

Entering Your Gen Z Marketing Era ✨

The fiasco around the FAFSA, enrollment cliff, search cliff, and recent Supreme Court decision is not ✨demure or mindful✨ So, we asked Scoir students what they'd keep and what they'd yeet from college admissions marketing. Here are things to revisit in your marketing strategy based on their feedback.

What to Yeet

- A lot of email and print marketing**
- Websites that make it hard for prospective students to find what they need**
- Stock images**

What to Keep

- Reduce, reuse, and upcycle your online content**
What content are our students and staff already creating that we could post on social, our website, Scoir, etc.? Make it a priority to post fewer, higher-quality content pieces
- Create first-person video stories**
Have a student record a day in the life at your institution, or focus on specific aspects of student life, like eating in your most popular dining hall or taking a unique class
- Meet students where they are**
Speak their language with Gen Z lingo, and use more videos and fewer words
- Surface your differentiators**
What makes your study abroad, academic programs, career readiness, financial aid, campus, and more unique?
- Share what makes your community and area special**
Have a student share their favorite restaurants in the area, or share an ultimate guide to your town

[Watch the accompanying event](#)
for more in-depth advice and insights



Learn how Scoir helps colleges thrive through today's challenges by watching a [demo](#) or scheduling a [consultation](#)