

NET NATIVES

THINK STUDENT LIVE

HIGHER EDUCATION IN THE AGE OF AI

WYTHE HOTEL • BROOKLYN, NY • JULY 26, 2023

KILLER CREATIVE IN THE AGE OF AI



Cem Topcam
Head of Copy & Content

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- Uncertain times
- The machines
- How NN has leveraged AI
- What's next?

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UNCERTAIN TIMES

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“A fear as a creative director is that it could quite reasonably make creatives lazy - shortcutting their own creativity by going straight to ChatGPT, and as a result we end up with homogeneous results.”

CHARLIE PENROSE, CREATIVE DIRECTOR



“Democratization of this kind of tech is great, but could lead to widespread bad creative. Although AI can produce designs, it doesn’t take into consideration the functionality and the purpose behind it.”

GEORGIA WEBB, LEAD CREATIVE

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“My fear is that it will reduce the amount of creative jobs in total and make entry to and progression within the industries much more difficult.”

FREDDIE PARKER, CONTENT EXECUTIVE

**AND IT'S NOT
JUST US**

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A man with short, dark hair, a beard, and black-rimmed glasses is looking directly at the camera. He is wearing a grey button-down shirt. The background is a room with vertical wood paneling. To the left, there is a small lamp with a floral patterned shade. To the right, a yellow light fixture is visible. The text 'CHATGPT WRITES A MINT AD' is overlaid in white, bold, sans-serif font at the bottom of the image.

**CHATGPT WRITES
A MINT AD**



<AI made this ad so we could have a break >

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<AI made this ad so we could have a break■>



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**BUT WE'VE BEEN
HERE BEFORE...
CREATIVITY PREVAILS**

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HOW WE EMBRACE IT

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Provide some thought starters on how AI is going to impact creative work in 2024

< 3 / 3 >



Send a message



Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT, July 20, 2023

COPY AND CONTENT

ChatGPT, Jasper, Bard

- Gives creatives more time to **be creative**
- Provides thought starters for **creative strategy**
- Challenges copywriters to **beat it**

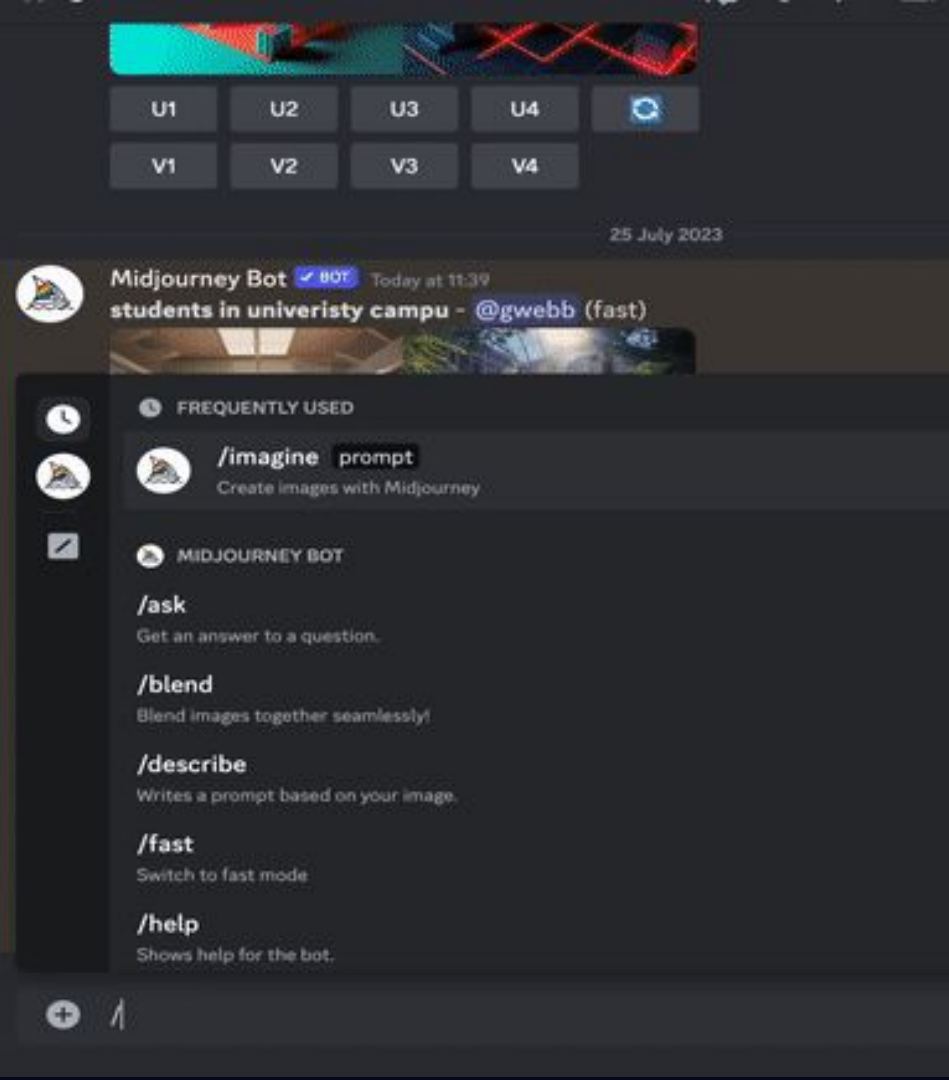
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DESIGN AND CREATIVE

Midjourney, Photoshop Beta

- **Generate** and **manipulate** images in a matter of clicks
- Provides thought starters for **inspiration**
- Enhances **mockups** in the pitching phase

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BISHOP
GROSSETESTE
UNIVERSITY

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BISHOP
GROSSETESTE
UNIVERSITY

Get support of a different

Kind

Search: BGU Clearing

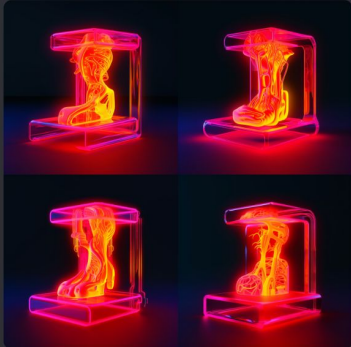
1308/01



general

Midjourney Bot lofi 3d render of 3d printer printing abstract human body

Midjourney Bot 12/05/2023 09:23
lofi 3d render of 3d printer printing abstract human body part in neon bright red and yellow -
Variations by @gggwebb (fast)



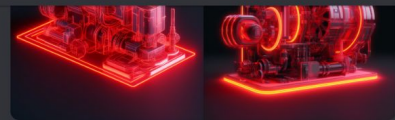
U1 U2 U3 U4

V1 V2 V3 V4

Midjourney Bot lofi 3d render of 3d printer printing abstract human body part in neon bright red and yellow

Midjourney Bot 12/05/2023 09:28
lofi 3d render of 3d printer printing abstract human body part in neon bright red and yellow -
Variations by @gggwebb (fast)


Message #general



U1 U2 U3 U4

V1 V2 V3 V4

lofi 3d render of Visual representation of futuristic mechanical device isolated in neon bright red -
@gggwebb (fast)



U1 U2 U3 U4

V1 V2 V3 V4

Message #general

Imagine the world-shaking impact your skill, grit, and determination can have on your field, working in harmony with emerging AI tech.



