



UNIVERSITÉ
BISHOP'S
UNIVERSITY

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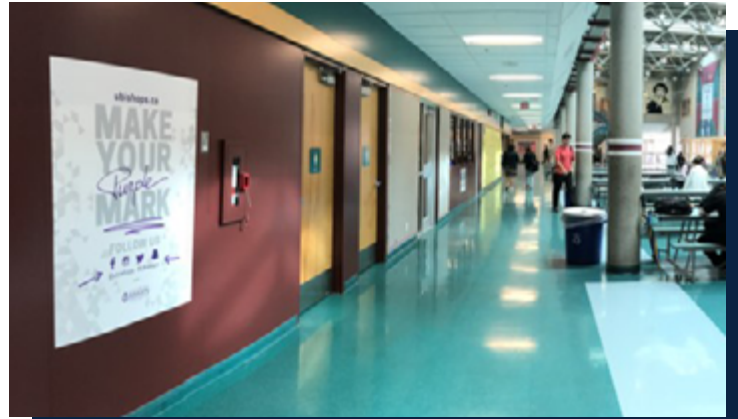
CASE STUDY



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Glacier's marketing campaign for Bishop's University promotes awareness among prospective students and boosts enrollment to record numbers.



Bishop's University (BU), a small liberal arts school, utilized a dedicated recruitment team that visited high schools often to engage with prospective students. However, many high school students remained unaware of BU as a potential choice for college.

The university needed a more widespread marketing campaign to reach additional students across the country and grow enrollment numbers.



Glacier put together a youth marketing strategy to bolster BU's awareness, applicants, and enrollment. Using a combination of wall advertisements, a microinfluencer campaign to reach Gen Zs in Calgary and Vancouver, and targeted Snapchat campaign. Glacier attracted new prospective recruits to BU's Open House, leading to steady applicant growth and record numbers of new students and overall enrollment.

RECORD ENROLLMENT

for new students reached in Fall of 2017

OVERALL RECORD

for student enrollment set in Fall of 2018

TARGET NUMBERS ACHIEVED

for new student enrollment achieved in Fall of 2015, 2017, and 2018

31.6% INCREASE

in Open House attendees from 2017-2018

22.9% INCREASE

in attendance of prospective students at Open House from 2017-2018

NEW STUDENT ENROLLMENT

increased from 739 in Fall of 2014 to 925 in Fall of 2018

THE CHALLENGE

STRUGGLE WITH VISIBILITY

BU needed increased visibility and awareness among Gen Z and upcoming college freshmen. The recruitment team often connected with students in high schools who didn't even know the school existed.

With 96 universities in Canada, awareness, visibility, and standing out from the crowd were vital goals.



THE MISSION

To increase visibility and awareness about Bishop's University among prospective college students.



THE PLAN

- Target high schools across the country with wall ads showcasing Bishop's University as a positive option for post-secondary school.
- Promote Open House via Snapchat
- Use the Open House experience as content to kick off a Micro-Influencer campaign. Influencers continued posting about their experience, including a blog post, and important deadlines.



HOW GLACIER'S MARKETING HELPED

“Glacier is the only company who has access to schools directly, and they are ahead of the curve with what’s exciting for Gen Z.”

Glacier’s high school wall ad campaign for Bishop’s University ensured that prospective recruits would read about BU. The influencer campaign promoted via Instagram informed these prospects about upcoming opportunities at Bishop’s University.



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The guarantee of having wall ads posted directly in high schools to increase visibility and awareness was “worth its weight in gold” to the university. Prospective students reported to recruiters that they heard about BU from posters in their schools.

RESULTS

BU gained its highest ever increase in Open House attendance from 2017 to 2018. Prospective incoming students increased by 22.9% and overall guest attendance increased by 31.6%.

The number of applicants increased as well.

22.9% PROSPECTIVE INCOMING STUDENTS INCREASE



31.6% GUEST ATTENDANCE INCREASE



Most importantly, admittance numbers have continued to steadily grow with the assistance of Glacier's marketing strategies. Over the last 5 years, new student enrollment has steadily grown, breaking records in 2016 and 2017, followed by the second highest number of new student enrollment in 2018. Overall enrollment also maintained consistent growth, reaching the highest number in the school's history in the Fall of 2018. Enrollment goals were consistently met.



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