

COLLEGE MARKETING

**IMPACT
REPORT**

2024

BABSON COLLEGE

Igniting the Babson brand: Powerful storytelling to inspire the next generation of entrepreneurial leaders.

In FY24, the College Marketing team implemented a multifaceted strategy to further amplify Babson's position as a leader in entrepreneurial and business education and support enrollment goals across business units. Our inclusion in the **top 10 of The Wall Street Journal Best Colleges** list anchored this strategy.

We expanded our reach and impact among key stakeholders, including prospective students, alumni, and industry influencers. By refining our storytelling strategy, we effectively showcased the diverse voices of our students, faculty, and leaders, resulting in heightened engagement. Additionally, we increased the value and effectiveness of our owned and earned channels, such as our website and social media platforms.

Embodying Babson's innovative spirit, we piloted cutting-edge marketing tactics, allowing us to experiment and identify modern methods for connecting with our target audiences.

Our collective efforts across all areas of engagement and outreach have significantly contributed to our ongoing success in attracting high-caliber undergraduate and graduate students, while further enhancing the Babson brand.





Table of Contents:

» Brand Awareness and Reputation 02

Google Trends / Domain Authority / Leadership in Entrepreneurial Education / #1 Rankings / Accolades and Recognition

» Earned Media Success 04

Babson Mentions / Babson Feature Stories
Share of Voice / Media Coverage

» Social Media and Thought Leadership 06

Institutional and Presidential Accounts / New Strategies / SEO

» Institutional Events 08

Commencement / Special Guests and Events / BCW

» Brand Engagement 12

Follower Growth / Engagement, Impressions, and Views

» Storytelling Success 14

Babson Thought & Action / News Trend Stories
Babson Magazine

» Social Media Engagement 16

Owned / Paid / Multimedia Channel Growth
Video Highlights

» Enrollment 18

Undergraduate Funnel / Graduate Funnel
Babson Executive Education / Babson Academy

Brand Awareness and Reputation

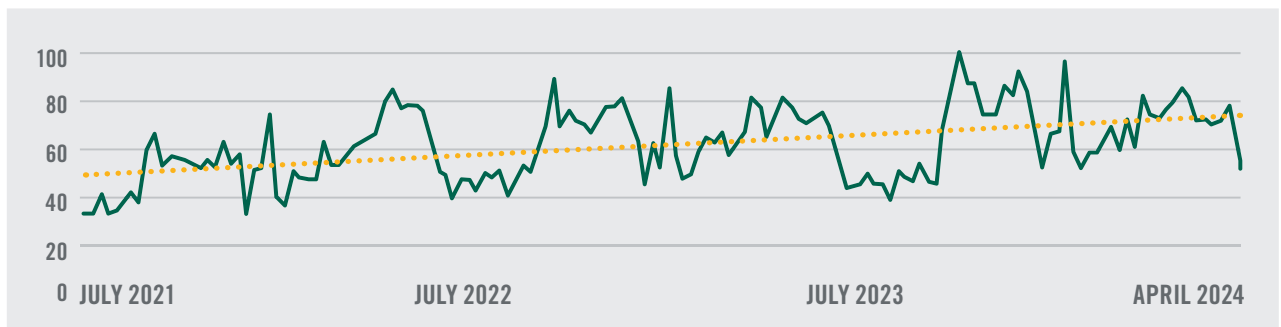
In today's rapidly evolving business landscape, brand building is crucial for shaping the perception and success of educational institutions. This year presented a unique opportunity to make significant strides and inspire trust and confidence among prospective students and their families around the globe.

By measuring the effectiveness of our brand-building efforts, we gain valuable insights into our influence within the education market, student perceptions of Babson, and the impact of our entrepreneurial spirit across higher education and beyond.

From a digital landscape perspective, the Babson Brand remains strong in terms of domain authority, which can speak to how the user perceives the institutional brand.

Google Trends: Three-Year Performance

Google Trends shows a relative increase in interest in Babson College over a three-year period, on a scale of 0-100. This indicates that Babson brand awareness continues to strengthen and grow.



Continued Growth in Brand Search Volume:

- Brand search volume is strongest during fall and spring semesters, spikes after major news events, and sees a seasonable post-graduation, pre-enrollment dip in the summer.
- *The Wall Street Journal* ranking Babson a top 10 college in America in September 2023 correlates to the highest spike in our brand awareness this year.

» **76**

Domain Authority

Babson's Domain Authority remained 76 this year.

Domain Authority is a search engine ranking score used to predict how well a website will rank in search results. It is measured from 0-100, with 100 being the best. The higher the domain authority, the more challenging it is to improve the score.

Competitor Domain Authority Scores: Harvard 93 / Northeastern 82 / Babson 76 / Bentley 67

Leadership in Entrepreneurial Education

WSJ – 10th Best College Ranking

This ranking validates Babson's strength across all of higher education. College Marketing seized the opportunity to amplify the student outcomes that drove our ranking position using traditional and digital marketing tactics:

#1 Rankings

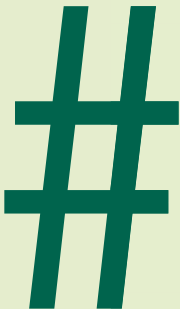
Babson maintained the top spot in entrepreneurship and has improved our position in career preparedness and business, reflecting our commitment to innovation and our students' impact across industries.



Instagram

- » 6,596 likes
- » 180 comments
- » 5,265 shares

– *The Wall Street Journal*



Entrepreneurship (UG/Grad)

– *U.S. News & World Report*

Entrepreneurship / Northeast Graduate and Undergraduate Programs

– *Entrepreneur* magazine /
The Princeton Review / 2023

Career Preparedness (UG)

– *The Wall Street Journal*

Business Majors

– *Money* magazine / 2022

Business School for Salary Potential

– Payscale / 2023, 2015–2021

International Student Ranking:

Number of Education Abroad Students on All Duration Programs / Mid-length for 2021–2022

– Institute for International Education

Accolades and Recognition

Numerous recognitions and accolades for the Babson community were amplified and leveraged through ad buys and extensive social media outreach.

Notable recognitions included:

- President Stephen Spinelli's Boston Business Journal Power 50 nomination
- Babson Board of Trustees' John W. Nason Award for Board Leadership by the Association of Governing Boards of Universities and Colleges
- Dean Lawrence Ward's appointment to the NCAA Board of Governors
- Arthur M. Blank School for Entrepreneurial Leadership CEO Donna Levin's Pinnacle Award
- Chief of Police Erin Garcia's Ralph Avery Leadership Development Award
- College Marketing team's Marcom Platinum Award for Integrated Marketing
- Information Technology Services Department's CIO 100 Award
- Additionally, Babson faculty received more than 50 awards, honors, and competition wins throughout the year.

