



8 Powerful Strategies to Increase Student Enrollment

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Drive more students to your enrollment site with these strategies.

Have clear goals and objectives



A clear goal will set you on the right path. Your broad goal is to increase enrollment, but you need to refine that. Aim for a specific number of enrollees or set a specific percentage of new students.

Maybe you want to appeal to a different demographic or people from a new region. These goals will help you decide how to focus your recruitment efforts.

Focus on adding high-quality (free) value

When you offer a rewarding experience to your customers, they are likely to see you more positively and recommend you. Partnering with MedCerts lets you offer articulated credits and supplement your course load with our programs, broadening your reach and adding value.

Provide people with quick wins and personalized solutions to specific pain points

When you're determining your unique value, focus on specific pain points. Determine what your students need and how you can help them achieve it.

MedCerts helps you provide solutions to common pain points. We offer personal education consultants, exam prep and dedicated career coaches. Partner with us to expand your ability to help your students.

Optimize content and messaging for mobile

Potential students are likely to find you on their phones, and many prefer to receive text messages rather than phone calls. Use text message alerts to remind potential students to finish their application process. Or send links to a newsletter with upcoming events and registration deadlines.





Offer snippets and parts of courses or course content for free

Encourage potential new students to try before they buy. Create sample lessons complete with videos, quizzes and other traditional class elements. This helps potential students see whether your school would be a good fit or if you offer the programs they want.

Start a blog and optimize your website with SEO

Many students will find you online by searching. Optimize your site for search engines by strategically placing keywords throughout, especially on sub-pages detailing programs and different areas of study.

Start blogs for each school or program area with useful information potential students can use to get a better idea of your curriculum. Keep current and potential students informed about what's happening on campus or celebrate various students and faculty members.



Make the application and registration process easy for each prospective student. Have someone who's unfamiliar with your site look for admissions guidelines, frequently asked questions and the application.

Help your students succeed – use social media and have a consistent content strategy

With 4.7 billion active users per month, your potential students are probably on social media. Use social media to introduce potential students to your school and its atmosphere. Post engaging videos that highlight how students can benefit from your programs. Celebrate your successful alumni to build a connection with future students. A partnership with MedCerts also means shared social posts, increasing your reach to an even larger audience.

Do strategic retargeting campaigns

Retargeting campaigns let you reach users based on their internet activity. You can retarget people who've clicked on your ads to request more information. Or you can use retargeting campaigns to remind potential students to finish their application online in addition to your text message.



Put it all together

These are some strategies you can use to increase enrollment. A partnership with MedCerts can steer you in the right direction, letting you expand your reach through joint marketing, a wider range of courses and solutions to personalize education. Let us help you appeal to people who wouldn't normally have access to higher ed.



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