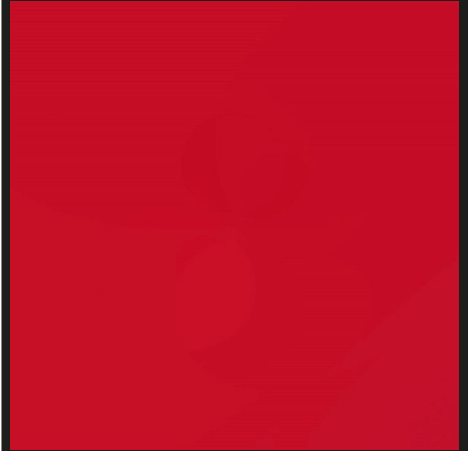
CERTIFICATE IN
**FUNDAMENTALS OF
ARTIFICIAL INTELLIGENCE**

You know how to analyze data. Now learn how to leverage the technology to do it on a massive scale, alongside peers and professors already making waves in Data Science.



FOUNDATIONS OF
**COMPUTATIONAL
DATA SCIENCE**
CERTIFICATE

This is learning without limits, getting under the hood of bioprinting tech from the best seat in the house. Your house. Earn your certificate online with CMU.



GRADUATE CERTIFICATE IN
3D BIOPRINTING

WHAT'S NEXT?

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WORKING IN HARMONY WITH AI

“The way to solve the conflict between human values and technological needs is not to run away from technology. That’s impossible. The way to resolve the conflict is to break down the barriers of dualistic thought that prevent a real understanding of what technology is ... not an exploitation of nature, but a fusion of nature and the human spirit into a new kind of creation that transcends both.”

ROBERT M. PIRSIG, ZEN AND THE ART OF MOTORCYCLE MAINTENANCE: AN INQUIRY INTO VALUES

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Jennifer Lonchar
Net Natives
**Vice President, Strategy
and Partnerships**

BRINGING TEAMS TOGETHER:

***WORKING COLLABORATIVELY TO OPTIMIZE YOUR
MARKETING EFFORTS AND CRUSH YOUR
ENROLLMENT GOALS***

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Session Description

Age. Interests. Location. Your CRM captures endless details about your prospective students. But, do you know how to really leverage this priceless information to your marketing and admissions advantage? Do your teams talk to each other and share this data?

From initial engagement at the top of the funnel all the way down to your cost of acquisition and beyond, this session will help you leverage that important enrollment data, and help your institution capitalize on the robust data found within your CRM.

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What's the **Challenge?**

**ENROLLMENT AND MARKETING
IN A PERFECT WORLD...**

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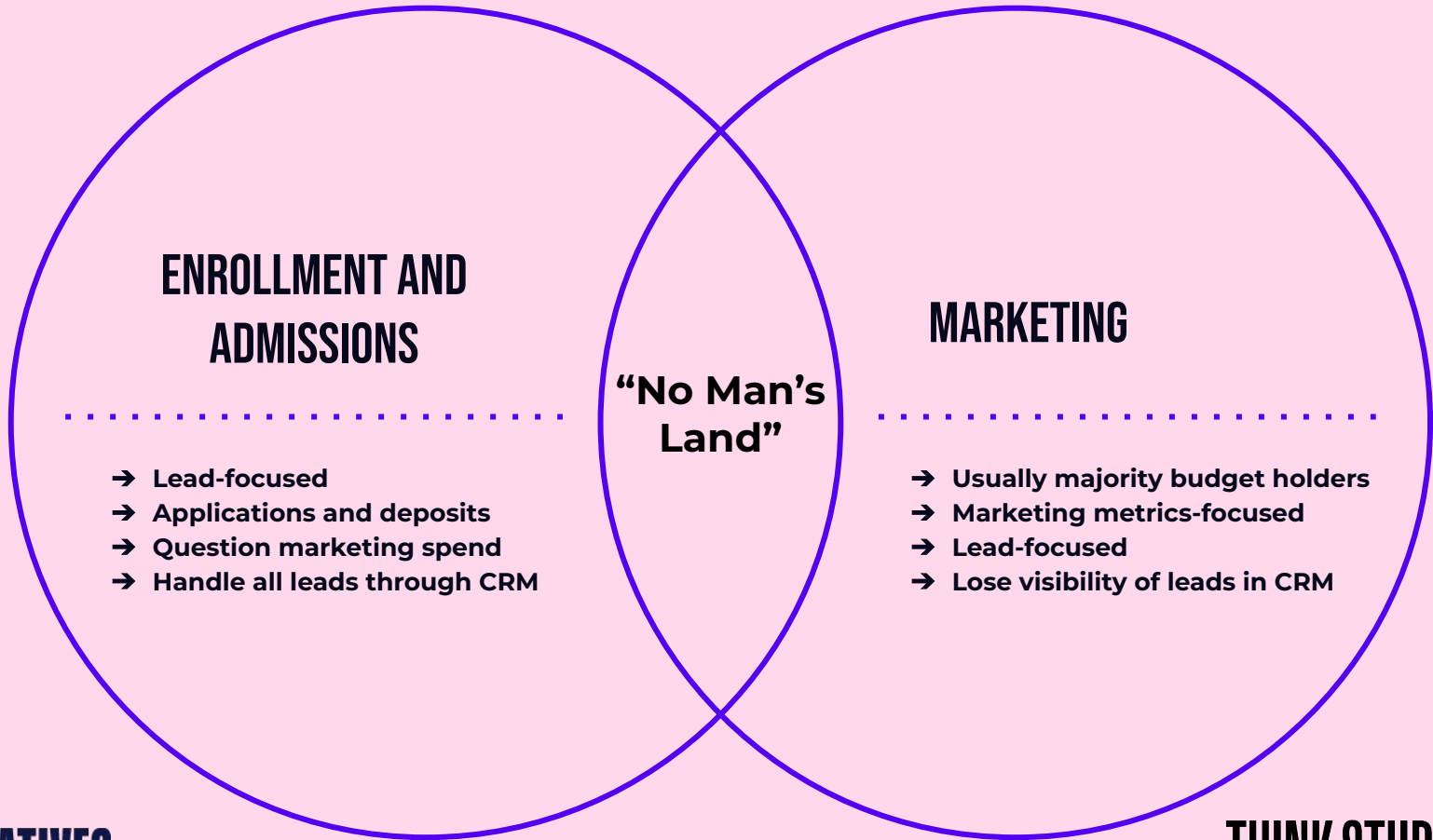


= TEAMWORK!

