

anthology.
Performance Marketing

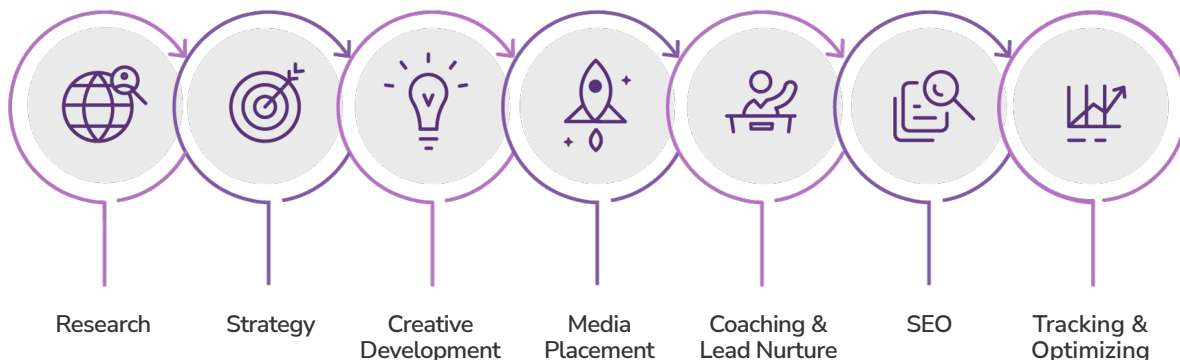
Data-led enrollment marketing to drive targeted, qualified leads

With higher education enrollment down across the country, it's time to take a new approach to recruitment — one that focuses on student data and insight. With Anthology's comprehensive marketing solution, engaging the right student prospects has never been easier or more successful.



Full-service enrollment marketing

We offer a full suite of performance marketing services — whether it's media planning and buying, creative, web development, or SEO — we've got your institution covered. We develop a concise strategy based on student segments and insights and then ensure it's implemented consistently across all touchpoints to generate leads.



Paid + owned = efficient lead generation

Achieving great results with paid advertising is dependent upon having an optimized owned ecosystem. Our extensive expertise in this space ensures your budget is always working as hard as possible, starting with a detailed SEO strategy.



Website technical and content audit



Keyword analysis



User experience review across devices



Detailed content marketing recommendation

Needle movers only

Tired of marketing reports that don't actually relate to your goals? The metrics we focus on are difference makers — leads generated, optimization opportunities, and ROI. And we provide full transparency on all data throughout the partnership.

Wichita State University achieved ongoing online enrollment growth in a turbulent market. By developing dedicated microsites and supporting them with a tactical paid media plan, we helped Wichita State University Online grow enrollment by 360% — achieving growth every year since 2016. [Learn more.](#)



Anchored in academia

Our team is exclusively focused on higher education and leverages all of Anthology's knowledge and expertise within the sector. We're obsessed with student data and trends, helping you identify the most relevant growth opportunities.



Institutions that use Anthology Performance Marketing



■ Ready to be a leader in lead generation? Find out more at [Anthology.com](https://www.anthology.com).