

CASE STUDY

TENNESSEE TECH UNIVERSITY



Tennessee Tech University, a top-ranked public university located in the town of Cookeville, TN, named A to Z Communications as agency of record in 2019. Known as “Tech,” the University and A to Z developed a deep and **collaborative relationship to drive messaging for increased inquiries and enrollment.**

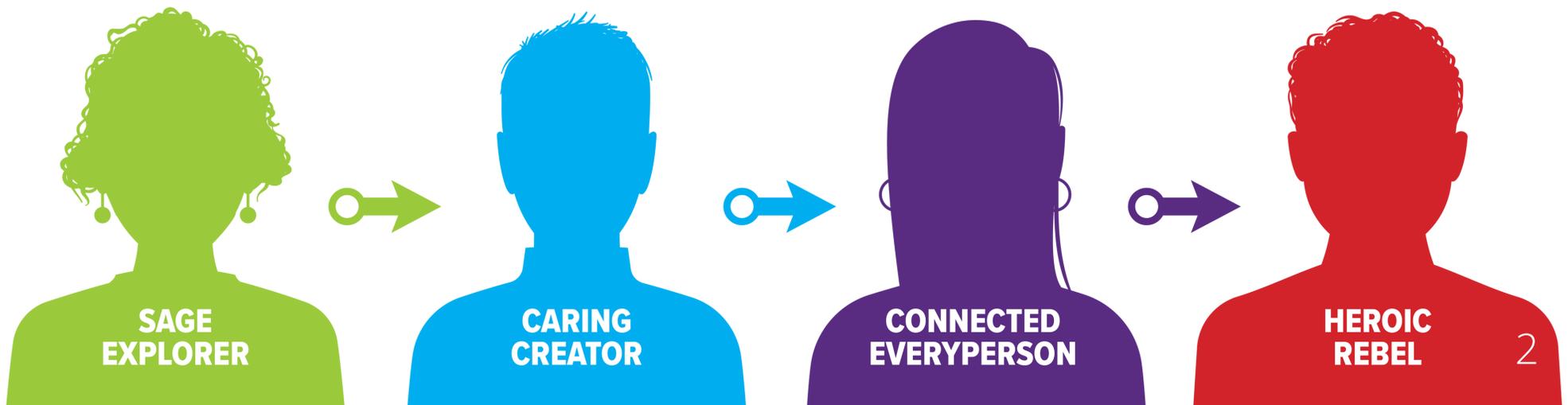
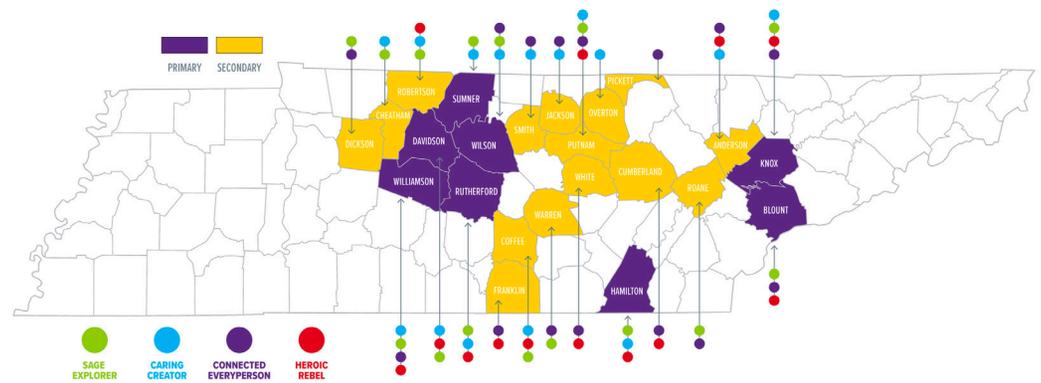
A to Z developed and executed many campaigns for Tech, from Preview Day to programmatic digital, print, and broadcast media, with **outstanding results.**

Using a mix of traditional media and digital media strategies, the A to Z campaigns **garnered tremendous metrics for Tech.** A to Z functions as the strategic, creative and media planning and buying partner to Tech.



A to Z conducted a three-month study into the student personas that thrived at Tech. Using data collection, interviews, and collaboration with the Admissions team, **we identified the most likely type of student to apply, enroll, and remain** at Tech. The personas identified personality, background, likes and dislikes, interests and more. We also analyzed the socio-economic details and population clusters. This process gained deep insights for recruitment messages and highlighted the need for increasingly granular messages for each type of student.

Additionally, Tech and A to Z worked together to develop a “boots on the ground” approach to student recruitment. While the objective remained the same with each tactic, the campaign widely differed and included mobile recruitment stations at high school events, athletic games, and career days, alumni hosted barbecues, alumni and student matching and mentoring, and traveling road shows with admissions staff. These tactics allow for one-on-one relationships, engender trust and confidence, and have **led to increased applications**.



20% INCREASE

Largely due to a strategic digital marketing push, Preview Day gained a **20% increase in attendees**, never before experienced by Tech.

