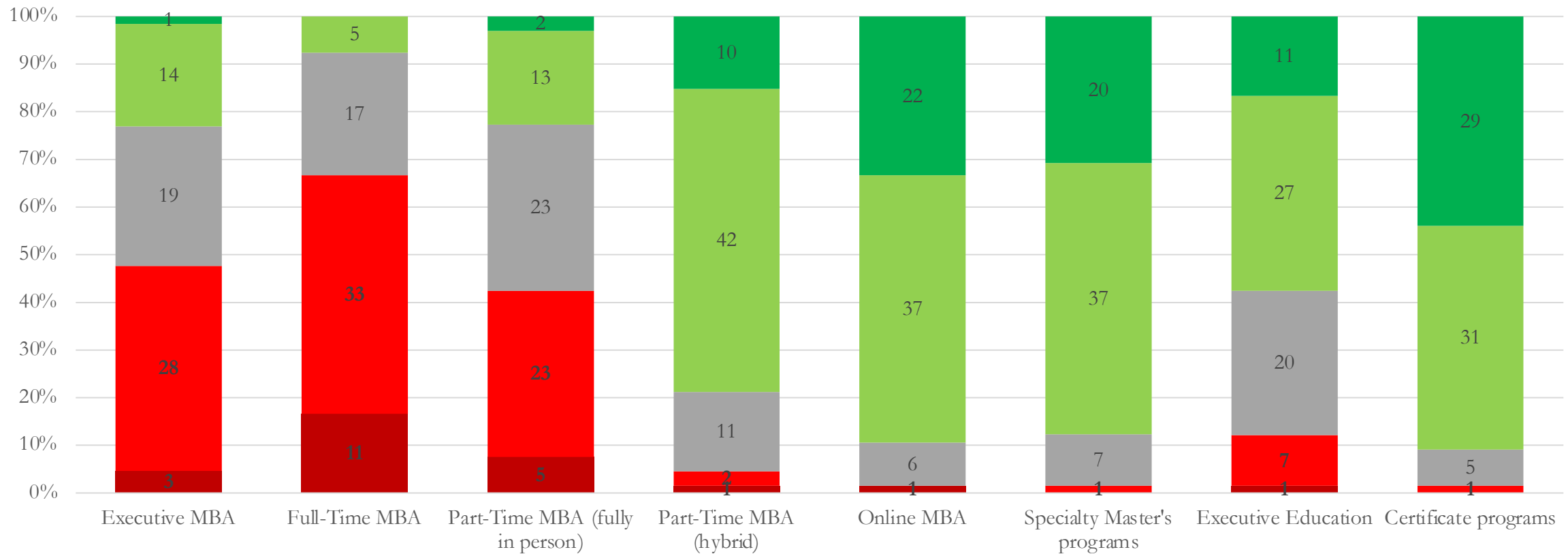


# Strategy Consulting & Marketing Services for Business Schools

- “My ... program is not reaching its enrollment goals, but I don’t know why.”
- “We’re considering launching (program), but don’t know if demand exists and how best to capture it.”
- “I know what we want our brand/value proposition to be...I just don’t know if the market sees us that way relative to what’s important to them, and how they view my competitors.”
- “I have limited resources and need my program portfolio optimized for success for the next 3-5 years.”
- “I’m a new dean/CMO and need an unbiased perspective of the challenges and opportunities my institution faces.”
- “We transitioned online during COVID, and want to continue offering at least some of our portfolio through that delivery method, but I’m not sure how to most effectively and profitably operationalize it”
- “I’m not confident that my marketing and/or recruitment ecosystem is functionally optimally.”
- “I know my digital marketing is underperforming and I want confidence it’s being managed effectively.”

# Deans Project a Grim Outlook For More Traditional MBA / Business Programs

How would you describe the enrollment outlook for the following business school product categories nationally over the next 5-10 years?