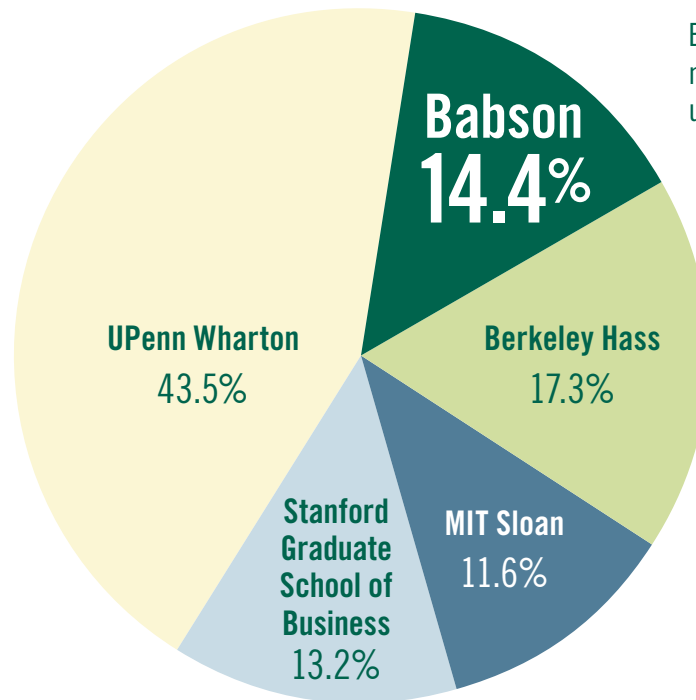
Earned Media Success

Earned media coverage remained consistent with last year, as the team shifted to accommodate new team members, new approaches to media, and the College's increasing presence in a wide variety of business stories. We simultaneously improved the quality of our media placements, securing high-quality, meaningful earned media placements in more regional, national, and global publications.



Share of Voice within Target Publications:

Measures Brand Dominance in the News Media



Babson's Share of Voice nearly doubled this year, up from 7.7% in FY23.

Communicating Through Unprecedented Times

In a year marked by significant national and international issues and events, College Marketing rose to the challenge of fostering open dialogue and maintaining a strong institutional voice. Through timely and clear messaging, we addressed complex topics such as the Supreme Court decision on affirmative action, the conflict between Israel and Hamas, and the passing of two beloved students.

By hosting forums, providing resources, and facilitating respectful discussions, we created a space for our diverse community to engage with these challenging issues. This proactive approach fostered a sense of understanding and belonging on campus. It also reinforced Babson's reputation as a place that cultivates leaders ready to tackle today's most pressing issues through respectful discourse and social responsibility.

TOP STORIES



[Read the Article](#)

Study: Building Resiliency in Entrepreneurship Courses

01.22.24 — *Inside Higher Ed*



[Read the Article](#)

Entrepreneurial growth in US is spearheaded by young adults, Babson report finds

09.20.23 — *The Boston Globe*



[Read the Article](#)

Dr. Stephen Spinelli, president of Babson College, on entrepreneurship and why “action’s more important than ability”

04.16.24 — *Boston Business Journal*



[Read the Article](#)

American Entrepreneurship is On the Rise

09.14.23 — *The Washington Post*



[Read the Article](#)

I took over my family’s collapsing business at 27 and made it profitable

06.12.24 — *Business Insider*



**BOSTON
BUSINESS JOURNAL**

The Boston Globe

FAST COMPANY

Forbes

FORTUNE



**Inside
Higher
Ed**



THE WALL STREET JOURNAL.

The Washington Post

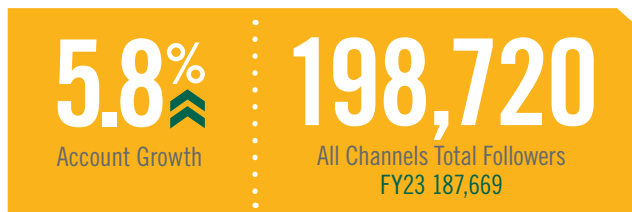
Top Outlets

Social Media and Thought Leadership

By prioritizing authentic user-generated content and fostering a community-driven approach to social media, we yielded significant growth and engagement across the most influential social media platforms of Instagram, LinkedIn, and TikTok.

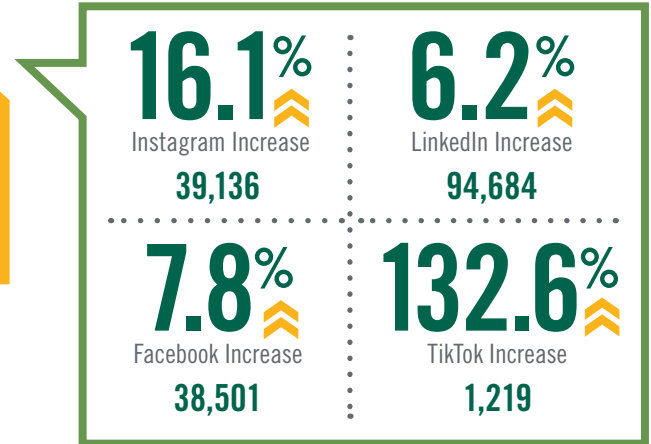
The College also elevated President Spinelli's voice via his LinkedIn account, increasing his posting and commenting activity, resulting in meaningful account growth and engagement.

Institutional Account Growth



4.44M
 LinkedIn Impressions
 FY23 4,230,000

381,822
 LinkedIn Engagements
 FY23 344,000



41.7M Instagram Views
 Increase by 3,122%

331,881 TikTok Views
 Increase by 219%

Social Media Posts



Asking the Class of 2024 Their Post-Graduation Plans on TikTok



Taking In Lobster Mania on TikTok



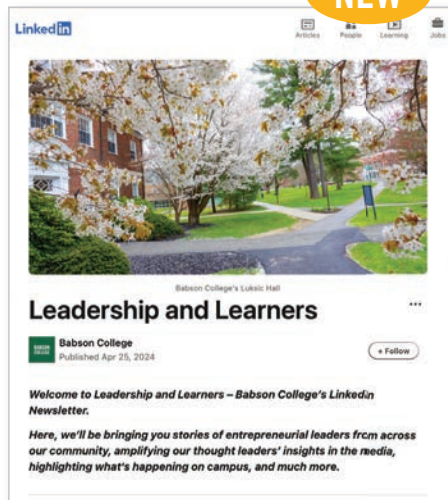
Faculty Term Chair Announcement on LinkedIn



End of Academic Year Meme on Instagram

LinkedIn Newsletter

NEW



LinkedIn Newsletter Launch

In March, College Marketing launched a new LinkedIn strategy that takes a multipronged approach to amplify its presence and thought leadership. By sharing insightful content focused on entrepreneurial leadership, innovation, and experiential learning, the College aims to spark conversations, directly engage with key stakeholders, and solidify our reputation in these areas.

22,929

Current Subscribers

2.8%

Engagement Rate

Entrepreneur Magazine Contributor

As a regular content contributor for *Entrepreneur* magazine, we enhance Babson's brand awareness and solidify our leadership in entrepreneurial education, as well as help attract top-tier students to our vibrant entrepreneurial ecosystem.