**VS. ENROLLMENT AND
MARKETING TEAMS
REALITY...**

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BETWEEN ENROLLMENT AND MARKETING, HOW MANY TOOLS ARE YOU USING?

SEPARATE EMAIL MARKETING*

- Pre-implementation or early adopters of Slate

CRM



- Application and lead dashboards
- All leads and apps live in here



- Industry dashboards
- Competitive Analysis
- Market Research

INTEGRATED TOOLS



- Need to create custom dashboards



- Website engagement
- Traffic sources
- Visitor behavior

- Digital campaign dashboards



- Separate ROI and cost-per-enrollment tracking

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ALL THESE TOOLS...BUT THERE ARE STILL GAPS

90%

Said that higher ed needs to better **use data and analytics to make strategic decisions**

40%

Said they disagree that their institution does a good job **using data to inform decision making**

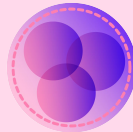
50%

Said they disagree that their institution does a good job **sharing data between departments**

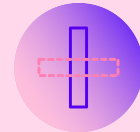
TOP THREE BIGGEST BARRIERS IDENTIFIED



Increased enrollment targets but **no increase in budget**



Decentralized and **siloed data** collection



Turning **data into action**

THIS IS WHAT THE TRACKING AND COST MODELLING LOOKS LIKE FOR MOST INSTITUTIONS...

	Intake 1	Intake 2	Intake 3	Intake 4
Combined Marketing Media Spend (Ads, External list purchases)	\$450,000	\$320,000	\$1,200,000	\$890,000
Marketing-Influenced Leads*	270	303	891	1,389
Total Leads	1,720		20,399	
Total New Enrollments	153	123	1,356	331
Total Created Application to Enrollment Yield Rate	18%	24.40%	13%	12%
Estimated Cost of Enrollment	\$2,941	\$2,602	\$885	\$2,689

3 issues:



Manual



Doesn't split paid and organic effectively with UTMs



Doesn't segment by channel, so attributing media and making decisions on spend allocation can be challenging

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StephGeyer @StephGeyer · Apr 4

Replying to @JaimeHuntIMC

In my consulting experience, there was a lot of struggle with this among my clients. Now we have a lot of clients who are looking for a simple path to success. I think you've gotta master setting the goals first. It seems a lot of people jump past the goal stage to the idea/execution stage. Def hard to measure ROI if the desired R wasn't established.



Zac Vineyard @zvineyard · Apr 3

I want the path to be simple.



1



1



Carrie Chambers @careboenator · Apr 3

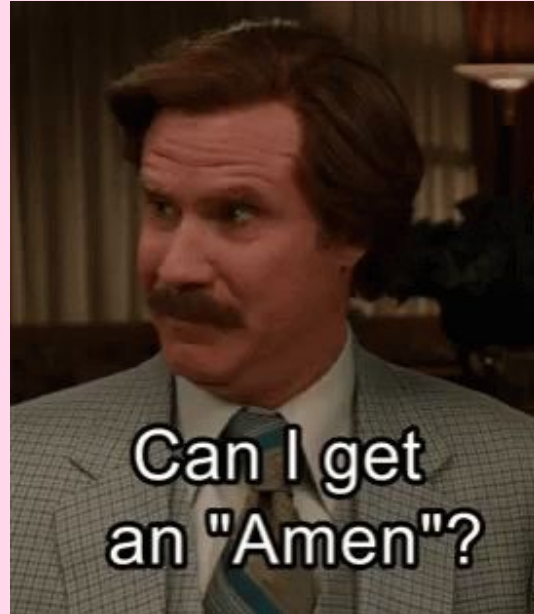
Replying to @JaimeHuntIMC

I think you've gotta master setting the goals first. It seems a lot of people jump past the goal stage to the idea/execution stage. Def hard to measure ROI if the desired R wasn't established.

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“We can no longer act out the archaic funnel metaphor that centers on the idea that if you begin with enough prospects at the broad end of the funnel, enough matriculants will dribble out the narrow end” (Bob Sevier 2000).

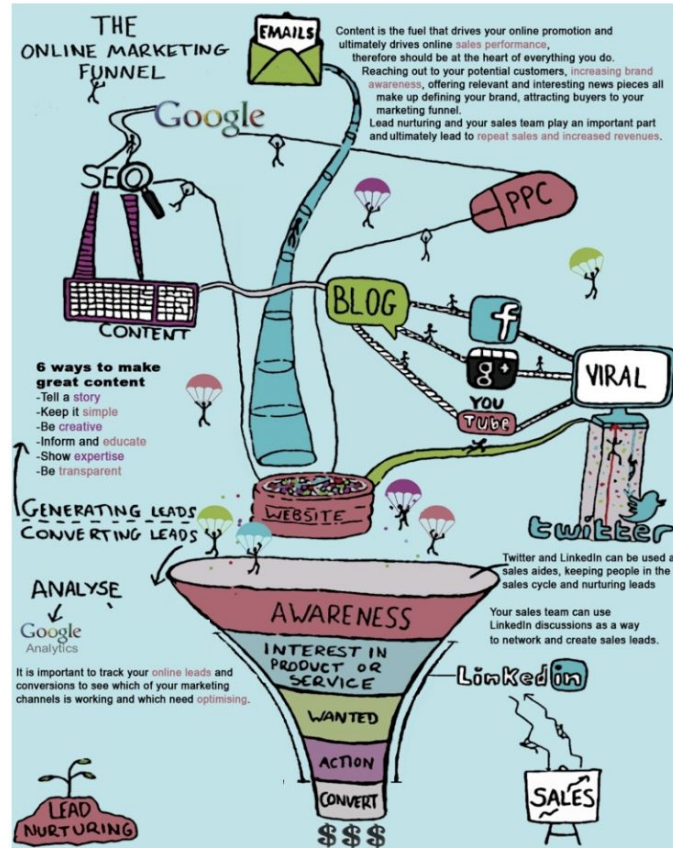


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WHAT THE FUNNEL REALLY LOOKS LIKE!

Students do not follow a linear path to enrollment and are entering the funnel from various places now.



Search

Email

Direct Mail

Twitter

Facebook

SEO

Lead Gen

Peers

Brand Recognition

Website

Campus Visit

Online Search

Paid Search

Financial Aid

YouTube





WHAT'S THE SOLUTION?

WHAT IS AKERO?

Built with passion and a ongoing desire to help our education partners, our team of more than 24 developers has worked the past 12 years to create Akero.

