

Overwhelmed by Channel Proliferation

An expanding channel spectrum

High schoolers' increasingly varied search patterns are driven, in part, by a proliferation of online content and information sources purpose-built for college-bound students, from search-aggregator sites to ones hosting campus tour videos produced by students.

Daunting complexity

This evolving landscape is formidable in its complexity. Unfortunately, it is also something you cannot afford to ignore; many of these same channels represent important potential audience sources and influence channels for recruitment marketing efforts.

Given the very real possibility of future declines in standardized testing, you will need new ways to find students to recruit. And, given the fragmentation of your audience across a growing range of engagement platforms, you'll need to stay on top of which channels are favored by the largest numbers of students, what if any options each channel offers you for influencing students, and how the audiences and capabilities offered by these channels fit together.

Some of the Many Audience Data Sources and Influence Channels Available to Enrollment Leaders



Unigo • CollegeReel • College Confidential • MyMajors • Chegg • College Simply
TikTok • Plexuss • RaiseMe • Intersect • ZeeMee • NRCCUA • AP • Zinch
FastWeb • Going Merry • Camino • Cappex • BigFuture • Infinite Scholars • Peterson's
MyMozaic • CLT • CBSS • College Factual • Amerilist • College Raptor • PSAT
QuestBridge • IvyWise • PrepScholar • Niche • College Board • College Navigator

**VP of Enrollment
Management**