12 Total number of faculty and leadership byline articles written

28,000 Total first month pageviews on Entrepreneur.com

174,451 Total Impressions from Paid Social



Professor Rob Cross's article was one that hit #1 on the most read list

MOST READ

For April 9, 2024

1 Employees Are Burning Out — and the Culprit Isn't What You Think

Search Engine Optimization Strategy

This year's SEO strategy development continued to build our brand awareness efforts while also raising the visibility of the academic pages. Those pages are crucial to the consideration stages in the prospective student journey.

Across web properties

28% INCREASE

of keywords ranked

21,502

53% INCREASE

volume of keywords on Page 1

3,222

Optimized academic pages on babson.edu

40% INCREASE

of keywords ranked

4,048

55% INCREASE

volume of keywords on Page 1

21,502

Across BT&A Stories

87% INCREASE

of keywords ranked

2,921

104% INCREASE

volume of keywords on Page 1

537

Institutional Events

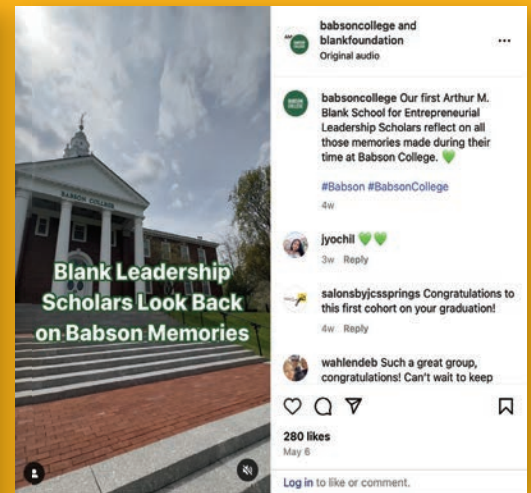
College Marketing showcased student life and thought leadership through coverage of various events, creating positive perceptions of the institutional brand for multiple audiences.

COMMENCEMENT

Commencement Speakers to Class of 2024: Values Are Your Guiding Principles
 By [Eric Beate](#) | May 14, 2024



An undergraduate celebrates after receiving his degree at Commencement. (Nic Czarniecki/Babson College)



Blank Leadership Scholars Look Back on Babson Memories

babsoncollege and blankfoundation
Original audio

babsoncollege Our first Arthur M. Blank School for Entrepreneurial Leadership Scholars reflect on all those memories made during their time at Babson College. 🍀

#Babson #BabsonCollege

4w

jyochil 🍀🍀
3w Reply

salonsbyjcsprings Congratulations to this first cohort on your graduation!
4w Reply

wahlendeb Such a great group, congratulations! Can't wait to keep

280 likes
May 8

Log in to like or comment.

CCP awareness for UG students **99%**
 RSVP Rate

Social Media Impact

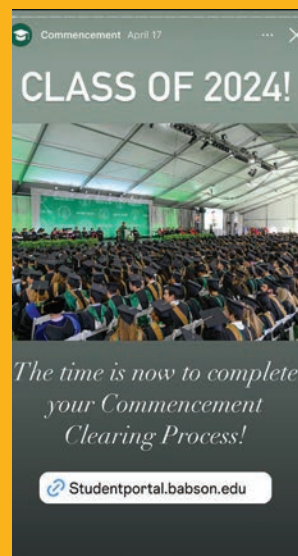
Instagram Recap video post

27,6k Views | **1,114** Likes | **99** Shares

LinkedIn

22.9%
Average engagement rate of Commencement-based posts

2 posts were at **40%** engagement rate



Commencement April 17

CLASS OF 2024!

The time is now to complete your Commencement Clearing Process!

[Studentportal.babson.edu](https://studentportal.babson.edu)



babsoncollege and babsonalumni

To you, Class of 2024. 🍀

Liked by vmsibphens and 1,146 others

feat. Zak Abel, Nile Rodge, babsonalumni

1,147 likes

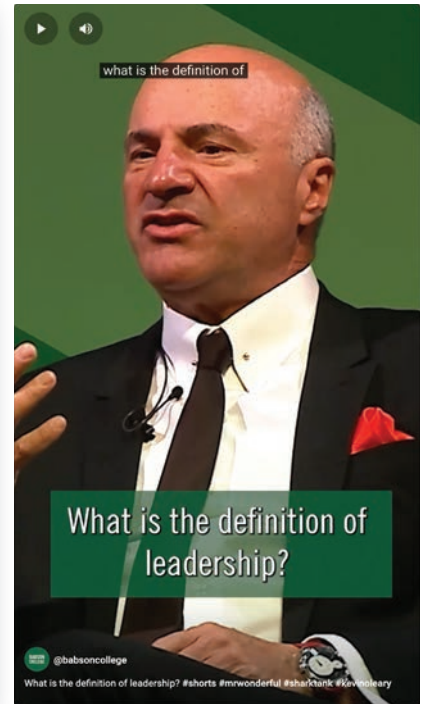
KEVIN O'LEARY

A Shark Comes to Babson: Eight Lessons from Kevin O'Leary

By John Crawford | October 23, 2023



At an event at Babson's Sorenson Center for the Arts, Kevin O'Leary (right) of "Shark Tank" spoke with Jack McCarthy MBA'82, associate professor of practice in management. (Photo: Nicolaus Czarnecki)



BTA Coverage **1,091** Pageviews

YouTube
3,100 views

KAREN SLACK

Beyond Her Voice: Karen Slack's Entrepreneurial Insights Take Center Stage at Babson

By Hillary Chabot | March 8, 2024



Renowned soprano Karen Slack will be on the Babson campus. Am Be

360

Registrants for her Recital

Karen Slack Closes Out Intensive Residency with Standing Ovation

By Thought & Action Staff | March 27, 2024



Soprano Karen Slack closed out her March intensive residency with a powerful opera performance titled, *Of Thee I Sing! Songs of Love and Justice*. (Photo: Nile Scott Studios)

Renowned opera soprano Karen Slack in partnership with BabsonARTS to coach and mentor students on business in the arts.

BABSON CONNECT WORLDWIDE

Learning, Networking, and Connecting in Singapore

By [John Crawford](#) | March 11, 2024



Cyril Camus '91, P'26, a member of Babson's Board of Trustees and the chair of the College's Global Advisory Board, speaks at Babson Connect Worldwide. The global entrepreneurial summit came to Singapore last month.

The return of this international event provided an opportunity for the brand to shine on a global stage.

297

people registered for the event

In-event and post-event coverage on institutional channels resulted in:

48,031

Impressions

2,543

Engagements

From the President: Babson's Global Influence

By [Stephen Spinelli Jr.](#), MBA'92, PhD | April 9, 2024



Babson President Stephen Spinelli Jr., MBA'92, PhD welcomes nearly 300 Babson alumni and friends from more than 45 countries to Babson Connect Worldwide.