- Houses all data in one place
- Specifically built for higher ed based on client feedback
- Proprietary to Net Natives
- Most comprehensive and robust reporting tool in the industry

Student Database
1 million+ registered prospective students

Industry Benchmarks
For every campaign, know how your campaigns perform vs. the sector

Student Marketplace:
2,000+ specialist-curated media

Advertising Reports:
3+ billion tracked digital adverts

Student Hut Pulse:
1 million+ student survey responses

Student Hut:
1 million+ visitors

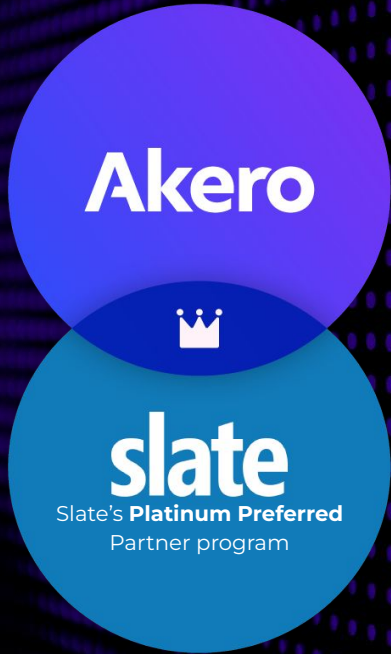


Akero

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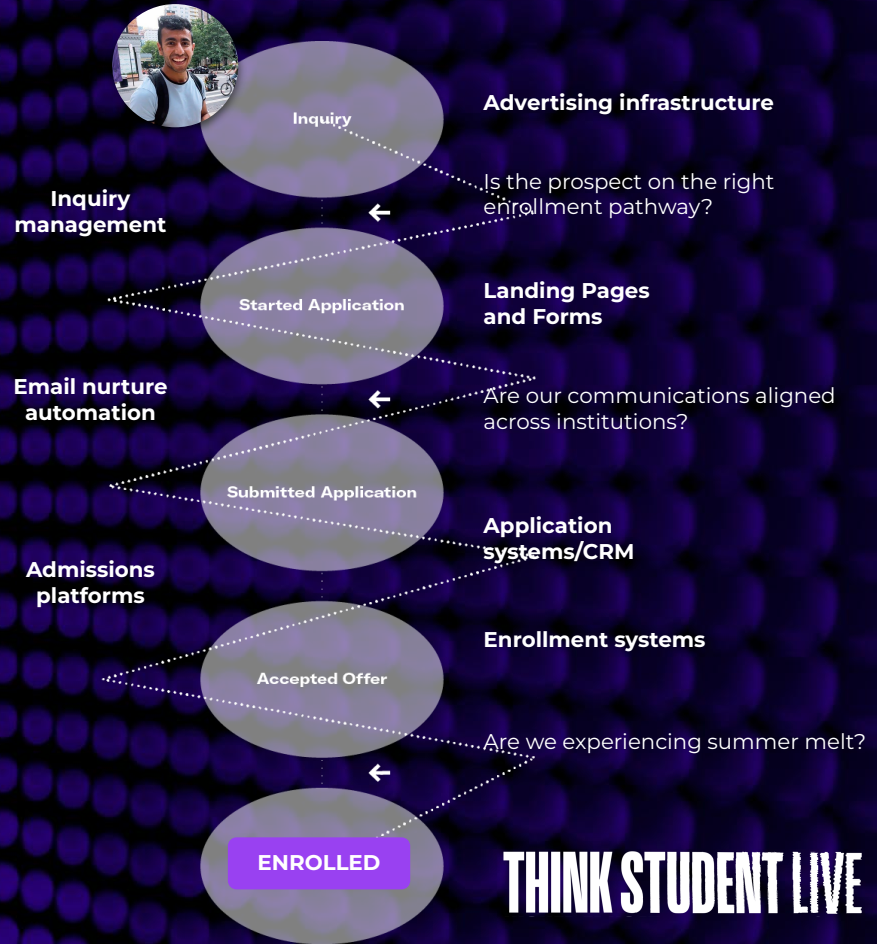
THINK STUDENT LIVE

ITS ROLE THROUGHOUT THE CYCLE — ALIGNING INQUIRY, APPLICATION, AND ADMISSIONS PROCESSES



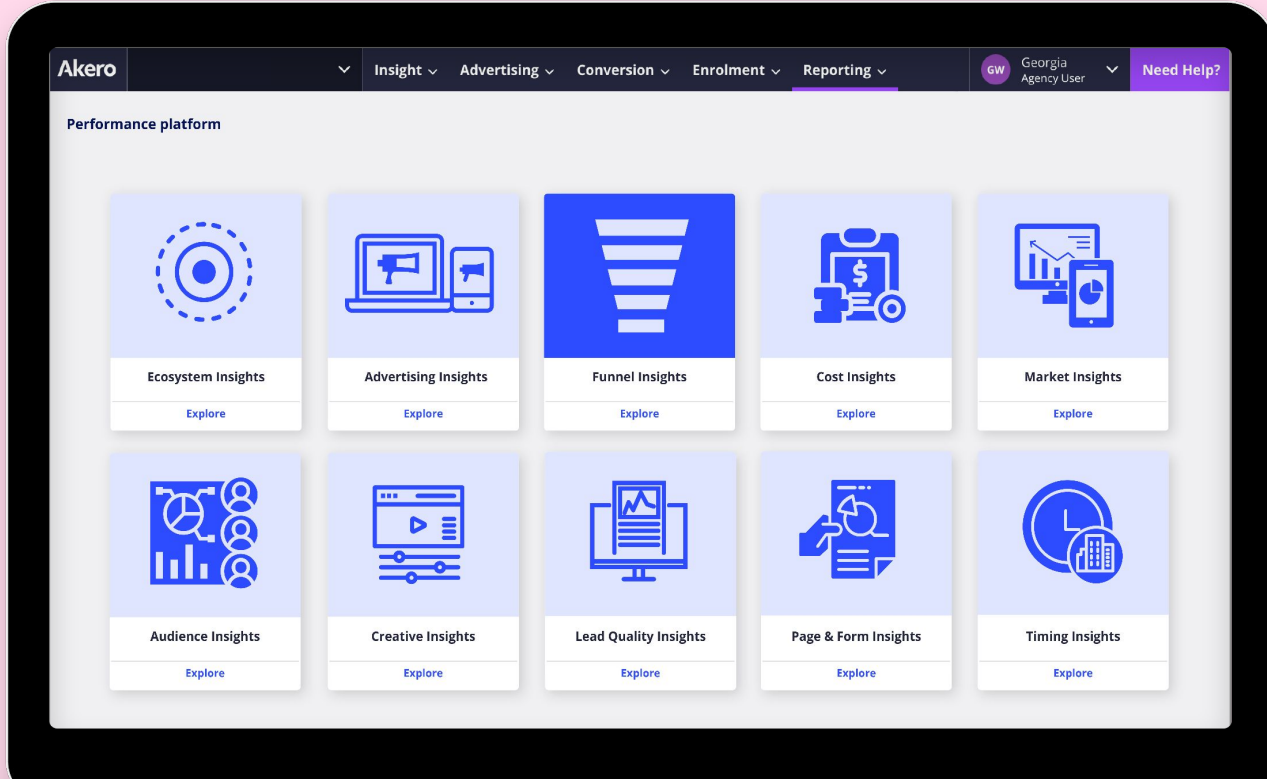
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Go beyond just tracking clicks and leads!!



