more!

# 2

## BRAND OPTIMIZING SOCIAL MEDIA



Having organic, page-management efforts, as well as Facebook ads prove extremely effective for reaching an audience. This is because of persona targeting, which allows you to reach specific demographics based on age, gender, interests, people similar to people who already like your page and so much more.

***"THE BEST MARKETING IS EDUCATION."***

**- BILL GATES**

A well thought out web design or product means nothing unless your target audience can find it. Deck 7 uses an integrated approach to SEO/SEM to connect your target audience with your website or product. Through our SEO campaigns, Deck 7 can help your SERP rankings and the overall online presence for your business.

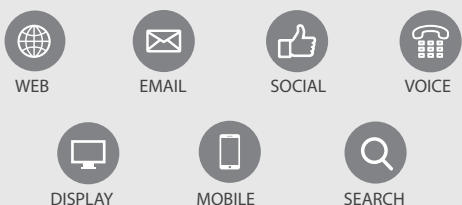
Crafting and supporting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work to drive campaign performance. Deck 7 creates data-driven social media marketing strategies for our clients that engage prospects and encourage conversations from your target audience.

DECK<sup>7</sup>

With 7 channels of engagement that are the core of Deck 7 Framework for Digital and with 300+ marketing specialists and engineers, Deck 7 provides the resources, systems, processes, and integration for marketers to successfully execute multi-channel programs.

**95** + million audiences    **31** online publications  
**16** industries

Deck 7 offers custom website and mobile application development that ensures an optimized device-specific experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and mobile apps that run across a variety of screen sizes and operating systems.



## FOLLOW UP

Once someone has been to your website, retargeting allows your ads to follow that prospective student online. Picking a school can be a long buying cycle, from 30 days or up to a year, and retargeting is a great way to stay top of mind by being a consistent presence for them across the web.

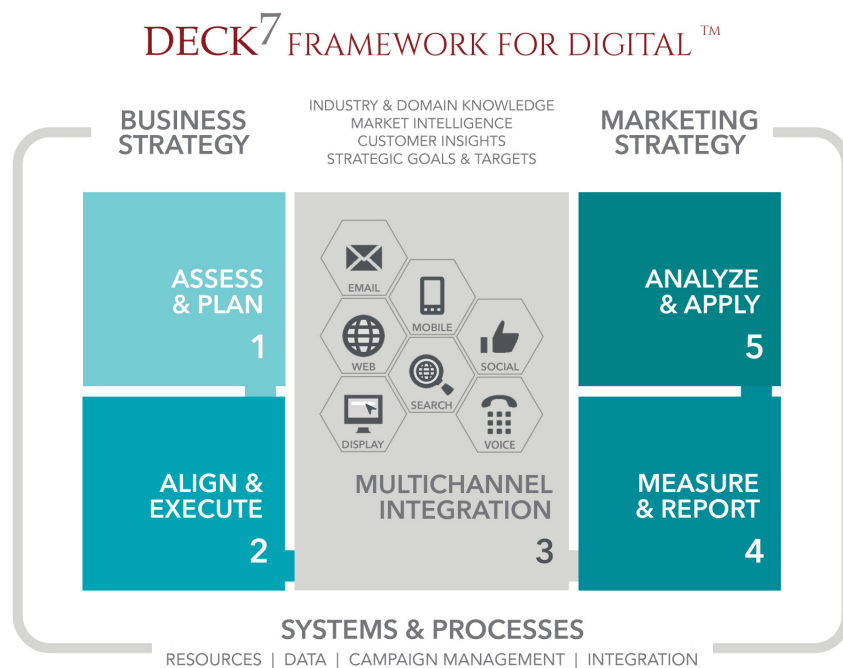


## RESPONSIVE WEBSITE

Not all information is being searched for on a desktop anymore, mobile search is taking over today's search preferences. Now it's about who has the quickest and most accessible information, if your site is not mobile-friendly, people on mobile devices will simply not look at it.

# Deck 7 Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



## content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

## data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

## who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

## what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.  
[www.deck7.com](http://www.deck7.com)

**DECK7**

Demand Generation. At Scale.