GEL WEEK

John Jacobs and the Power of Optimism

By [Eric Beato](#) | November 15, 2023



John Jacobs, co-founder of Life is Good, delivers the keynote address

BTA & GEL Week Coverage

2,444 Pageviews

Unscripted Video – Road to FME

7,137 Total Impressions

LinkedIn Post

John Jacobs, Co-founder of Life is Good

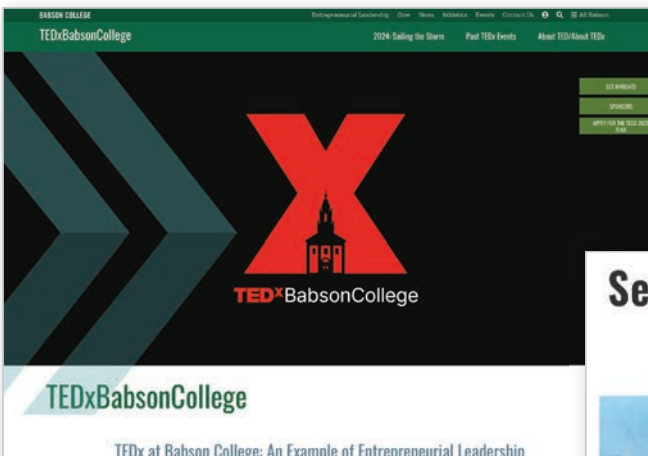
12% Engagement Rate



 YouTube

[Watch Video](#)

TEDx BABSON



This annual student-led event was promoted as a shining example of entrepreneurial leadership on campus.

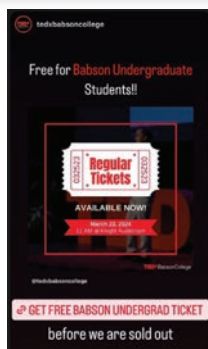
7,576 Total pageviews to new landing page

Setting Sail: Arlene Cummings Prepares to Inspire at TEDxBabsonCollege

By [Hillary Chabat](#) | March 1, 2024



Arlene Cummings MBA'24, P'24 (left), with her daughter Madison Spence '24 (center) and son Myles



Record number of tickets sold

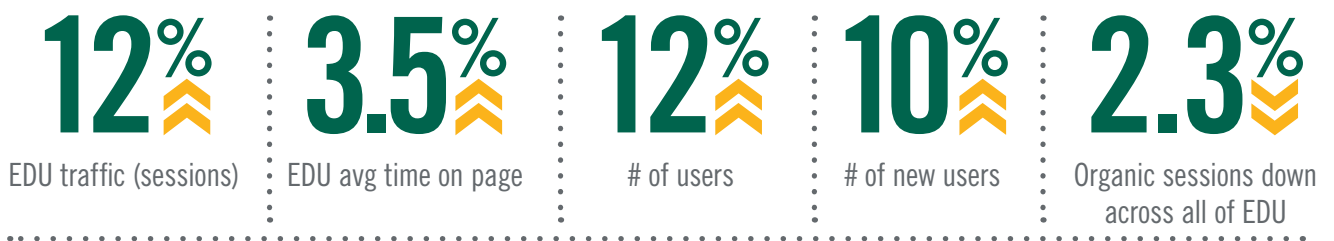
714

Brand Engagement

In FY24, College Marketing harnessed the power of storytelling to significantly boost brand engagement among key audiences. We also added new tactics designed to increase our reach to prospective undergraduate and graduate students, supporting both brand and enrollment goals. By crafting compelling narratives, we have strengthened emotional connections, leading to a more vibrant and loyal community.

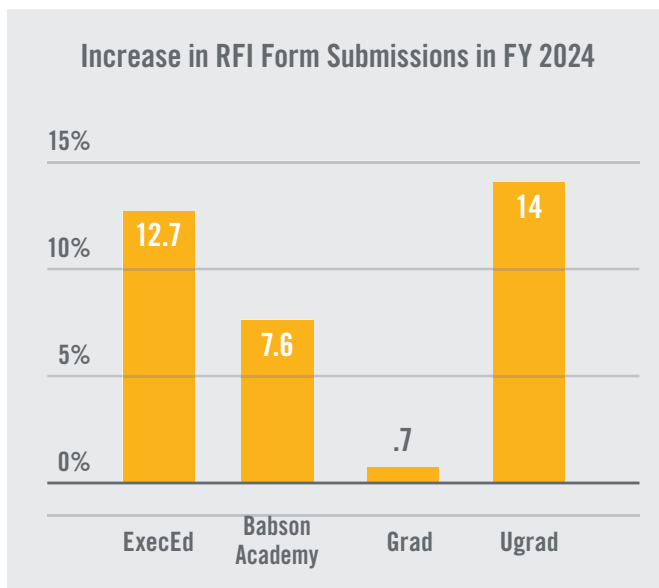
Website Engagement

As our primary marketing platform, Babson.edu continues to attract, engage, and ultimately convert prospective students into our admissions funnels by showcasing our unique offerings, academic programs, campus life, and success stories.



“Request for Information” form submissions

Visitors to Babson.edu enter our admissions funnels primarily by submitting their contact information through one of our RFI forms.





Storytelling Success

Babson Thought & Action

Babson Thought & Action continues to evolve as the College's hub of storytelling content with a site redesign to improve reader experience and engagement and a renewed strategy to illustrate entrepreneurial leadership and elevate thought leadership. New story tactics and a focus on connecting Babson faculty and alumni to news trend stories such as Taylor Swift, Barbie, and Stanley tumblers also helped drive growth.

253

Number of Stories/
Briefs Published

📈 **26.5% INCREASE**

16,659

Newsletter Subscribers

📈 **4.5% INCREASE**

432,229

Pageviews

📈 **12.3% INCREASE**

253,235

Users

📈 **19% INCREASE**

DRIVING TRAFFIC TO .EDU

41,503

edu page views from
Babson Thought & Action

📈 **15.4% INCREASE**

Most Popular Story

Pageviews: **33,351** / Time on Page: **3:43**



News Trend Stories

The team produced 13 news trend stories this year which proved to be among our most-read content on BT&A. We even wrote about Taylor Swift (twice).



SEO Wins

Why Is Leadership Important?

Pageviews: 10,885 / Time on page: 5:20

What Is Entrepreneurial Leadership?

Pageviews: 10,752 / Time on page: 4:20

Why Is Integrity Important?

Pageviews: 9,995 / Time on page: 6:37

Babson Magazine

From alumni successes to student experiences to thought leadership to strategic initiatives, *Babson Magazine* spotlights stories and people that impact the College and its community. In addition to the print magazine, the digital editions and its stories extend the magazine's reach to a wider audience.

Magazine pageviews



Magazine Issues

READ ISSUE



SUMMER 2023 / The Age of AI

Faculty and alumni explore the impact of generative AI on entrepreneurs.

READ ISSUE



WINTER 2023-2024 / All in One Day

What happens in a single day on campus? From sunrise to way past sunset, we examine the vibrancy of a typical September day at Babson.