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AKERO IS YOUR VERY OWN AKERO PERFORMANCE PLATFORM



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Akero

BRIEF

Your Campaign

Campaign Name *

Start Date *

When you'd like your ads to start

03/17/2021

Latest End Date *

03/31/2021

Campaign Budget *

MEDIA PLAN

Overview	Strategy	Plan	Schedule	Products	Assets	Resources	Activation ^{AD}	Trafficking ^{AD}	Advertising Performance ^{AD}	History	Settings ^{AD}
Media Plan is in Activation, further changes can be made in draft mode Make Changes											
Search Tactics											
Tactic	Activity Dates	Stage	Channel	Platform / Publisher	Ad Type						
Innovation Pot											
YouTube Skippable ^(#205832)	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	YouTube	Skippable						
Reddit Image Link Ad ^(#205833)	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	Reddit	Image Link Ad						
Google Discovery Ads ^(#205834)	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	Google	Discovery Ads						
Google Search RSA & DSA ^(#205835)	Mon 10 Oct - Fri 14 Jul	Connection	Search	Google	DSA & RSA						
Meta Suite Mixed Media Carousel ^(#205836)	Mon 07 Nov - Fri 09 Dec Mon 02 Jan - Fri 10 Mar	Connection	Social Media	Meta Suite	Mix Media Carousel						

ASSETS

Meta Suite Mix Media Link Post... (A#15376)

Platform Required Details Approved & Complete

All assets for this section have been approved

Facebook Page URL *
The Facebook page you would like your ads to serve from. You must be the owner of this page.
<https://www.facebook.com/CMUInnovation/>

Instagram Page URL *
The Instagram page you would like your ads to serve from. You must be the owner of this page.
<https://www.instagram.com/cmuintnovation/>

Landing Page URL *
<https://makenexthappen.cmu.edu/online-apply-now/>

Display URL * @
<https://makenexthappen.cmu.edu/online-apply-now/>

View History

Copy Approved & Complete

All assets for this section have been approved

Variants: Variant 1, Variant 2, Variant 3

Body *

Facebook Instagram Messenger

Carnegie Mellon - Integrated Innovation Institute
Sponsored · G

What are you waiting for? Apply today for your online Master of Integrated Innovation for Products & Services or start with a stackable online certificate.

0:00 / 0:21

[HTTPS://MAKENEXTHAPPEN.CMU.EDU/ONLINE-APPLY-NOW/](https://makenexthappen.cmu.edu/online-apply-now/)

Apply in minutes Apply Now

Start building your degree

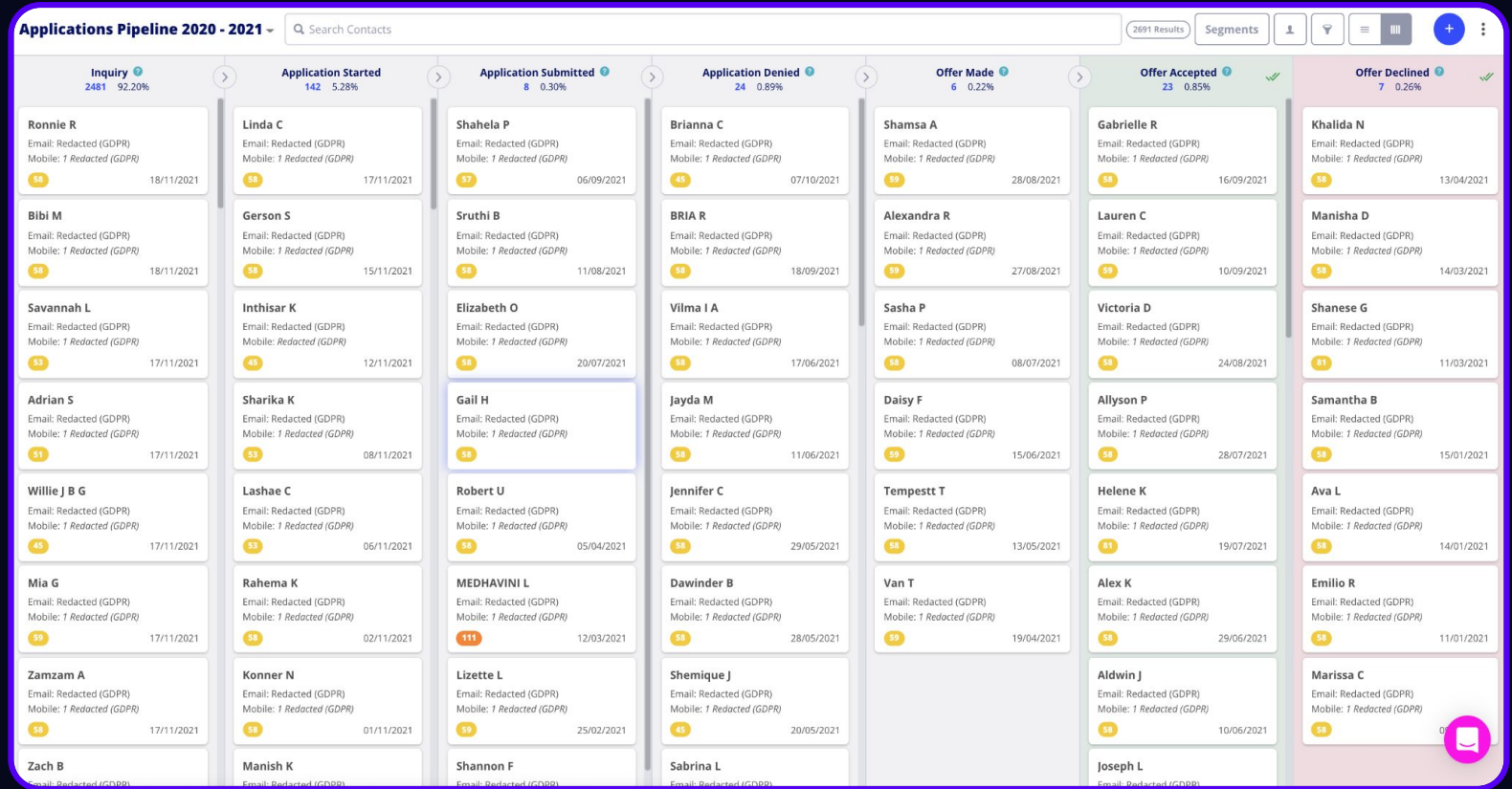
44 28 comments 11 shares

Like Comment Share

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FULL FUNNEL VIEW



BUILD MULTI-PART FORMS AND LANDING PAGES INCLUDING ADDING COMMON APP LINKS TO SECOND-PART FORMS TO ATTRIBUTE MEDIA.