Very Negative

Somewhat Negative

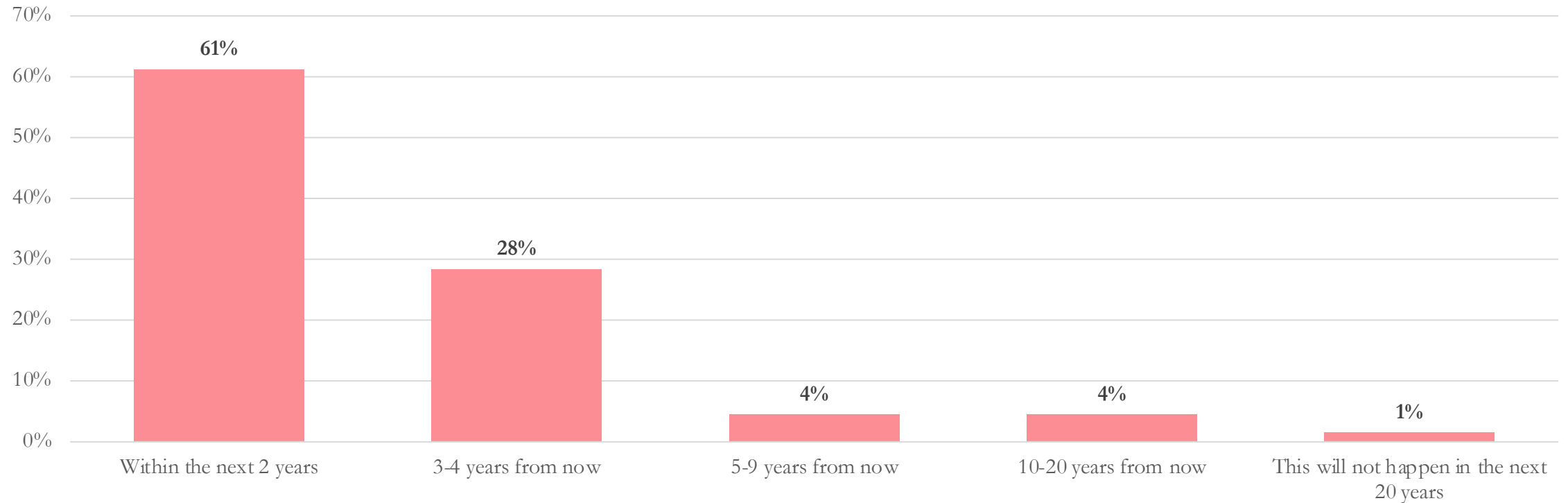
Neutral

Somewhat Positive

Very Positive

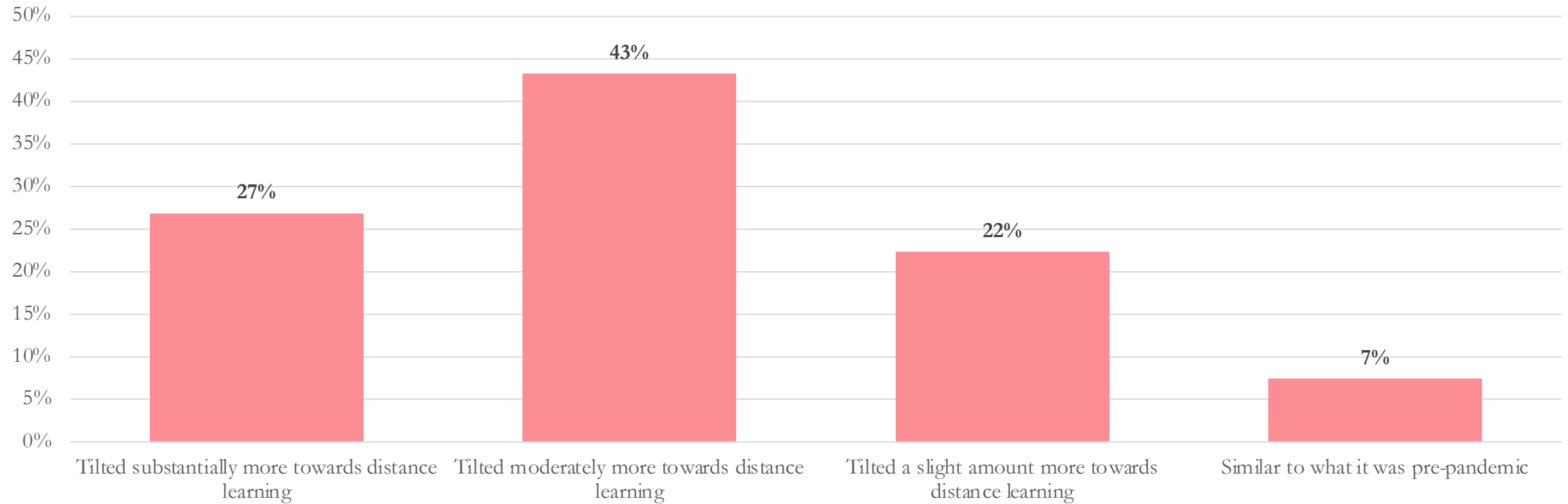
# Deans Believe A Fully Online MBA from A Top 5 Ranked Business School Is Anticipated Within the Next 2 Years

