

Search Influence to Present on 2025 Digital Marketing Trends in Bay Path University?s Leading Edge Webinar

January 17, 2025

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Search Influence?s Director of Sales and Marketing, Paula French, will present the webinar Digital Marketing in 2025: Best Practices for Higher Education on Wednesday, January 22, at 12PM EST. Hosted as part of Bay Path University?s Leading Edge Thinking in Higher Education Series, an initiative of the Center for Higher Education Leadership & Innovative Practice (CHELIP), this session will address the key digital marketing trends reshaping college and university enrollment strategies in 2025.

The webinar will explore significant advancements in higher education marketing, including the role of artificial intelligence in optimizing search engine strategies, the influence of evolving student behaviors on social media platforms, and the challenges posed by the deprecation of cookies in digital advertising. French will also discuss findings from the Search Influence and UPCEA Marketing Metrics Research Report: What Gets Measured Gets Managed, which emphasizes the importance of tracking cost metrics to enhance marketing outcomes.

?The landscape of higher education marketing is evolving rapidly, driven by new technologies and shifting student expectations,? said French. ?This session will equip marketers with the tools to navigate the SEO, social media, and digital advertising trends shaping enrollment strategies. Attendees will gain actionable insights to enhance their 2025 strategy while ensuring their efforts resonate with the next generation of learners.?

Bay Path University?s CHELIP, established in 2019, promotes innovation and collaboration in advancing higher education. Guided by a forward-thinking advisory board and reporting directly to the University President, the Center fosters research, scholarship, and creative solutions designed to meet emerging needs of students and institutions. Through the Leading Edge Thinking in Higher Education Series, CHELIP connects national thought leaders with educators, administrators, and marketers, encouraging dialogue on core issues facing academia.

Past speakers in the series have included Ken Anselment, Vice President for Enrollment Management at RHB; nationally recognized enrollment expert Michael Ritter; and David J. Staley, PhD, Honorary Faculty Fellow in Innovation with CHELIP.

French brings over 15 years of expertise in digital marketing, with a primary specialty in higher education. Her work has supported institutions like the Tulane School of Professional Advancement, crafting data-driven campaigns that align with institutional goals and drive measurable results. A frequent speaker at industry conferences, including UPCEA, Pubcon, MozCon, and LocalU, French is known for her strategic approach to managing complex marketing challenges. Her insights have also been featured in University Business, a leading publication for higher education professionals.

The webinar, Digital Marketing in 2025: Best Practices for Higher Education, will emphasize the importance of proactive strategies to address current and future shifts in the digital landscape. By bridging data-driven insights with forward-looking strategies, French will offer attendees a clear path to adapt, thrive, and remain competitive in a changing higher education landscape.

The Leading Edge Thinking in Higher Education Series provides a forum for discussions on the evolving landscape of academia. Previous sessions have facilitated dialogue among industry professionals, educators, and administrators. Attendees of this webinar will gain insights into key digital marketing strategies, research findings, and opportunities to connect with peers addressing similar challenges. As the higher education marketing environment evolves, this session will offer practical tools and strategies for navigating these changes in 2025.

To learn more about Search Influence?s digital marketing webinars and speaking engagements, visit https://www.searchinfluence.com/, call (504) 208-3900, or send inquiries to:

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Search Influence is a woman-owned, ROI-focused digital marketing agency that helps drive prospects into and through the marketing funnel with analytics-backed search engine optimization and paid digital advertising. Founded in 2006, Search Influence?s core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include the Tulane School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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For more information about Search Influence, contact the company here:Search InfluenceAngie Scott(504) 208-3900info@searchinfluence.com1423 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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