RECORD-BREAKING

During 2019 and 2020, (even during the challenges of COVID-19) programmatic and digital campaigns gained **record-breaking Impressions**, Click-through-Rates, Swipes, and OTT and HULU completion rates.

164,951

Retargeting and Pre-roll counts delivered 164,951 impressions during the summer campaign, along with 1,613 unique inquiries. **This over-delivered our goal by 12%.**

1,000 INQUIRIES

A recruitment campaign for the College of Engineering targeted to in-state and out-of-state transfer engineering students exceeded the set goals by 10%, across all platforms. **Over a quarter of a million impressions were delivered, resulting in 1,000 inquiries to Tech's engineering programs.**

The extreme success of the digital campaigns continued for in the next years. The 2023 Fall Admissions campaign became the bellwether for **record-breaking success.**

A MIX OF TRADITIONAL AND DIGITAL MEDIA DROVE APPLICATIONS TO NUMBERS NOT SEEN IN 15 YEARS



The focus on driving high-quality conversions through digital media yielded remarkable results.

Reaching millions of viewers with creative that was compelling and actionable, Tech saw **unprecedented CTRs for each digital category.**

These digital CTRs are outstanding in any sector, and within the university segment,

GO ABOVE AND BEYOND ANY BENCHMARKS.

43.52%

Paid Search CTR

3.5M

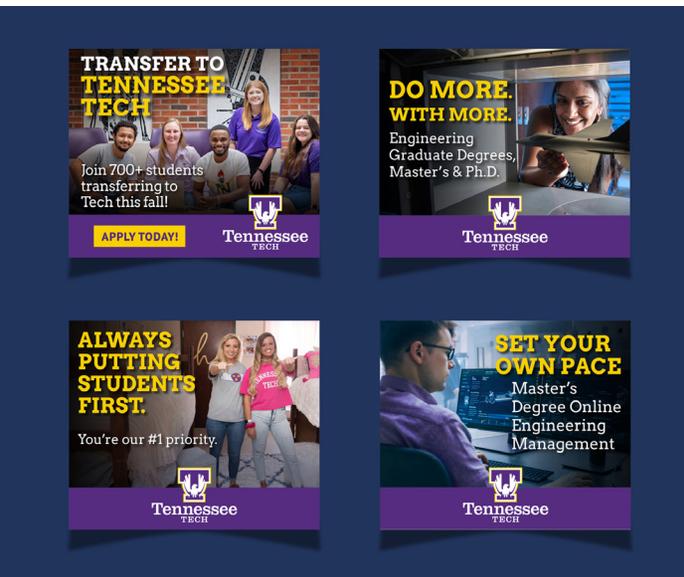
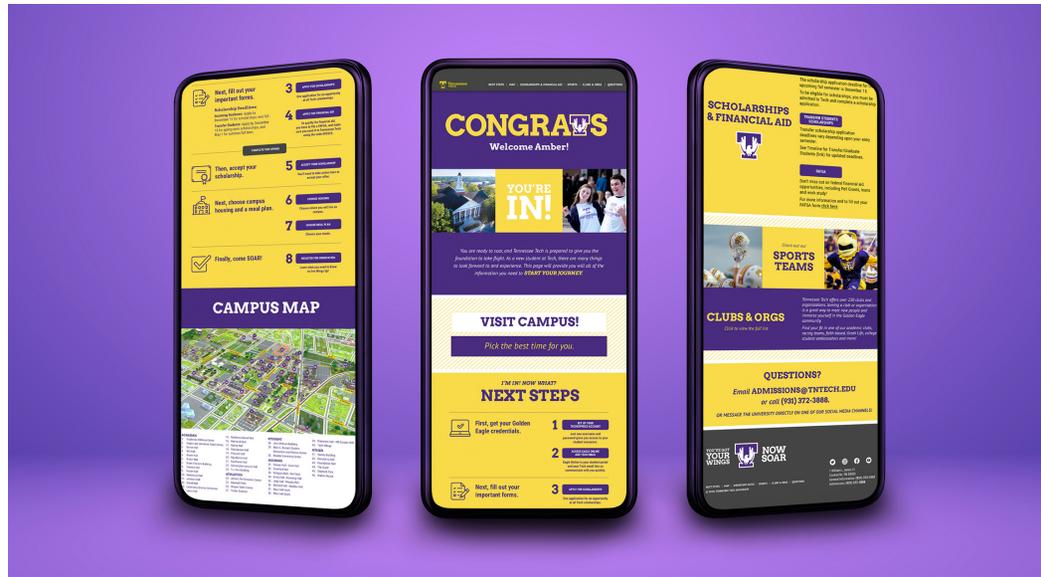
Social media earned a .60% CTR with 3,512,506 viewers reached.

91.3%

OTT/CTV Completion Rate

.88%

TikTok produced over a million impressions with a strong .88% CTR.



A to Z also worked collaboratively with Tech on projects ranging from acceptance kits, personalized landing pages, and campus signage.

contact us to discuss

OUTSTANDING STRATEGIES WITH CREATIVE THAT WORKS



Erin Stinner

erin@atozcommunications.com

703-447-8669

atozcommunications.com