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THE DIGITAL LANDSCAPE

EDUCATION EDITION

INDUSTRY ANALYSIS
OCTOBER 2024

The Digital Landscape
Education Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective students, and stay ahead of the competition.
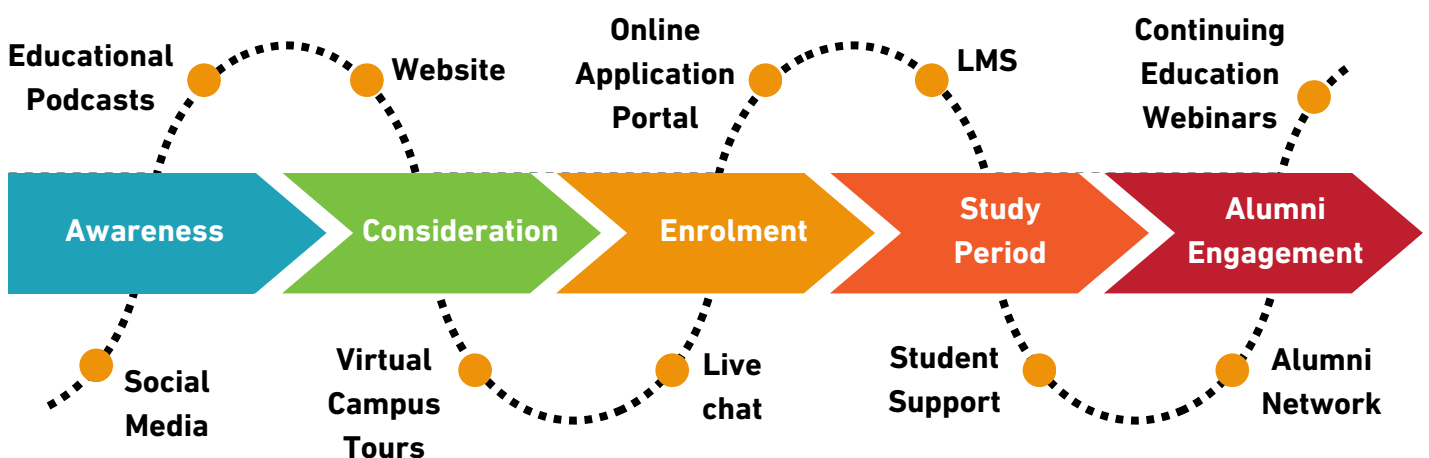
This report covers actionable insights on current trends, challenges, and opportunities shaping the education sector. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

Digital Strategy

Students, parents, and guardians are increasingly turning to online resources for information about schools, teachers, courses, and subject delivery. With the shift towards online learning, accelerated by the pandemic, implementing an effective digital strategy has become essential for the entire educational system to stay ahead of the evolving landscape.

Here's a tip from our Digital Strategist, Mairead Hallahan:

"Map out the students' journey as per below from initial interest to ongoing engagement. Identify key touchpoints where digital content can enhance their experience, and tailor your marketing efforts to address their specific needs at each stage e.g. use targeted PPC campaigns to promote virtual open-days, directing students to an engaging landing page with a registration form."

Educational Podcasts · **Website** · **Online Application Portal** · **LMS** · **Continuing Education Webinars**

Awareness → **Consideration** → **Enrolment** → **Study Period** → **Alumni Engagement**

Social Media · **Virtual Campus Tours** · **Live chat** · **Student Support** · **Alumni Network**

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Pay Per Click/Paid Search

One of the key benefits of PPC Marketing is it's ability to reach potential students at the right time, on the right device, with the right message. But as you can imagine, setting up and running an effective PPC campaign can be both complex and time consuming.

Here's a tip from our PPC Specialist, Simon Geoghegan:
"Use Dynamic Search Ads to generate ads based on your site's content and geo-targeting to localise campaigns and reach students regionally. Utilise custom intent audiences to engage those actively researching educational programmes, and lead form extensions to capture inquiries directly."

2024 Education Search Advertising Benchmarks:

Click-Through Rate

6.21%

Cost Per Lead

€61.41

Cost Per Click

€4.39

Conversion Rate

4.15%

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Paid Social

Navigating social media requires a strategic blend of awareness and conversion-focused campaigns. For awareness, Meta excels at reaching broad audiences, leveraging video and carousels to capture attention. It's important to highlight the unique value of your programmes with authentic testimonials and clear CTA's.

Here's a tip from our Paid Social Specialist, Seamus Adams:
"Understand student pain points: affordability, career outcomes, and programme quality. Tailor your messaging to these concerns and use precise targeting options to reach high-intent students actively seeking educational solutions."

What content do students want to see on each platform?

Testimonials & Success Stories

Behind the Scenes & Day in the Life's

Student Takeovers & Campus Tours

Search Engine Optimisation

In the competitive education sector, SEO plays a crucial role in capturing free organic traffic and engaging prospective students throughout their decision-making journey. From researching career prospects to comparing courses, strategic SEO can position your institution as a trusted resource.

Here is a tip from our SEO Specialist, Colm Bonus:

"Focus on high-intent queries e.g. "career prospects after [degree]" or "best courses for [field]." Targeting these searches engages students early. Also, create content that addresses careers, salaries, and program outcomes, such as "Top Careers After [Degree]" or "How to Choose the Right University Course" to drive organic traffic and build trust."
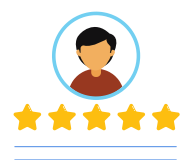
Additional SEO Strategies:

Course-Specific Pages
Optimise for long-tail keywords

Local SEO
Target nearby prospective students

Student Testimonials
Unique, engaging content improves SEO

What is happening in the world of Digital Marketing?

#LearnOnTikTok

TikTok's algorithm is prioritising educational content under hashtags like #LearnOnTikTok, helping institutions attract students through engaging, short-form videos.

Generative AI

Educators are using AI to create personalised learning paths based on student preferences, while institutions leverage AI for tailored marketing, driving student acquisition and engagement.

Google Ads

Google is integrating Generative AI into Google Ads, enhancing tools like Smart Bidding and Performance Max to optimise marketing spend and improve ROI.

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Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.

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