Grade achieved (of highest qualification) *

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

Highest mathematics qualification? *

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 3199 / 5185 (61.70%)

Option Label	# Submissions	% Submissions
Other qualification in maths	1268	39.64
A-level in maths	923	28.85
None	611	19.10
Degree in maths	397	12.41

How many years of relevant work experience? *

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

English proficiency *

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

Option Label	# Submissions	% Submissions
Proficient	1583	30.53
Native	1439	27.75
Advanced	953	18.38
Upper-intermediate	479	9.24
Intermediate	469	9.05
Beginner	143	2.76
Elementary	119	2.30

INTRODUCING NEW POP UP FORMS

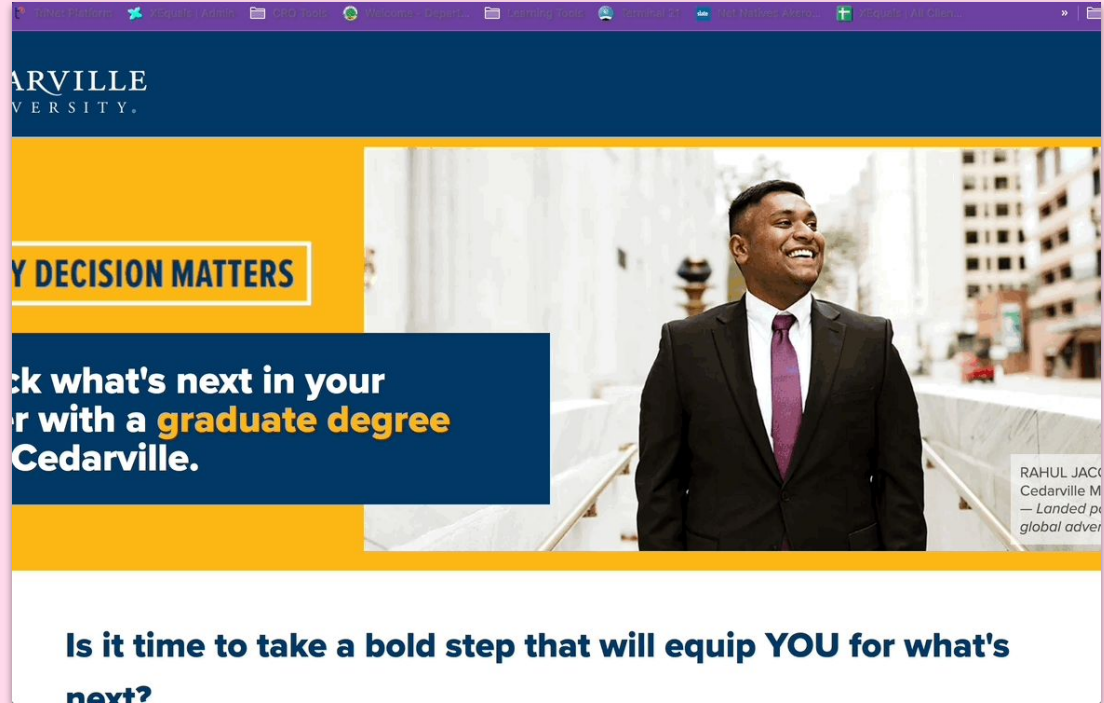
Pop up forms create a student focused, personalized element to the student journey.

Benefits Include:

- Boosting Inquiries
- Reducing Bounce Rate
- Testing Efficiency of Landing Pages

Three Types:

- Entry Pop-up
- Exit Pop-up
- Side Pop-up



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TRACKING AT ALL STAGES OF THE FUNNEL

CPM

COST PER IMPRESSIONS

CPC

COST PER CLICK

CPL

COST PER LEAD

CPA

COST PER APPLICATION

CPAd

COST PER ADMIT

CPE

COST PER ENROLLMENT

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LET'S TALK ABOUT WHAT'S NEW IN AKERO !!

ADVANCED OPTIMIZATIONS
WHAT DO WE LEARN FROM IT AT EVERY STAGE?

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THE NET NATIVES APPROACH



Step 1

Clean the data

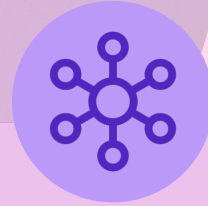
Ensure the data we are working with is valid and robust.



Step 2

Integrate the data

Ensure the data is flowing from media into Akero and back into Slate /Salesforce, so insights are live.



Step 3

Ensure the right data is being captured

Cancellation reasons, previous institution, contacted stages. All key to knowing your funnel.



Step 4

Visualize

We'll create the visuals, so we can segment all of this data to get to the real reasons behind your challenges.



Akero

Google
Partner

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SEGMENT AND FILTER... EVERYTHING

The screenshot shows the Akero dashboard interface. At the top, there is a navigation bar with the Akero logo on the left and several menu items: Insight, Advertising, Conversion, Enrolment, and Reporting. On the right side of the navigation bar, there are icons for search, a plus sign, a rocket, a graduation cap, and a gear, followed by a user profile for Murray Super Admin and a 'Need Help?' button. Below the navigation bar, the main content area is titled 'FUNNEL REPORTING' and contains a grid of 16 filter buttons arranged in four columns and four rows. Each button has a dropdown arrow on the right side. The filters are: Program, Term, Year, Status, Primary source, Region, Degree Level, Previous Institution, Cancellation Reason, How did you hear about us, Gender, High School, Ethnicity, Select date range, Application Received Date, and Deposit Date.

Now that all the data is in the system, we will use our **custom built filters** to see how activity is performing per program, term start, year, and even channel.

How effective is your advertising...all the way down to the program level.

How is your EMBA performing compared to your PMBA? Or your RN to BSN compared to your DNP??

