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Marketing is an extremely competitive sphere. For any educational institution, it is essential to be a step ahead when it comes to marketing trends. But it is not that easy to do it. The expectations of the digital generation are evolving and transforming education marketing. In the past few years, there has been a tendency [more...]

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Frank's key higher education marketing trend for 2020 is redesigning your website to target prospective students as the primary audience. His colleagues identify the use of analytics, curating content for search engine relevance, customized consumer experiences, and integrated branding.

Economic shifts, labor market changes, changes in the ways people choose to learn, and a rise in non-traditional students are just some of the market trends influencing the future of higher education. Add in the challenges posed by restrictive budgets, and suddenly, the number of mergers and acquisitions are on the rise.

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Higher education marketing strategies When it comes to strategies for education marketing, things move quickly. With a young, digitally minded demographic and the continual emergence of new tech and trends, education marketers must work hard to stay ahead of the curve.

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Finance Trends. 10. Alternate Funding Options Will Be Needed. Higher education is field that has always been heavily reliant on federal funding. The exact number can vary by state, but Digital Marketing Institute reports that state schools in Illinois depend on the government for 33% of their operating budget.

10 Trends in Higher Education to Watch in 2020

On popular social media platforms like Instagram, some colleges have begun using their resources to truly hit the audience. According to TrackMaven, Instagram could be the best platform for higher

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