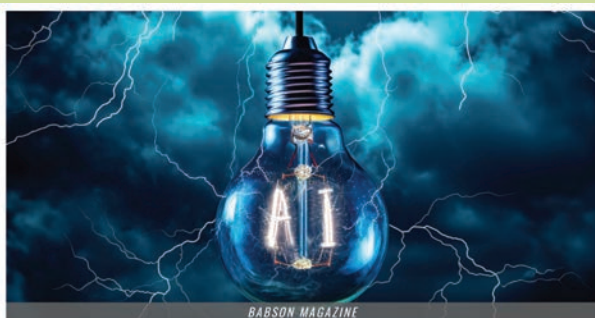
READ ISSUE



SPRING 2024 / The Ripple Effect of Scholarships

Through the stories of six current recipients, we examine how scholarships impact students' lives and create leaders empowered to impact their worlds.

Highlighted Stories



The Age of AI: Seven Things Entrepreneurs Need to Know

Pageviews: 2,694

Time on Page: 4:58



All in One Day: What Happens on Campus

Pageviews: 1,258

Time on Page: 4:00

Social Media Engagement

Engagement rates on Babson College’s Instagram, TikTok, and LinkedIn channels continue to well exceed industry averages, accomplished through prioritizing authentic, relatable content. Our undergraduate student interns continued a “for students, by students” content strategy, driving increased engagement by sharing their authentic experiences and perspectives on Instagram and TikTok.

Instagram

2.79%

Social Engagement Rate
.6% Industry Avg.

TikTok

9.8%

Social Engagement Rate
4.25% Industry Avg.

LinkedIn

8.5%

Social Engagement Rate
2% Industry Avg.

Brand Paid Social

New for Fiscal Year 2024, we launched a brand paid social media initiative to turn compelling organic social media content into paid posts, allowing us to specifically target a much wider audience of prospective undergraduate and graduate students with impressive granularity and effectiveness. This tactic pulled in unprecedented numbers for our featured social media content, which also promoted the brand to the prospective student audience.

Total Reach: **20,240,569**

Total Spend: **\$20,799**

96,811 link clicks

\$.21

Cost-per-Click



vs. Industry
Average

\$1



Instagram

Top-Performing Reel:
Babson College Room Tour
ONE OF 4 VIRAL REELS
8.1 million views, 22.1k likes



Day in the Life of a Boston Celtics Babson Student Intern
6.8 million views
6,318 likes



Let's Go to Boston for the Day!
Spend a Day with Us as We Travel from Wellesley to Boston
3.6 million views
2,050 likes

Multimedia Channel Growth

In January, College Marketing refocused our YouTube strategy. Specifically, we reorganized the page layout, enhanced our use of YouTube Shorts, incorporated SEO keywords, and improved the user experience overall. This expanded our audience in FY24 and provided more content for enrollment marketing purposes that was featured in digital and print collateral.

29%

increase in views
and in impressions

10%

increase in subscribers
7,700 as of end of May

#BabsonUnscripted videos saw

103%

Increase in Views YOY

- Day in the Life of a Babson Student / Unscripted – 4k views
- Jamie Siminoff '99, H'21 Video Short – hit 16k views this FY24 by optimizing the title to ensure it would be found via YouTube search

Video Highlights

The Global Consortium of Entrepreneurship Centers Promo



Silver award-winning video at the 39th Annual Educational Advertising Awards – The largest educational advertising awards competition in the country.



Enrollment

Enrollment marketing strategies and tactics play a central role in the College's ability to attract and matriculate cohorts of strong, talented, and diverse students across all of our programs. This work is done through high-level paid media strategies, SEO-enhanced thought leadership stories, and strategic audience targeting. With more eyes on the Babson brand than ever, we are positioned for continued growth and success as we advance into fiscal year 2025.





Undergraduate Funnel

Undergraduate enrollment marketing strategies across print, social, and digital channels communicated the immense value and experience of a Babson education. With an emphasis on professional outcomes, hands-on opportunities, and the depth and breadth of our business and liberal arts and sciences curriculum, the College's enrollment messaging demonstrates the versatility of a Babson degree in the professional world and has helped diversify and increase our applicant pool.

Enrollment Growth

9,381

Fall Applications

17%

Admit Rate
includes waitlist activity

41%

Yield rate
SAME AS 2023

Stats as of 6/30/24

Undergraduate Web Conversions

Our web and digital strategic improvements focused on a few key areas: streamlining content to optimize the user experience and drive to specific calls to action such as visit, apply, and learn more; enhancing the multichannel approach, ensuring pages have callouts to videos, Babson Thought & Action articles, and personal student quotes; and optimizing for search, focusing on popular audience search terms and inquiries.

ALL INCREASED
OVER LAST YEAR

313,564

Users

338,536

Sessions

1,015,022

Pageviews



15,009

Tour Sign-ups

5.7% INCREASE

Email Engagement

Targeted email communication flows were refined this year to streamline content and CTAs. Open rates and click-through rates remained strong, either exceeding or on par with industry benchmarks, showing interest in our existing content and the opportunity for increased engagement.

Senior Inquiry

45,000+ Sent emails

27k+ unique opens

944 unique clicks

62%
Open rate
(last year 61%)

Junior Prospect and Inquiry

471,000+ Sent emails

227k+ unique opens

4k unique clicks

49%
Open rate
(last year 57%)

Yield

54,000+ Sent emails

42k+ unique opens

6k+ unique clicks

78%
Open rate
(last year 63%)

**ALL open rates
are above industry
benchmark**

January Admission

To address the perception of a January admission disadvantage, we implemented some specific tactics to help January admits better understand the value of joining Babson in the spring semester and quell concerns that transitioning in the spring would be a cumbersome challenge.

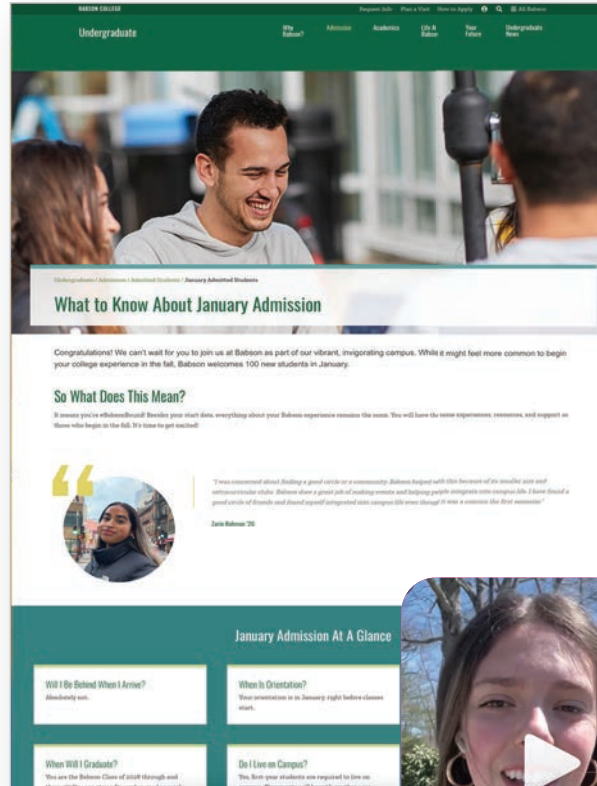
110

Deposits

74%

Yield rate
10% INCREASE

Admitted webpage improvements



492

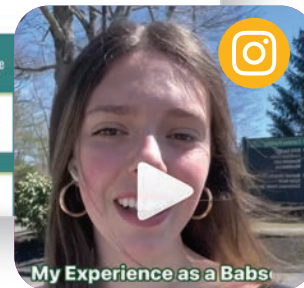
Views

2m 09s

Avg engagement time

Social Promotion – IG Reel

Danielle Freidline '26 takes us through her experience as a Babson College January admit. **449 likes**



