

THE GREAT GRAD PIVOT: TEN THINGS YOU CAN DO RIGHT NOW

Need to pivot to domestic enrollments for your graduate programs? **By gaining insights into modern U.S. students, utilizing precision targeting, embracing radically human storytelling, and executing on the basics of marketing, you drive domestic enrollment growth.**

Here's 10 ways to get started today:

01. Identify your most promising domestic segments

02. Stop leading with 'just the facts.'

03. Rewrite your ad copy for clarity and trust.

04. Elevate authenticity in your storytelling.

05. Add outcome data to your program pages.

06. Localize your ads.

07. Reduce friction in your inquiry forms.

08. Use video to build emotional connection.

09. Audit your nurture streams for tone and relevance.

10. Align your team with value-based talking points.



Interested in working with the Viv team to strengthen your enrollment strategy? Let's connect!

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