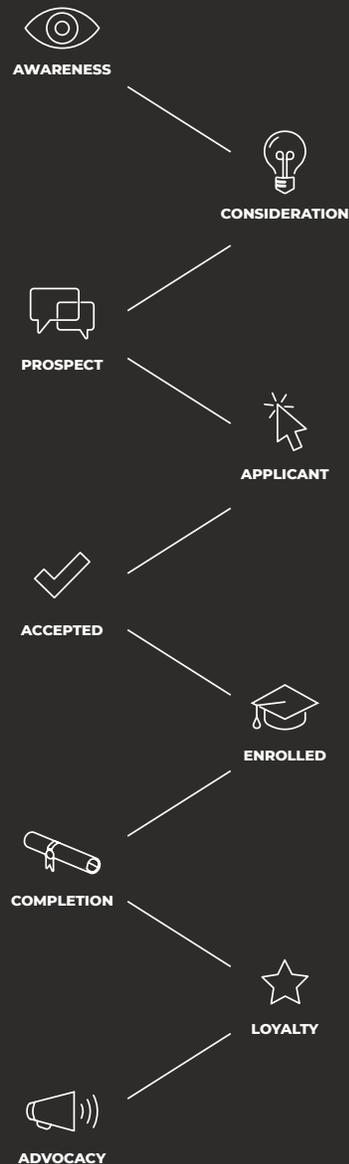




# Accelerating the Ideal Virtual Learning Lifecycle for Higher Education

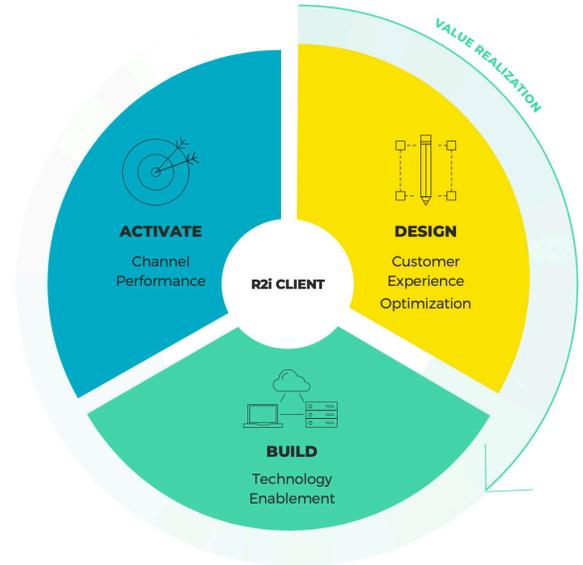
Higher-ed marketers are spread thin, and the industry as a whole is rapidly modernizing the way it engages prospective students, their caregivers, and educators. In a marketplace traditionally underfunded and slow to adopt digital capabilities, the pressure is on to compete in a crowded space. Competition, fierce and winning, now more than ever depends upon meeting the unique needs of each prospective and enrolled student both online and offline across their entire educational experience. This requires a fundamental cultural shift where universities think of themselves as a business and students as their customers.

## MAPPING THE STUDENT JOURNEY



R2i's helps higher ed nurture relevant student journeys and deliver a 360 degree view of the student

We work with educational institutions to connect the diverse customer base of students, parents, alumni, faculty and staff, and other influencers in relevant digital experiences that build a deep sense of commitment and loyalty to the institution while adding value to the constituent.



Experience strategy based on the ideal student journey from application through alumni participation

- Student Experience Journey Mapping
- Segmentation, Targeting, and Audience Requirements Strategies
- Technical, operational, and cultural business requirements

Integrate, optimize, and future-proof the Adobe stack with key technologies like online learning tools, student and alumni communities, and foundation activities to drive a single view of the customer and an integrated experience

- Technology roadmap
- Technology implementation and integration across entire stack including non-Adobe

Create loyalty through enriched customer experiences (personalization, targeting, compelling content, A/B testing, advanced analytics)

- Program and content strategy and development
- Progressive media mix modeling with attribution and ROI

Increase website traffic and leads submissions, while improving data capture

- Search and paid media strategies and implementation to drive engagement
- Data capture and lead nurture strategies to optimize funnel success

R2i combines industry and customer insights derived from our rich experience with the top educational institutions such as Johns Hopkins, MIT, Seattle University, and Boston College; and a holistic roadmap approach designed to help high education marketers along the path to digital maturity and better student experiences.

#### EDUCATION BRANDS WE ACCELERATE