Connecting Print and Video

To increase impact of inquiry and yield print materials, QR codes connecting to specific videos related to the content within the piece were implemented. This saw good traction and the learnings will help shape content development and measurement tactics moving forward.



Yield Student Life Brochure:
generated 632 views of the #BabsonUnscripted video



Inquiry Postcard Series:
generated hundreds of views of #BabsonUnscripted (some postcards generated **700+** views)

Leveraging BT&A Stories and Creating Video Content for Enrollment Impact

Leveraging BT&A content focused on academic and student experiences and outcomes added value and impact to enrollment outreach efforts. Building on the successful implementation of incorporating user-generated video content last year, our focus shifted to deeper integration of print and digital outreach alongside continued content development.



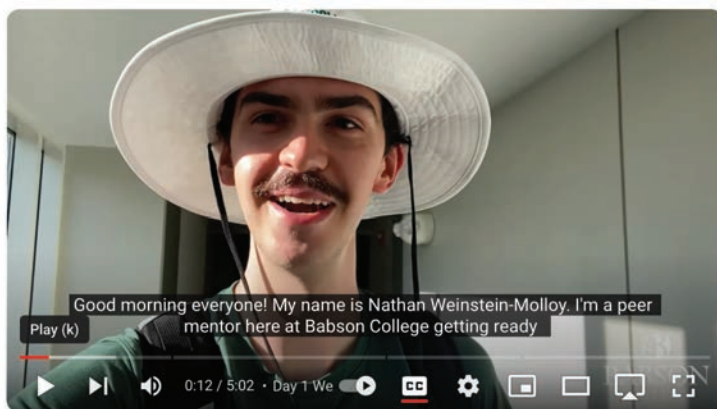
BT&A: Meet the New Faculty
Pageviews: 1,903



BT&A: Class of 2027, Something Special
Pageviews: 2,556



#BabsonUnscripted: Student Life
3,887 views
246 total hours of watch time
37,727 impressions since July 1, 2023



#BabsonUnscripted: Orientation
2,381 views
90 total hours of watch time
31,501 impressions since August 31, 2023



Orientation and Move-In

Leveraging the excitement of move-in weekend and orientation, we tested the emerging augmented reality (AR) technology by developing opportunities for students and families to engage with Biz E. Beaver in a virtual environment. Additionally, the Big B photograph was introduced, which brought together new students to stand in the shape of a B. Both of these tactics were implemented with the goal of increasing engagement and positive brand feelings.

Social Engagement for Big B

Instagram

3,424

LIKES

LinkedIn

29,274

IMPRESSIONS

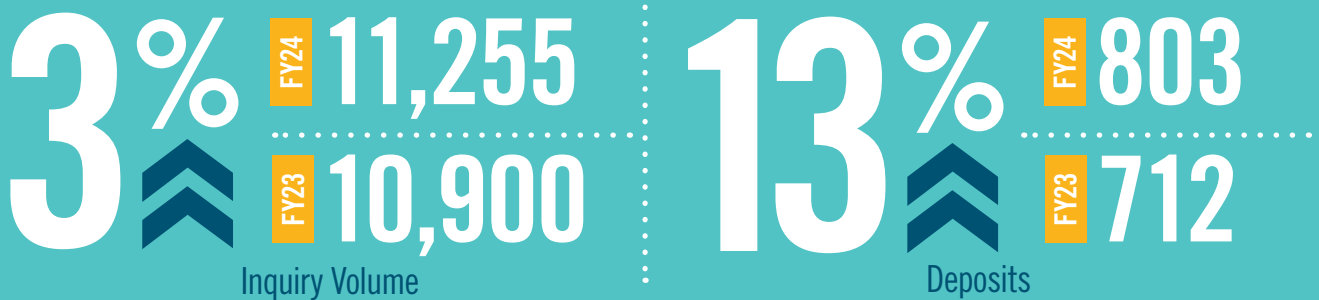
4.24%

ENGAGEMENT RATE



Graduate Funnel

During FY24, our graduate programs' marketing strategies were rooted in driving high-level awareness for our programs, optimizing our paid marketing campaigns to be more efficient and cost effective, and attracting better quality leads who have a higher intent of enrolling. Additionally, we set out to further support the greater Miami market with both media and events to drive more enrollments in our Blended Learning Miami program. Overall at the graduate level, we've seen an increase in inquiries and deposits year-over-year, seen a decrease in cost per inquiry through our paid efforts, driven additional traffic to the College's website, and enrolled more students in Miami than ever.



Optimizations over time within paid search, coupled with strategic allocation of budget, improved Babson's presence/user experience, capturing qualified leads more cost effectively. By refining ad copy and landing pages to increase relevancy of Babson results for users, we improved search ad ratings, resulting in:

In addition, the following impact was seen down-funnel:

76% of Search Ads Rated Excellent by Google > up from **19%** prior to FY24 updates. In turn, that drove better click-through-rate engagement (+44%) and more efficient cost-per-clicks (improving 29%).



As a new funnel expansion effort this year, we activated Connected TV (CTV), rich media, and display which delivered **23.8MM impressions** to date and has proven to be a powerful touchpoint in the customer journey. This test initiative influenced **164 inquiries**, the largest portion going to the Part-Time MBA Program given focus of messaging.

Web Content

For graduate storytelling in FY24, we continued to leverage graduate student outcomes and experiential learning, which garnered the highest readership among graduate-focused BT&A content. High-performing grad-related articles drove 7.9k article views, leading to 469 EDU pageviews, suggesting that these articles are engaging students to take more intentional actions when it comes to enrollment.

Number 1 MBA Ranking!

