

TRANSLATE YOUR RECRUITING STRATEGY

into optimized online marketing tactics.

You need control over the messages prospects are seeing about your school to ensure brand consistency and compliance. At the same time, competition for new student inquiries has never been tighter, that's why it's vital to have a strategy in place and the expertise to get results. CUnet marketing specialists use proven techniques and industry best practices to help you increase quality inquiries, while providing a uniquely education-focused perspective. We know what works, and we deliver results.

E-MAIL

E-mail remains one of the most efficient drivers of ROI for education marketers because it's a measurable, immediate, cost-effective and retention-focused marketing tool. CUnet's E-mail Solutions team provides a full-service e-mail marketing experience. With expertise in compliance, best practices, and building strong creative, we help schools engage prospects throughout the admissions funnel while improving conversion and retention rates.

MOBILE

CUnet's experienced mobile marketing team helps schools meet enrollment goals using mobile ad display campaigns, text messaging solutions, and mobile search engine marketing. Our leading technologies, combined with our risk free, pay-for-performance model and creative services provide a complete mobile solution to help you reach your goals.

PAID SEARCH MARKETING

We use the most innovative strategies to increase visibility and drive qualified traffic to school websites using pay-per-click advertising on leading search engines. CUnet's paid search specialists go the extra mile to provide proven results, from ad copy rotation and landing page creation to multivariate testing.

SEARCH ENGINE OPTIMIZATION

We provide a clear and focused strategy, from an initial site audit and keyword research to each individual deliverable and recommendation. In order to optimize your website, improve search engine rankings and maximize traffic quality, our SEO specialists stay up to date with the most effective tactics, while providing a uniquely education-focused perspective.

SOCIAL MEDIA

CUnet's social media team provides the expertise and the tools you need to successfully understand and participate in social media as a key part of your marketing mix to improve enrollment, retention, and student/alumni relationships.

TARGETED DISPLAY ADS

New technologies allow you to display ads specific to viewers, based on past behavior, sites visited, and search terms. CUnet's targeted display advertising is designed to reach and influence prospective students with the right message at the right time. We have key relationships with the right partners to get results, and our tracking and analytics technology provides you with unprecedented insight into prospect behavior.

CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING A MARKETING PLAN THAT ALIGNS WITH YOUR GOALS.

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