UNDERSTAND YOUR CONVERSION RATES AT EACH STAGE AND WHERE YOUR CHOKE POINTS ARE

UNDERSTAND YOUR PIPELINE FOR EVERY PROGRAM AND INTAKE BY SOURCE- HOW MANY STUDENTS ARE AT EVERY STAGE...CURRENTLY



Example: 150 deposits from Google...164 deposits at one point

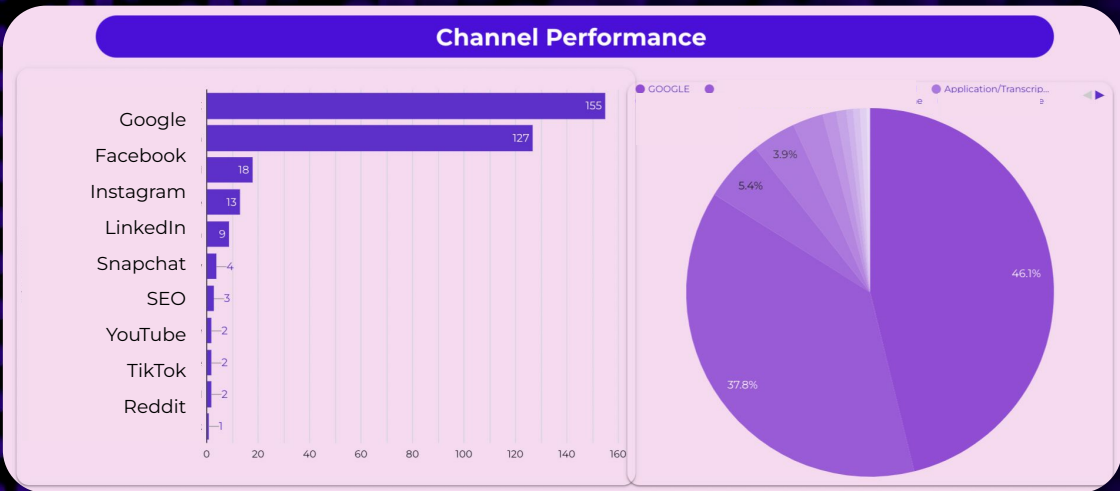
- 14 deposits were canceled

We can dig into those 14 deposits that cancelled so we can understand why.

This helps with internal forecasting!

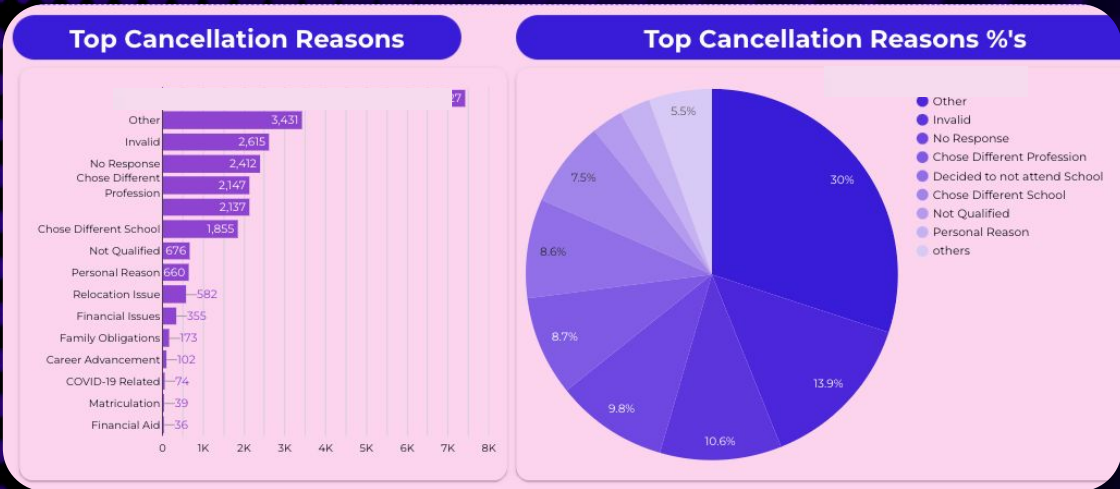
UNDERSTAND THE CHANNELS, LEAD QUALITY, AND HOW THEY WORK IN AN ECOSYSTEM

- Holding the channels to **account**. Net Natives is **platform agnostic**, and if a channel isn't working, we proactively see this down funnel, and take **action**.



UNDERSTAND THE 'WHY' BEHIND LEADS AND APPLICANTS NOT CONVERTING

- Understanding **why** leads or apps aren't converting is key to adjusting our **strategy**. We pull this in real-time to take fast action and help you capture this data throughout the student journey.

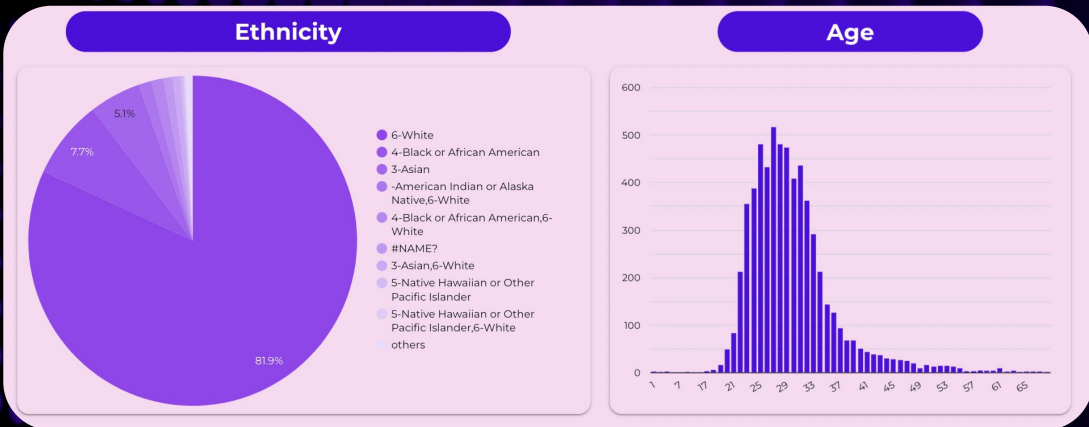
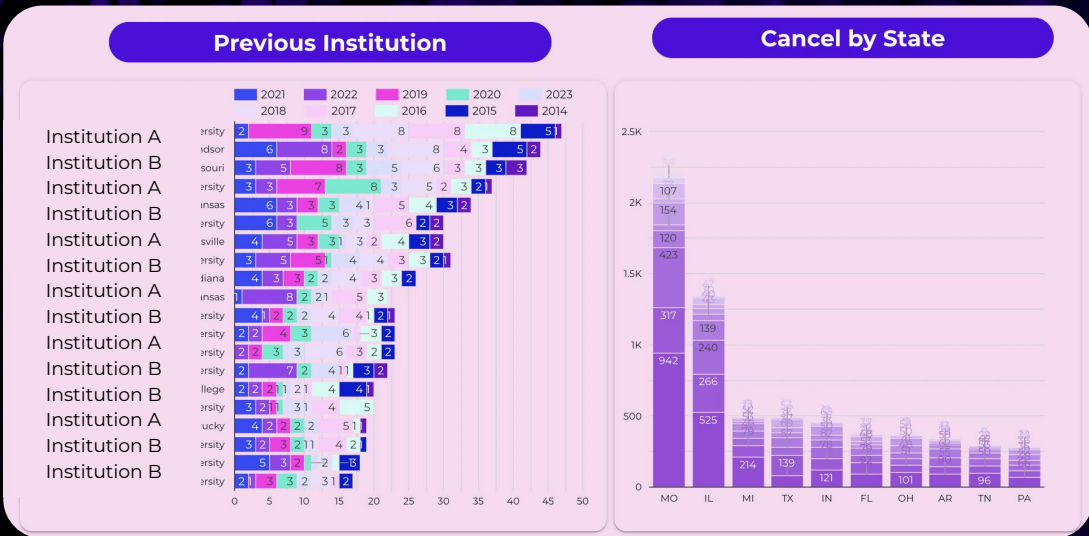