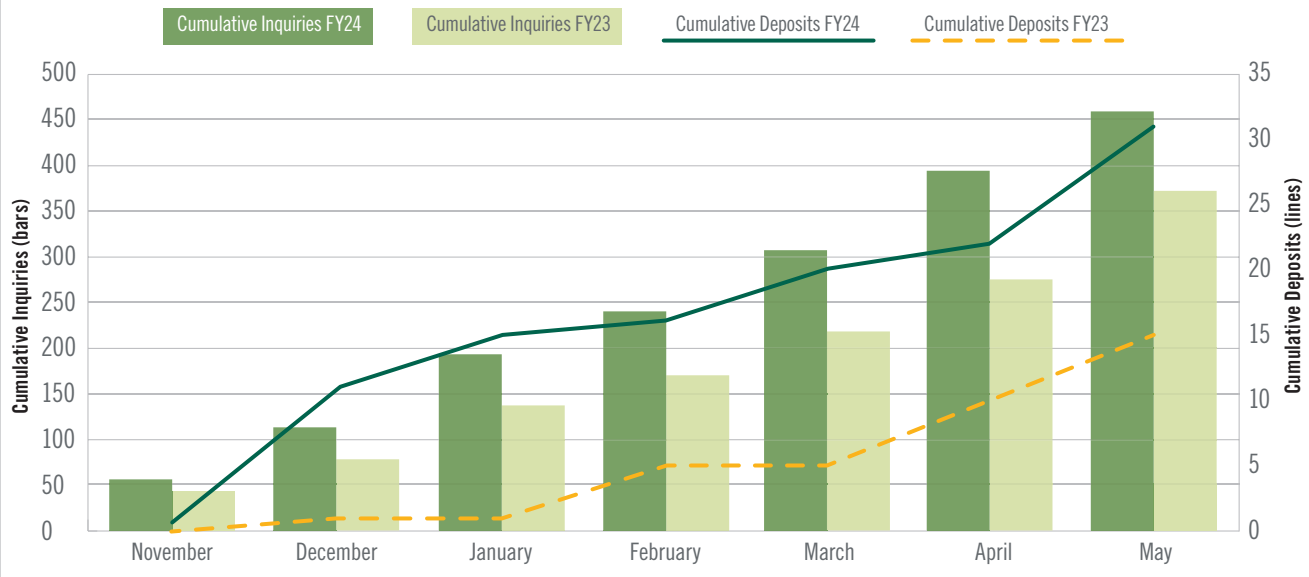
High-performing grad-related articles
Drove: **7.9k article views / Lead to: 469 EDU pageviews**

A Dynamic Shift for Blended Learning Miami

In early 2024, there was a deliberate effort to prioritize and amplify engagement with the Blended Learning MBA program on the Miami campus, resulting in a notable shift in graduate enrollment dynamics. This focused approach led to increased activity across the enrollment funnel earlier in the year compared to previous cycles, including radio and out of home. Over 50 events on the Miami campus were supported, including eMerge 2024, where a branded booth, promotional materials, giveaways, and speaking opportunities highlighted the institution's commitment to the community.



Cumulative inquiries and deposits in FY24 outpace FY23 starting in November, showing the impact of earlier marketing and event efforts on enrollment funnel



	November	December	January	February	March	April	May
Net FY24–FY23 Paid Media Impressions	+11k	+5.5M	+2.1M	+1.8M	+3.7M	-8.3M	+17.9M
Net FY24–FY23 Paid Search Inquiries	+17	+22	+24	+11	+19	0	-24

Heavied up paid media earlier in the fiscal year—including awareness activity launching in December—contributing to the earlier influx of inquiries YoY

Increased MSEL Funnel Efforts

Throughout the graduate enrollment cycle, the marketing team keeps a close eye on year-over-year inquiry and application data with an effort to improve top-of-funnel traffic, lead quality, and lead conversion. This spring, the marketing and enrollment teams recognized the need for additional funnel support for the MSEL program. This year also marks the program's 10th anniversary, which offered a unique storytelling opportunity. To increase traffic and conversions in the MSEL funnel, we deployed various tactics that collectively boosted top-of-funnel traffic by 206 inquiries, advancing our efforts toward our enrollment goal for the program.

FY24 top-of-funnel traffic was boosted by

206
INQUIRIES

MSEL

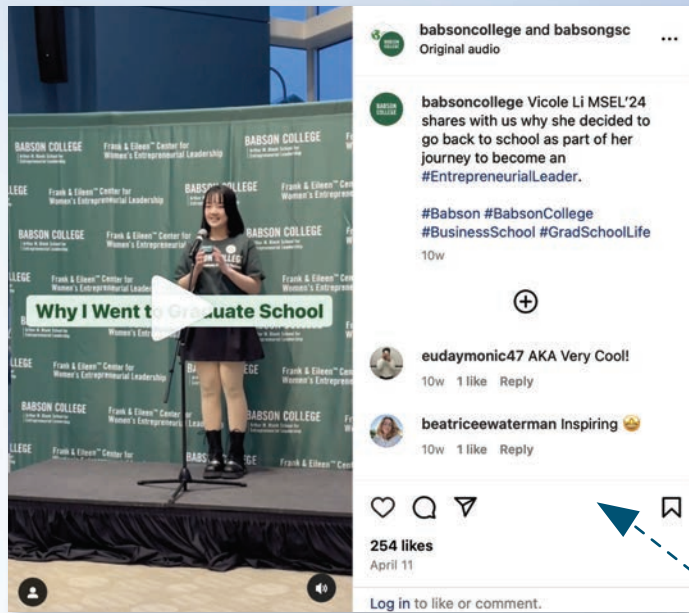
(MASTER OF SCIENCE IN MANAGEMENT IN
ENTREPRENEURIAL LEADERSHIP)

SMS
Engagement

Ten-year MSEL
anniversary
storytelling

Additional
Emails

LinkedIn



Why I Decided to Go Back to Grad School—Firsthand TikTok/Instagram piece told from perspective of MSEL student

Organic Social

Increased paid search investment

Radio, streaming audio, podcast, out-of-home and mobile geo-fencing activity



Babson Executive Education

The FY24 marketing strategy for Babson Executive Education (BEE) was threefold:

- 1) drive awareness of our executive education offerings,
- 2) drive new leads into the sales funnel,
- 3) drive re-engagement within our current contact database.

These goals were supported through investment in our paid digital marketing efforts, leveraging LinkedIn, paid Google search, retargeting, LinkedIn conversation ads, engagement and nurture email communications, webinars, and in-person events.

Paid Media Metrics

857,204

Impressions

32,356

Clicks

27

Paid Open Enrollment
Program Registrations

393
New leads

LinkedIn Page

Consistent activity and engaging content—with focused posts around members of the LinkedIn community and fostering celebration of events—helped increase overall engagement (i.e., Ulster University, Babson Connect Worldwide, TEDxBabsonCollege, and alumni successes).

Implementing this strategy increased our follower count from **629** followers to **901**, a **43%** increase.



153

Posts

53,759

Impressions

1,846

Clicks

965

Likes

Web and Social Media Content

Storytelling initiatives demonstrated the personal and professional value of our open enrollment programs such as the Leadership Program for Women & Allies and our certificate program, as well as highlighted key programming such as Ulster 25/25. We found that drawing on outcomes, connections, and experiences added value and impact to the awareness efforts for BEE.

