

Case Study

NEIU Fall Open House Campaign

Organization: Northeastern Illinois University

Role: Website Specialist

Year: 2015

A targeted digital campaign that increased prospective undergraduate applications by 40% through SEO, paid ads, and content strategy.

Case Study: NEIU FALL OPEN HOUSE CAMPAIGN

GOAL

Increase applications for Fall Open House events by building awareness of NEIU's diverse community, leadership opportunities, and undergraduate program options.

AUDIENCE INSIGHTS

Targeted local, out-of-state, and non-traditional students. Campaign messaging emphasized community, diversity, and career pathways that resonated strongly with prospective applicants.

STRATEGY

Position Northeastern Illinois University as a welcoming, student-centered institution by highlighting its strengths in community, diversity, leadership, and in-demand academic programs. The strategy focused on building awareness among local, out-of-state, and non-traditional students while emphasizing career pathways and student life opportunities that differentiate NEIU from competitors.

EXECUTION

- Ran a 6-month integrated digital campaign blending SEO, PPC, social media, and multi-channel advertising.
- Created optimized Drupal CMS landing pages and updated web copy with targeted keywords to improve search visibility.
- Deployed paid digital and outdoor advertising including CTA billboards to drive event awareness.
- Launched branded social campaigns centered on community and diversity themes, outperforming generic ads.
- Coordinated cross-team collaboration with admissions, creative services, and media vendors for content approvals, creative design, and campaign rollout.



NEIU FALL OPEN HOUSE DIGITAL ADVERTISEMENT

Visit us!

Open House for Prospective Students

Wednesday, March 11, 2015 • 5:00 – 8:00 p.m.

You and your family are invited to attend Northeastern Illinois University's Fall 2014 Open House.

Learn about undergraduate and graduate programs, visit with faculty and staff, explore financial aid and scholarship opportunities, and tour our beautiful campus. Open House will be held in the Student Union at our main campus. On-site admission available for undergraduate applicants!



Register Today!
To register, scan our QR code with your mobile device or visit us at www.neiu.edu/openhouse
For directions or more information call (773) 442-4069

6th Best College Investment

Newsweek
College Rankings 2012

Northeastern
ILLINOIS UNIVERSITY

Admissions Office
5500 North St. Louis Avenue
Chicago, IL 60625

NON-PROFIT ORG.
U.S. POSTAGE
PAID
CHICAGO, IL
PERMIT NO. 203

NEIU FALL OPEN HOUSE PRINT DVERTISEMENT



Learn in the city.
Lead in the world.

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Picture yourself here.

Join us October 26, 2016
for the Fall Open House!

[Register Today!](#)

Why Northeastern?



**16 to 1
student-to-faculty ratio**

Our faculty are dedicated to your education. With small class sizes, you get the attention you need in your studies.



**Invest
in your future**

With competitive tuition rates, financial aid and scholarship opportunities we prepare you to graduate with a better chance for success.



**42 undergraduate majors,
30 graduate programs**

Study in the field of your interest and find future career opportunities through our academic and support programs.

