



# Marketing Mix for Higher Education

Optimize Your Marketing Budget  
to Maximize Impact



[www.virtueanalytics.com](http://www.virtueanalytics.com)

**50% improvement in ROI is achieved by enabling brands to hit the right media investment levels, outpacing category growth and competitors.**

## **Strategize, Execute and Excel**

Virtue Analytics' Marketing Mix Tool utilizes the marketing attribution model to pinpoint the most effective channels for higher education institutions, maximizing impact while minimizing costs. This tool supports institutions in achieving key goals like enhancing diversity, boosting freshmen enrollment, increasing awareness for application completion and FAFSA submission, and improving student retention through financial transparency. By evaluating marketing campaigns within specific catchment areas, our tool helps define the scope for optimizing marketing expenditures. This empowers institutions to make data-driven decisions, improve marketing efficiency, and enhance student outcomes, all while managing budget constraints in a complex environment.

## **Features and Benefits**

- ✓ Accurately measure marketing KPIs.
- ✓ Gain valuable insights into the ROI and effectiveness of marketing efforts.
- ✓ Outpace the competition using data-driven budget reallocation.
- ✓ Assess the marketing channel that contributes to a higher outreach.
- ✓ Optimize the budget allocation by evaluating the saturation of advertising costs.
- ✓ Target the right audience efficiently.
- ✓ Enhance student acquisition.
- ✓ Run simulations with scenarios of channel-wise underspending/overspending.
- ✓ Evaluate the impact through different creatives by student catchment area
- ✓ Work within a limited advertising budget.
- ✓ Store all data securely in the centralized cloud database.

**With our Marketing Mix tool, you can make your marketing efforts more impactful.  
Contact us today.**