COLLEGE RECON

The premier branding platform for schools looking to reach the veteran and military communities

PARTNER SCHOOL CASE STUDY

Private University with State Recruiting Effort

University problem...

- **Brand**
    School with a low level of brand awareness in-state (OR), but wants to build increased awareness of offerings for military-connected students in nearby states and key areas across the country. Highly selective admissions standards.
- **Military Support**
    Showcase support of veteran and military-connected students with specific degree programs tailored for military.
- **Affordability**
    Demonstrate affordability of private school option.
- **Engagement**
    Looking to have an opportunity to communicate directly with prospective students.

CollegeRecon's proposed solution...

- Create feature listings at the state and regional level to improve placement in search results for users in selected areas.

- Differentiation of university profile to include unique offerings for military-connected students.

- Prominent and frequent featuring of university throughout site content and search results to drive engagement.

The outcome...

- Through the first 16-months of the campaign:
    - 332 veterans and military viewed the university's profile
    - Veterans and military have spent approx. 6.5 hours researching the university and its veteran and military support programs.
    - 87 direct requests for information received

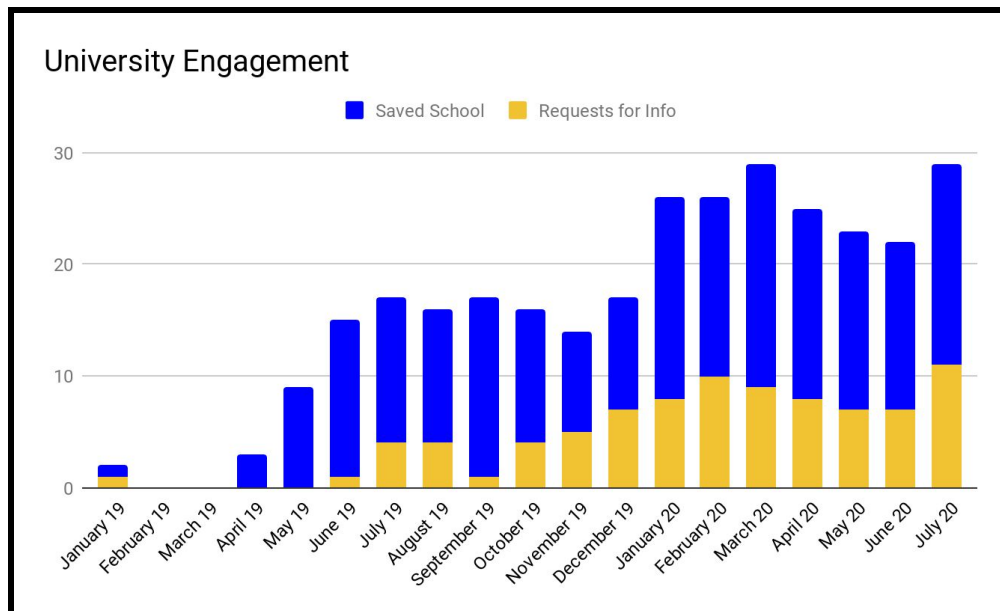**Product details...**

- Partner School Listing

- Premier In-State Listing

University Search and Viewership Growth
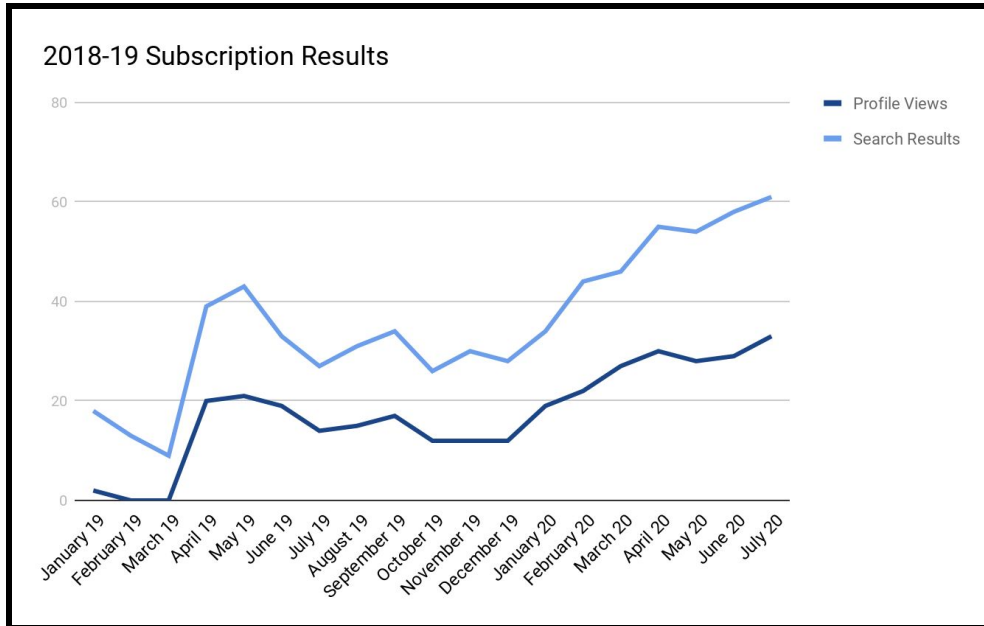
Campaign began in April, 2019

University Engagement Growth

Campaign began in April, 2019