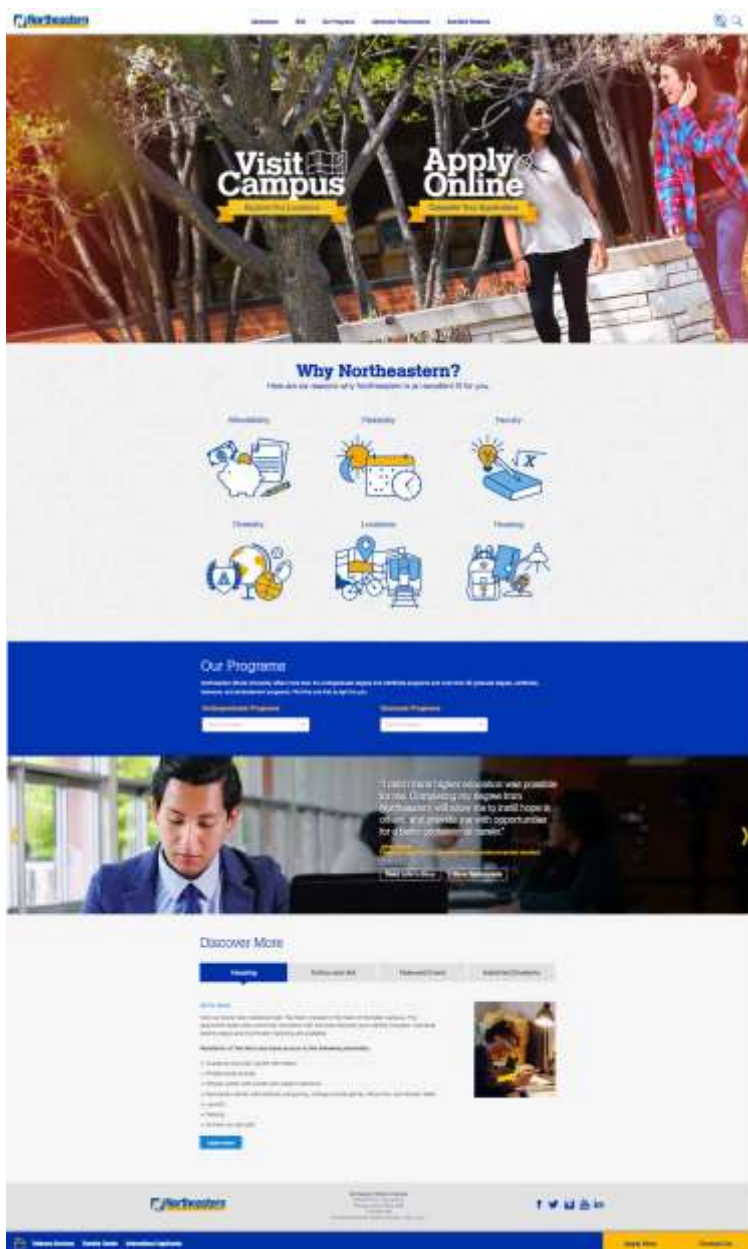


**Be part
of a community**

Whether you live in the city or on our campus, our clubs, arts and events offer you things to do throughout the year.

NEIU FALL OPEN HOUSE WEBSITE HERO SECTIONS EXAMPLES

NEIU FALL OPEN HOUSE CONFIRMATION/THANK YOU BANNER EXAMPLES



NEIU FALL OPEN HOUSE ADMISSIONS WEBSITE LANDING PAGE

COLLABORATION & LEADERSHIP

Led cross-functional collaboration with admissions, creative services, and media vendors. Directed messaging strategy, campaign rollout, and ongoing optimization with regular stakeholder updates.

RESULTS & ROI

- Increased prospective undergraduate applications by 40% year-over-year, exceeding enrollment targets for the campaign cycle.
- Generated a 25% increase in landing page conversions through SEO-optimized content and clearer calls-to-action.
- Paid digital ads achieved an average CTR of 3.2%, outperforming higher-education benchmarks by 40%.
- Community and diversity-focused creative drove 2x higher engagement rates compared to generic campaign ads.
- Campaign executed within a \$300K budget, delivering cost-effective results by prioritizing digital-first channels.
- Contributed to long-term ROI by strengthening NEIU's reputation as a diverse, student-centered institution, supporting both recruitment and retention strategies.

KEY TAKEAWAYS

- Targeted keywords and refreshed landing page copy significantly improved organic visibility and conversion, proving the value of ongoing content audits.
- Campaigns centered on NEIU's diversity and community strengths outperformed generic brand messaging, reinforcing the importance of human-centered storytelling.
- Paid social and search delivered the highest ROI, while outdoor placements were best used as awareness drivers complementing digital.
- Branded social graphics and student-focused storytelling drove higher CTRs and engagement than static program overviews.
- Strong collaboration with admissions, creative services, and vendors allowed for quick pivots in messaging and budget allocation, ensuring resources were invested in the highest-performing tactics.
- Campaign insights established a blueprint for future enrollment marketing—prioritizing digital-first tactics, audience segmentation, and data-driven creative testing.

IMPACT STATEMENT

The NEIU Fall Open House campaign demonstrated how targeted digital marketing can drive measurable enrollment outcomes. By integrating SEO, paid ads, and collaborative leadership across departments, the campaign strengthened NEIU's visibility and positioned the university as a welcoming, student-centered institution.

Key Wins: 40% increase in applications | \$300K campaign budget | Strongest engagement from community/diversity messaging