



Search Influence to Present at the 2024 Annual UPCEA Professional and Online Education Conference

March 26, 2024

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Search Influence, a New Orleans-based higher education digital marketing agency, is set to present at the 2024 Annual UPCEA Conference. This year's conference, dedicated to advancing professional, continuing, and online education, will take place in Boston, MA from March 26-28, 2024.

In an enlightening session titled "Secrets of Highly Successful Enrollment Marketing Teams: Proven Strategies to Set & Reach Goals and Maximize Budgets," Search Influence's Paula French will join forces with Val Fox from EAB, Alicia Jasmin from the Tulane School of Professional Advancement, and Leo Rice from the University of Massachusetts, Lowell. Together, they will tackle the prevalent challenge of meeting graduate and adult learner enrollment goals in higher education. Many institutions face this ever-present hurdle, as evidenced by a recent EAB survey, where 50% of graduate enrollment leaders reported not meeting their targets, and a recent Search Influence | UPCEA study that shows 47% are satisfied with their marketing campaign performance overall.

The interactive session will give participants strategic insights into effective enrollment goal setting with key stakeholders, hands-on approaches to enrollment funnel management, and top strategies to reduce cost per inquiry ? the number one KPI to improve paid advertising results. Attendees will also discover how to maximize marketing budgets without compromising lead quality, focusing on keyword optimization and bidding strategies, among other tactics.

?In our latest research conducted with UPCEA, we saw that universities have room to improve the performance of their higher education digital marketing strategies,? said Paula French of Search Influence. ?Our session will cover how to make improvements to your digital advertising campaigns to drive better results across the board.?

UPCEA is the leading association for university-based professionals, dedicated to advancing adult, professional, and continuing education. Founded in 1915, UPCEA has since become a vital industry resource, supporting higher education institutions in engaging with nontraditional students and lifelong learners. The association offers its members access to innovative conferences, specialized seminars, and a wealth of research and benchmarking information. Through professional networking opportunities and timely publications, UPCEA fosters a collaborative community to enhance the quality and effectiveness of professional, continuing, and online (PCO) education across the globe.

Search Influence has long been at the forefront of integrating digital marketing strategies within the higher education sector. Since becoming a Platinum Partner of UPCEA in 2022, the agency has actively shared its expertise in higher education marketing, focusing on how institutions can optimize, measure, and track their SEO and paid ads strategies to drive more qualified prospects.

The 2024 Annual UPCEA Conference promises to be an engaging platform for professionals seeking innovative solutions in online and professional education. It pools together thought leaders and experts from various backgrounds to share insights and strategies for overcoming the unique challenges faced by today?s educational institutions.

Search Influence is proud to bring its expertise to the table and help institutions navigate the complexities of enrollment marketing in the digital age. For more information about the higher education advertising agency and its services, visit <https://www.searchinfluence.com> or call by phone.

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About Search Influence:

Search Influence is a women-owned, ROI-focused digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies that include search engine optimization and paid digital advertising.

Founded in 2006, Search Influence's core purpose is to optimize potential. We collaborate with well-regarded institutions both nationally and locally in New Orleans. Clients include Tulane University School of Professional Advancement and Tufts University College.

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For more information about Search Influence, contact the company here: Search Influence Angie Scott (504) 208-3900 info@searchinfluence.com 1423 Pine St New Orleans, LA 70118

Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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