

How a Multi-Channel Strategy Scaled Enrollment Growth for a Western Public University

Industry: Higher Education

Channels: Meta/Google/YouTube



Client Goal: Increase qualified applications and scale enrollment across online programs through a coordinated, full-funnel strategy.



AdMax Local (AML) helped a large Western **public institution** with a growing online education program get more qualified candidates and reach more people outside of its main geographic area. Our approach focused on Meta (Facebook and Instagram), Google Search, and YouTube.



The Challenge

Before working with AML, the university had a common problem in higher education:

Heavy reliance on brand-driven search demand.

Limitation on scale beyond what people already know.

Rise in competition from national online universities.

Fragmentation of strategy across paid social, search, and video.

Even while campaigns were bringing in traffic and applications, there was no clear plan to move people from awareness to consideration to application. This

led to:

- Inefficient non-brand performance
- Restriction of getting people to engage at the top of the funnel
- Missed chances to connect with potential students through several channels



Our Strategy

We used a **full-funnel, multi-channel strategy** to make sure that each platform was used in the best way possible for each step of the student journey.

1. Search as the Conversion Engine (Google Ads)

We set up Google Ads to get high-intent demand:

- Brand campaigns brought in the most conversions at the lowest cost per lead (CPL)
- Remarketing campaigns brought back high-intent users with great success
- Even though the CPL was greater, non-brand advertisements reached more people

Non-brand ads increased reach, but brand and remarketing ads had the highest conversion rates and efficiency.

2. Meta as the Scalable Traffic & Consideration Driver

Meta campaigns were designed to feed the funnel and drive engagement at scale. We leaned into creative diversification:

- Carousel ads for conveying stories about programs and scaling them
- Static ads for niche or specialized programs
- Expanded geographic targeting to reach new people especially in areas outside of the state the university is located

3. YouTube as the Awareness & Demand Generation Layer

YouTube played a critical role in expanding reach and reinforcing messaging. We split up campaigns based on their goals:

- Affinity audiences for scale and awareness
- In-market audiences for engagement and efficiency
- Remarketing (recommended expansion) to re-engage high-intent users

This made sure that YouTube was more than simply a branding medium; it also helped with performance at all stages of the funnel.



Results

With AML putting multiple channels under one strategy, the university saw big gains in all of its success metrics:

Meta (Paid Social)

- 25M+ impressions
- 150K+ landing page views
- +67% YoY completed applications growth

Google Search

- 9,000+ conversions driven primarily by brand and remarketing
- Lowest CPL achieved in brand campaigns
- Strong efficiency in core geographic markets

YouTube

- +233% increase in conversions YoY
- +68% increase in views YoY
- Lower CPV with improved engagement and completion rates

Each channel had a different job: raising awareness, encouraging contemplation, and getting high-intent conversions. This made the process more efficient and led to more applications. This integrated strategy not only improved key performance measures across the board but also made it easier to predict and maintain enrollment growth. In the end, the method helped the university compete better in an online education market that was getting more congested.