When do you anticipate a Top 5 ranked business school will offer a fully online MBA?



# Deans Believe That Their Delivery Model Strategy Has Changed Forever

Relative to before the pandemic, five years from now what would you expect the % of your business school's graduate program-level course delivery that occurs in person versus the % that occurs online to be? I expect the % to be...



# Example Impact – Strategic Consulting & Marketing Services

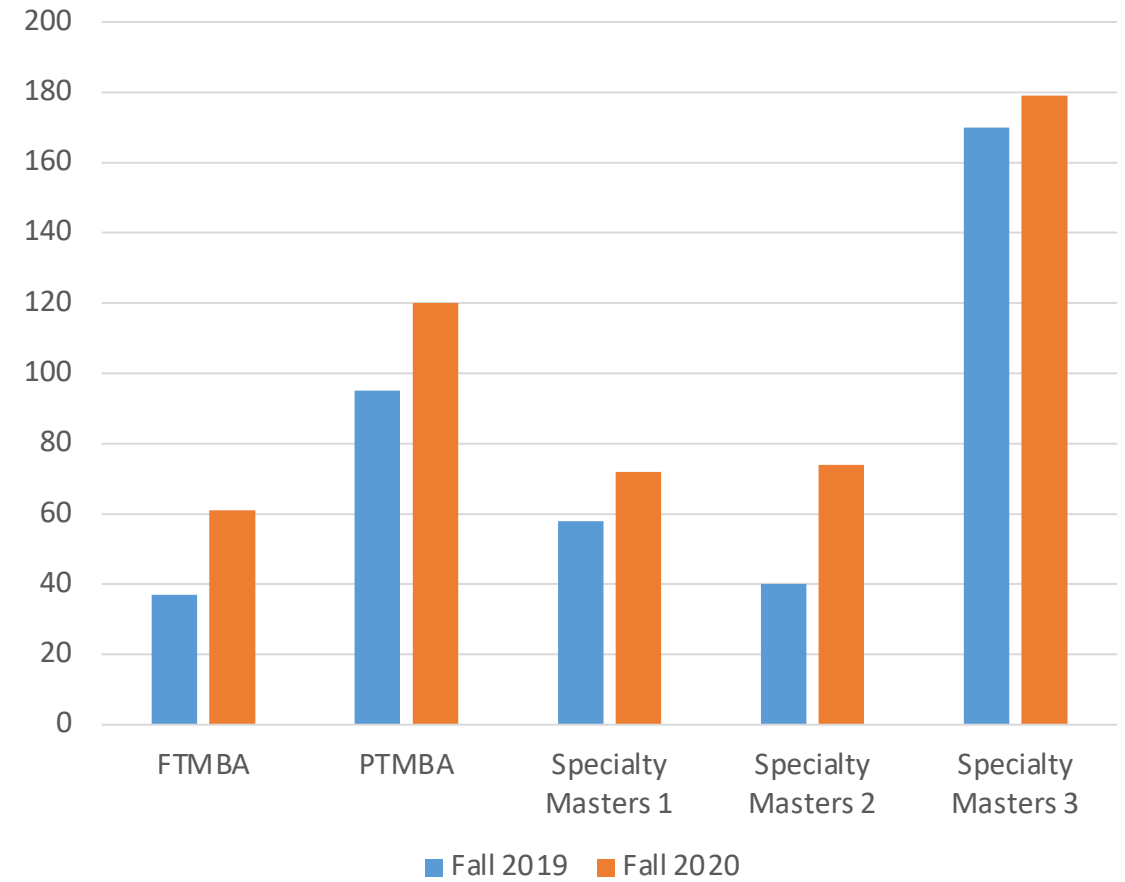
- “In fiscal year 2015 our MBA programs lost over \$450k. In fiscal year 2021 that just ended, our refocused MBA programs had a net surplus of almost \$1M. We could not have done it without the market research, insights, and advice Eduvantis gave us.”

