



**MCNEESE**  
STATE UNIVERSITY

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CASE STUDY**



# MCNEESE STATE UNIVERSITY CASE STUDY

*Glacier's marketing campaign for McNeese State University promotes awareness among prospective students and enhances enrolment influence.*

McNeese offers IN-STATE TUITION for qualified Texas residents.

# McNEESE

## STATE UNIVERSITY

LAKE CHARLES, LOUISIANA

Innovative Programs • Academic Excellence • Affordable Top-Tier Education

**MCNEESE STUDENTS SUCCEED!**

- Our most recent nursing graduates earned a 100% first-time pass rate on the national nursing licensure exam.
- 70% of McNeese graduates who applied to medical school were admitted.
- 92% of McNeese graduates that applied to law schools were admitted.
- 100% of McNeese graduates who applied to dental school were admitted.
- 92% of graduates receiving in-person physical therapy are awarded their physical and occupational therapy programs.

For eight consecutive years, McNeese has received national recognition as one of the best regional universities and one of the top public universities by U.S. News and World Report.

My **McNEESE**

Find out more about how you can succeed at McNeese. [mcneese.edu](http://mcneese.edu) • 800-622-3352 ext. 5504

**UNIVERSITY FOX**

**HOW TO SAVE MONEY WHILE STUDYING**

Rachel Monday - Nov 15, 2018

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McNEESE We can help you save money while studying. Visit us today for more information. [mcneese.edu](http://mcneese.edu)

McNeese State University, one of the top ranked public universities in the nation, engaged with prospective students through comprehensive open houses and campus visits. Despite the innovative offerings, many high school students in the region remained unaware of McNeese and their strong reputation as an economic and workforce development partner.

To improve brand awareness and increase enrollment, McNeese needed to implement a widespread marketing campaign to reach more students.

# THE CAMPAIGN:

Glacier put together a marketing strategy to bolster McNeese's brand outreach and awareness. The campaign utilized a combination of traditional advertising in strategically targeted high schools, a student influencer campaign to reach Gen Zs in Louisiana and Texas, and a new digital advertising campaign geo-fencing target high schools.

Through refreshed local advertising and the introduction of outreach in new regions, Glacier was able to grow brand awareness by over 31% amongst high school students.



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# McNEESE

STATE UNIVERSITY  
LAKE CHARLES, LOUISIANA

Innovative Programs • Academic Excellence • Affordable Top-

**McNEESE STUDENTS SUCCEED!**  
McNeese students consistently earn a 3.00 GPA, graduate with honors, and are highly employable. We offer a wide range of programs to help you reach your goals.

For eight consecutive years, McNeese has received national recognition as one of the best regional universities and one of the top public universities by U.S. News and World Report.

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# THE CHALLENGE

McNeese needed increased visibility and awareness among Gen Z and high school students. The recruitment team needed the strategy and tools to reach audiences outside of the local education network.

Affordable programs and unique tuition offers coupled with exceptional career ROI made it vital for McNeese to showcase its services and distinguish itself from the crowd.



# THE MISSION

To increase awareness and interest in McNeese State University's offerings among prospective college students.

# THE PLAN

- Target high schools throughout Louisiana and Texas with wall ads showcasing McNeese State University as a respected option for post-secondary school.
- Promote Open Houses and Campus Visit Days with a new digital advertising strategy including customized landing pages for respective high schools and target audiences.
- Use Campus Visit Days to kick off a Micro-Influencer campaign. Consistent content generation from influencers about their experiences with McNeese and interest in enrolling.



# HOW GLACIER'S MARKETING HELPED

“Glacier holds themselves and those involved to the highest standard. Working with someone who pays that much attention to the details is a big advantage.”

Glacier's high school wall ad campaign for McNeese State University ensured that prospective recruits would read about McNeese and recognize their brand.

The newly strategized digital advertising plan promoted McNeese on a larger scale than ever before with a purposeful and targeted approach.





# CAMPAIGN METRICS

## HIGH SCHOOL AD PLACEMENT

- 1,750,000 impressions across 10 high schools
- Counselor feedback:  
“I thought it was really, really good and it stayed up really well. Usually the ones we put up the kids will take them down within a week.”

“(The mural) looks really good. This is the first time we have had anything like this!”

## STUDENT INFLUENCERS

- 48 total posts
- 10,870 total engagements
- 15% average engagement rate
- 36,840 total impressions
- 17,450 unique students reached

## DIGITAL DISPLAY (STATIC & VIDEO ADS):

- \$9.68 combined CPM
- 0.27% Clickthrough Rate

# RESULTS

Glacier's campaign for McNeese was focussed on building awareness among high school students and, based on survey results, was extremely successful. In June 2018 the University's awareness was 51.3%, compared to 82% in June 2019 after one year of working with Glacier.



**31%** INCREASE IN BRAND AWARENESS





**[weareglacier.org](http://weareglacier.org)**