Engagement and Nurture Communications

Targeted email flows and strategic events such as our Rapid Innovation Series helped drive engagement. The events brought timely topics together with industry leaders and Babson expertise, and Beyond Babson targeted the Babson Alumni network.

242,853

Emails Sent
as of 6/17/24

Email Engagement

4,015

Unique Clicks
as of 6/17/24

46.7%

Open Rate
as of 6/17/24

4.72%

Click-Through Rate
as of 6/17/24

15+

Open Enrollment
Programs Supported

4

Quarterly
Newsletters

130

Welcome
Flows Started

432

New
Contacts
Added

\$10K

in potential revenue
collected for one new
virtual program

Sales Enablement Tools

This year, three sales enablement tools were developed to support the business development team's goal of growing custom and corporate partner revenue:

Proposal Toolkit



Corporate Brochure



Babson Academy

Enhanced Brand Awareness of Babson Academy's Thought Leadership and Mission

In FY24 Babson Academy, with the integration of Youth Impact Lab, saw unprecedented growth in custom programs designed to meet the specific needs of each participating institution through the strong relationships created by the Business Development team and support by the Academy overall and marketing:

156% Number of Custom Program Participants

76% Number of Custom Programs

12 Number of Countries we brought Entrepreneurship education

This expansion speaks to the growing awareness of Babson Academy as the torchbearers of entrepreneurship education throughout the world.

Marketing for Babson Academy in FY24 contributed to this growth by leveraging the effective use of the highest-performing channels to enhance brand awareness and engagement with the Babson Academy mission. This centered on highlighting: Babson Academy thought leadership; the broad diverse reach of our custom programs around the world; and driving engagement with Babson Academy programs and resources that showcase how our global community drives entrepreneurship education.

While Babson started the program as a way to meet demand from international partners interested in its model of entrepreneurship education, today it serves more as the convener and connector. This has created multilateral relationships that allow institutions to work on projects with each other.

— Amir Reza, *Dean, Babson Academy*



Babson Academy spotlighted in *The Chronicle of Higher Education* with an estimated online reach over

2.5 million visitors



Growth in engagement with Babson Academy Mission via *Babson Thought & Action*

Webpage Traffic

38,717 pageviews

13%

INCREASE IN PAGEVIEWS

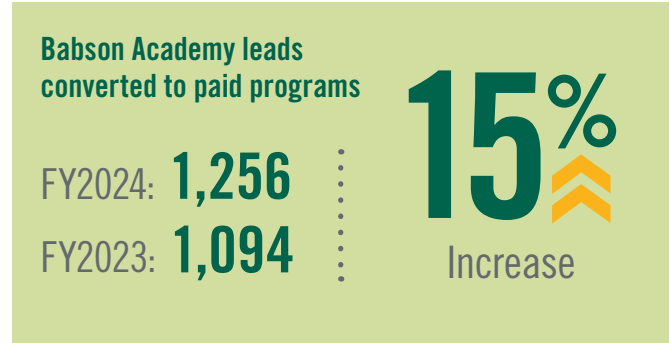


Strengthened Engagement with Babson Academy and Youth Impact Lab Thought Leadership Content

In FY24, we engaged prospects through BA and Youth Impact Lab thought leadership webinar and podcast campaigns yielded new contacts growth of 15%.

Youth Impact Lab Thought Leadership

Grew awareness for Youth Impact Lab within Babson Academy through partnerships with AMISA and Tri-Association and with podcast engagement. FY24 testing signals wider Academy community interest across institutions that may have partner high schools.



Boosted engagement with thought leadership content. Low unsubscribe rates signal that we are providing the right content to engage our audience.



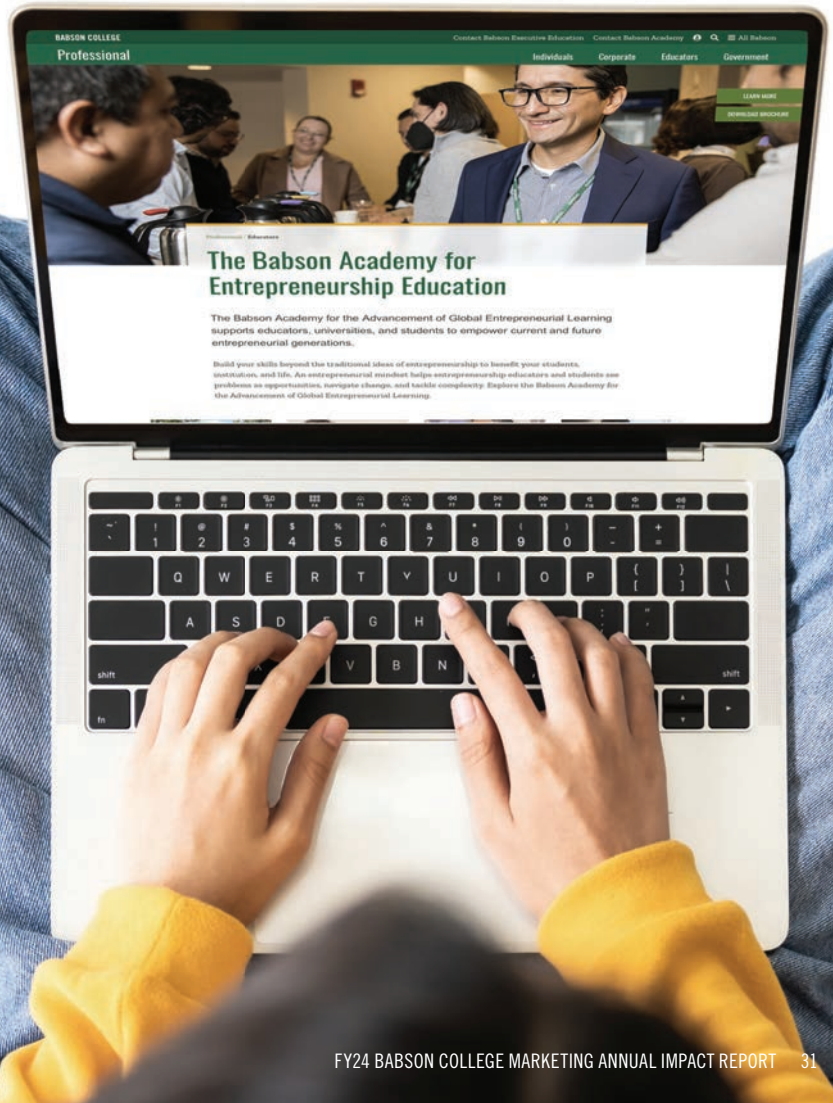
More effectively connected our global audience with the Babson Academy content they were seeking.

348 keywords ranking for all pages under BA vs. 290 last June



Drove increased engagement with Youth Impact Lab Summer Study

Integrated marketing tactics contributed to application starts increasing from 784 in FY23 to 1,054 in FY24





WELCOME
TO BABSON!

YOUR
MOMENT
HAS ARRIVED!

BABSON
BEAVER

BABSON
BEAVER

Caroline

Jacky





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