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UNDERSTAND YOUR STUDENT DEMOGRAPHICS, WHERE THEY COME FROM, AND BARRIERS BASED ON DEMOGRAPHICS

- Understand which institutions your students are coming from, so we can **geotarget** and implement on-campus strategies to leverage that brand presence further.
- Look at states where **market potential** is rising, and outbid competitors to grab market share.
- Identify **ethnicity** and age gaps, and leverage these insights to create a well-**diversified** student population.

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UNDERSTAND THE DURATION TO APPLY AND ENROLL, TO BETTER FORECAST YOUR STUDENT NUMBERS BY CHANNEL

- Knowing how **long** it takes leads to apply, and eventually deposit, enables us to do more accurate **forecasting** when it comes to ROI from paid.
- Social will take **significantly** longer than search, yet some institutions will **switch it** off when they don't see the matriculations within the first six months.
- This data will empower institutions to make more **informed decisions** on where to best **invest** their marketing dollars.

Duration Summary

Applications
325

Average Days to Apply
170

Median Days to Apply
16

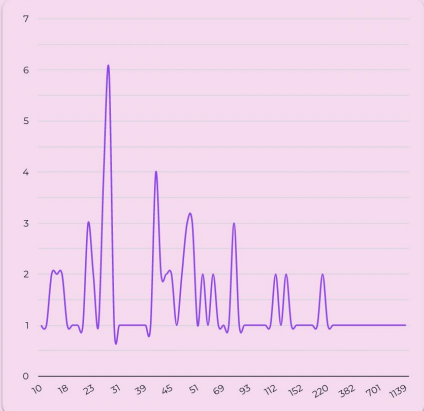
Deposits
190

Average Days to Deposit
270

Median Days to Deposit
96

Primary source	Median Days to Apply
1. Direct Inquiry	0
2. Phone	118
3. Email	107
4. GOOGLE	14
5. Direct Applicant	168
6. Open House	320
7. SEO	352
8. LinkedIn	496
9. Facebook Ad	null

Days to Deposit Frequency

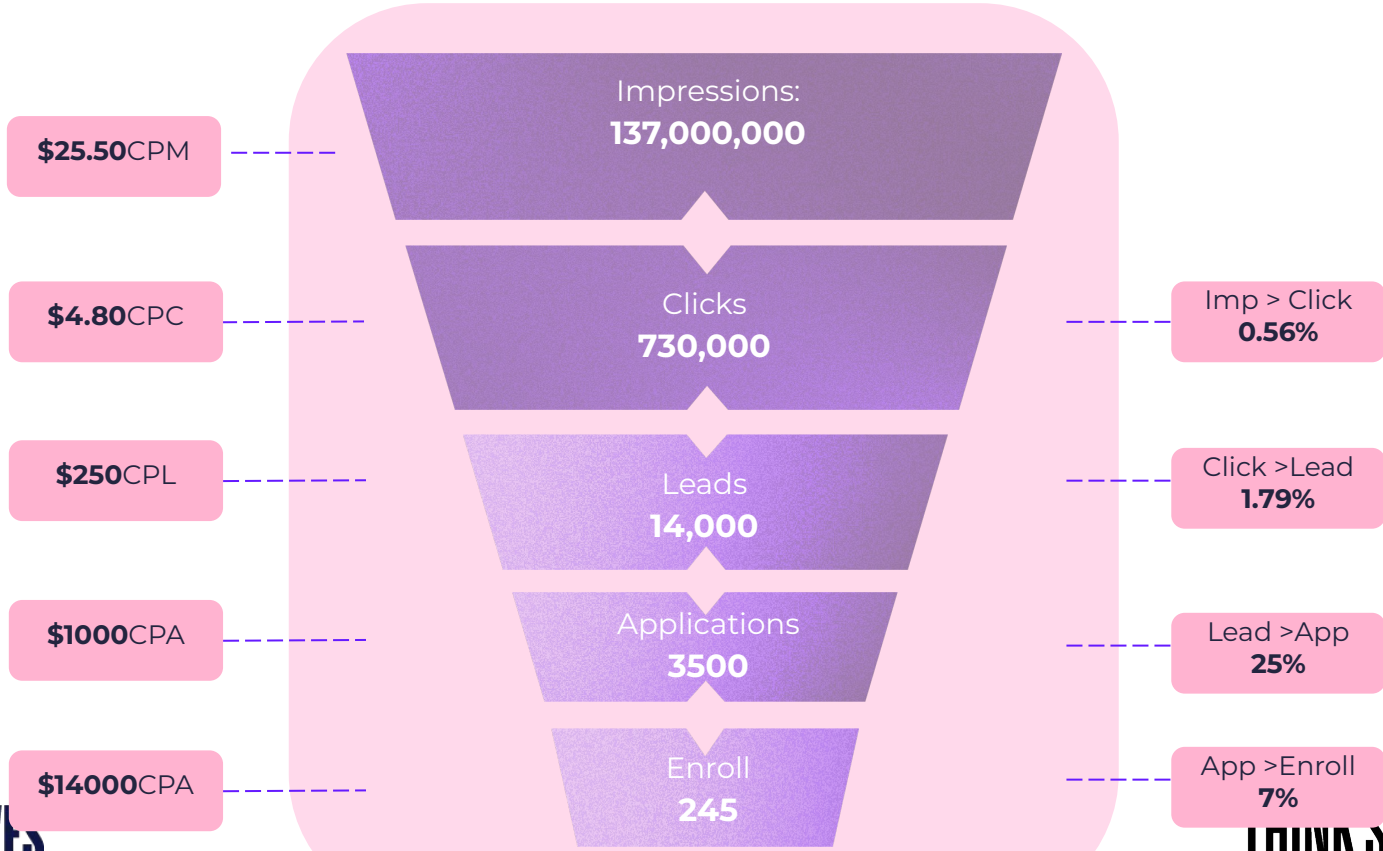


UNDERSTANDING THE Cost of acquisition

Please Select One



UNDERSTANDING THE Paid Conversion RATES



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Thank You

We'd love to help you with
your marketing challenges.

Book a technology consultation
with our team.

Get in touch with us:

marketing@netnatives.com



Jennifer Lonchar

VP Strategy and Partnerships
jennifer.lonchar@netnatives.com