- Associate Dean

- “Because of Eduvantis, our top of the funnel looks better than it ever has”

- Director of Enrollment Management & Strategic Initiatives

Graduate Programs Completed Applications




# Example Impact – Digital Marketing Agency of Record

Eduvantis  
Begins as  
Digital Agency  
of Record

	Click Through Rate	Average Cost per Click	Average Session Time	Bounce Rate	Pages/Session
Week -4	1.64%	\$11.32	13.6s	93.9%	1.08
Week -3	1.85%	\$11.85	26.1s	92.3%	1.12
Week -2	1.65%	\$12.04	25.5s	86.9%	1.46
Week -1	1.73%	\$10.39	18.4s	93.6%	1.26
Week 1	4.09%	\$2.52	30.8s	76.5%	1.66
Week 2	4.43%	\$5.75	67.1s	69.3%	1.97
Week 3	5.42%	\$4.35	85.1s	66.4%	2.28
Week 4	5.20%	\$3.65	68.3s	61.0%	2.20


# Example Output – Issue Clarity

Component of Enrollment Growth	Program A	Program B
<b>Target Market</b> <i>Understanding and focus on the appropriate target market</i>		
<b>Marketing Visibility</b> <i>Ability to be seen by your target market when they are looking for you</i>		
<b>Product Construct</b> <i>Having the correct program design and delivery model for your target market</i>		
<b>Product Positioning</b> <i>Properly positioning your program so it resonates with the attributes most important to your market</i>		
<b>Lead Conversion</b> <i>Converting those interested in your program through recruiting, communications plan, segmentation, and scholarships</i>		
<b>Program Experience</b> <i>Creating a positive student experience that meets or exceeds expectations leading to promotion of the program to other potential students</i>		

 = Good

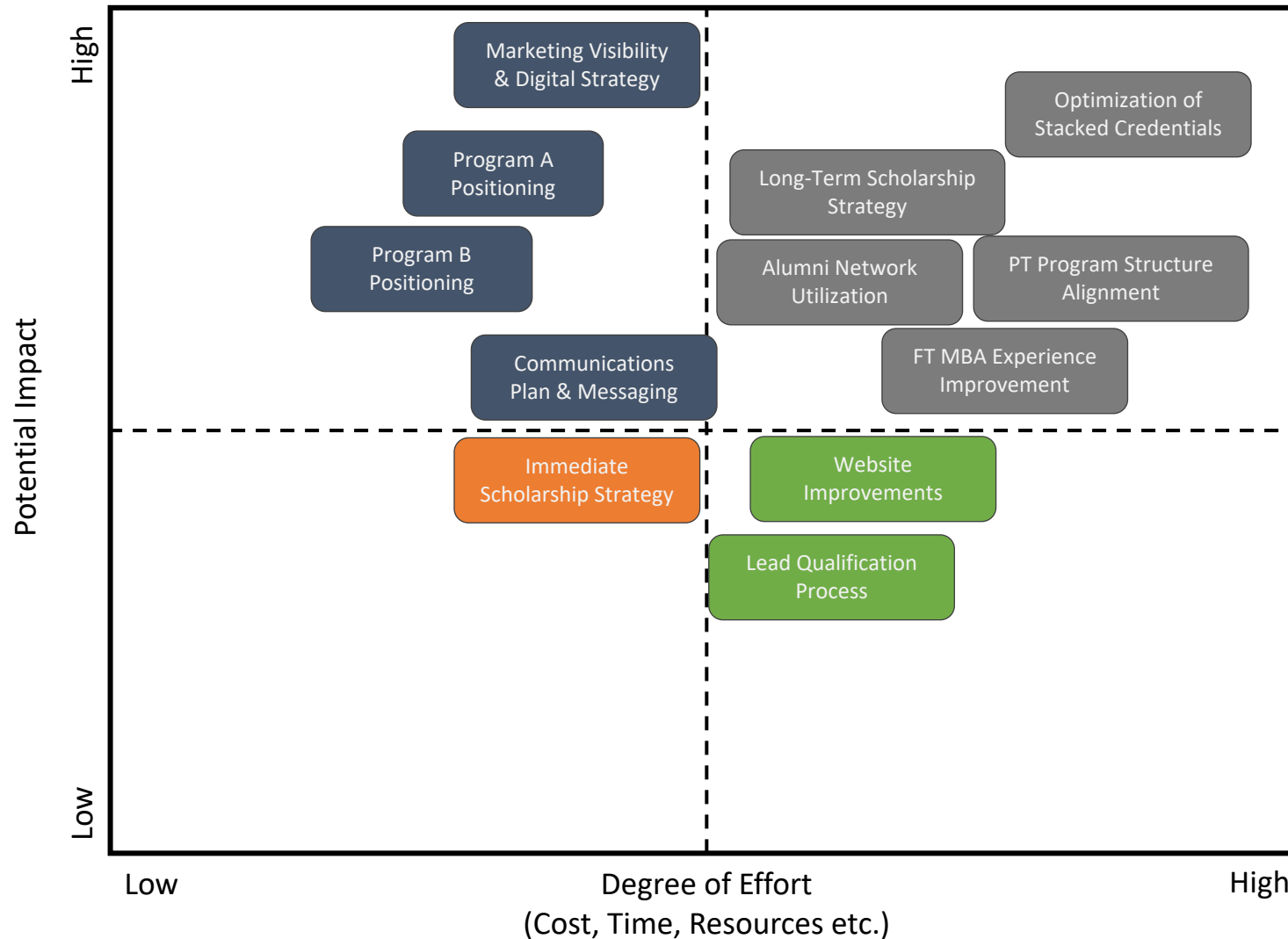
 = Concerning

 = Fair

 = Needs Improvement

 = Immediate Attention Recommended

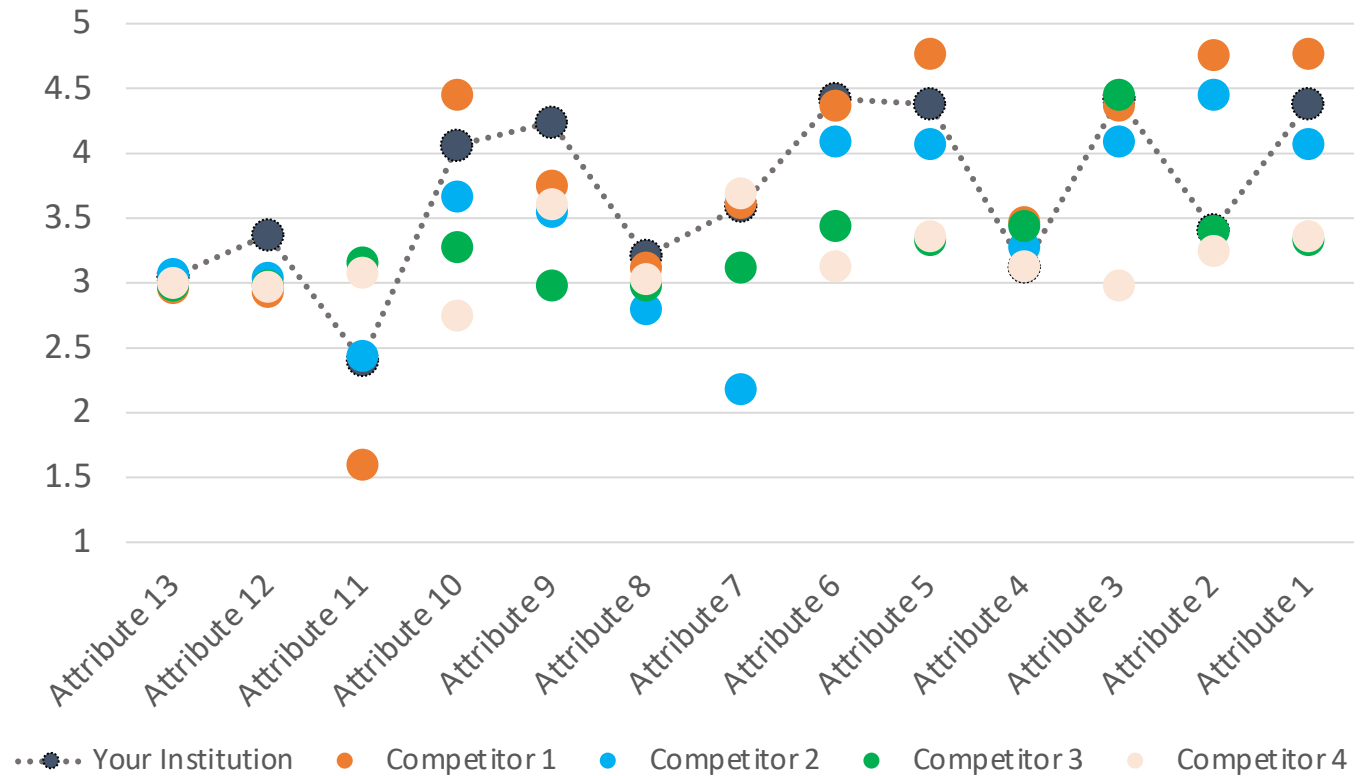
# Example Output – Prioritization Clarity





# Example Output – Customized Market Research

How well do the following attributes describe the following programs?



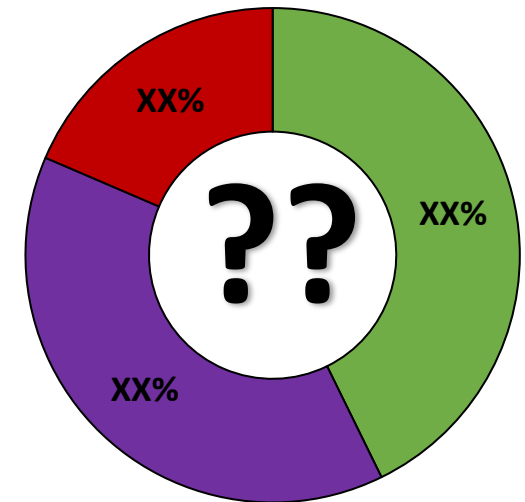
Low Importance

Average Importance of Interested Responses

High Importance

How likely would you be to recommend your school to a friend or colleague?  
(0= least likely, 10 = most likely)

Your Institution NPS (n=XXX)



■ Promoter ■ Passive ■ Detractor

# We Have Extensive, Proprietary Knowledge about, and Experience With, The Entire Business School Landscape





**THANK YOU**

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