

Practical Generative AI Use Cases & Tools for Higher Education Enrollment



 Colossus SSP®  Orange 142®

Forward

Small Team, Big Workload

Enrollment marketers in higher education don't have it easy. With fewer resources, tighter budgets and ever more competition, they must find ways to connect the right students with the right programs. Thriving in this high-pressure environment demands strategic planning, resource optimization, and a laser focus on results.

Enter generative AI, a transformative tool that offers higher education enrollment marketers the ability to streamline workflows and enhance overall strategies. While AI can't replace the creativity and insights of your enrollment marketing team, it can act as a powerful partner — saving time, identifying opportunities, and enabling personalized outreach at scale.

About the DDH AI Council

The DDH AI Council was founded to address a growing concern: the widening divide between organizations that embrace generative AI and those that are hesitant to adopt it. Generative AI is rapidly reshaping how we work, raising the overall caliber while enabling teams to innovate faster. For many business leaders, generative AI is still an unknown technology with many risks. We aim to demystify generative AI and provide the education and insights business leaders need to build a roadmap for its adoption, with complete confidence that its use will be safe and transformative.

While AI can't replace the creativity and insights of your enrollment marketing team, it can act as a powerful partner.

For high education marketing teams, AI can:

- Personalize communications to align with the goals and aspirations of diverse student segments
- Analyze campaign performance across channels to inform better budgeting decisions
- Create dynamic content tailored for specific programs, audiences, and cultural contexts
- Nurture leads through intelligent chatbots and predictive analytics
- Streamline reporting and insights to guide strategy and decision-making

This guide, created by Orange 142 and the DDH AI Council, is designed to help enrollment marketers take their first steps into the practical use of generative AI.

It focuses on specific, actionable use cases to address the unique challenges of higher education enrollment marketing, from personalized content creation to lead nurturing and beyond.



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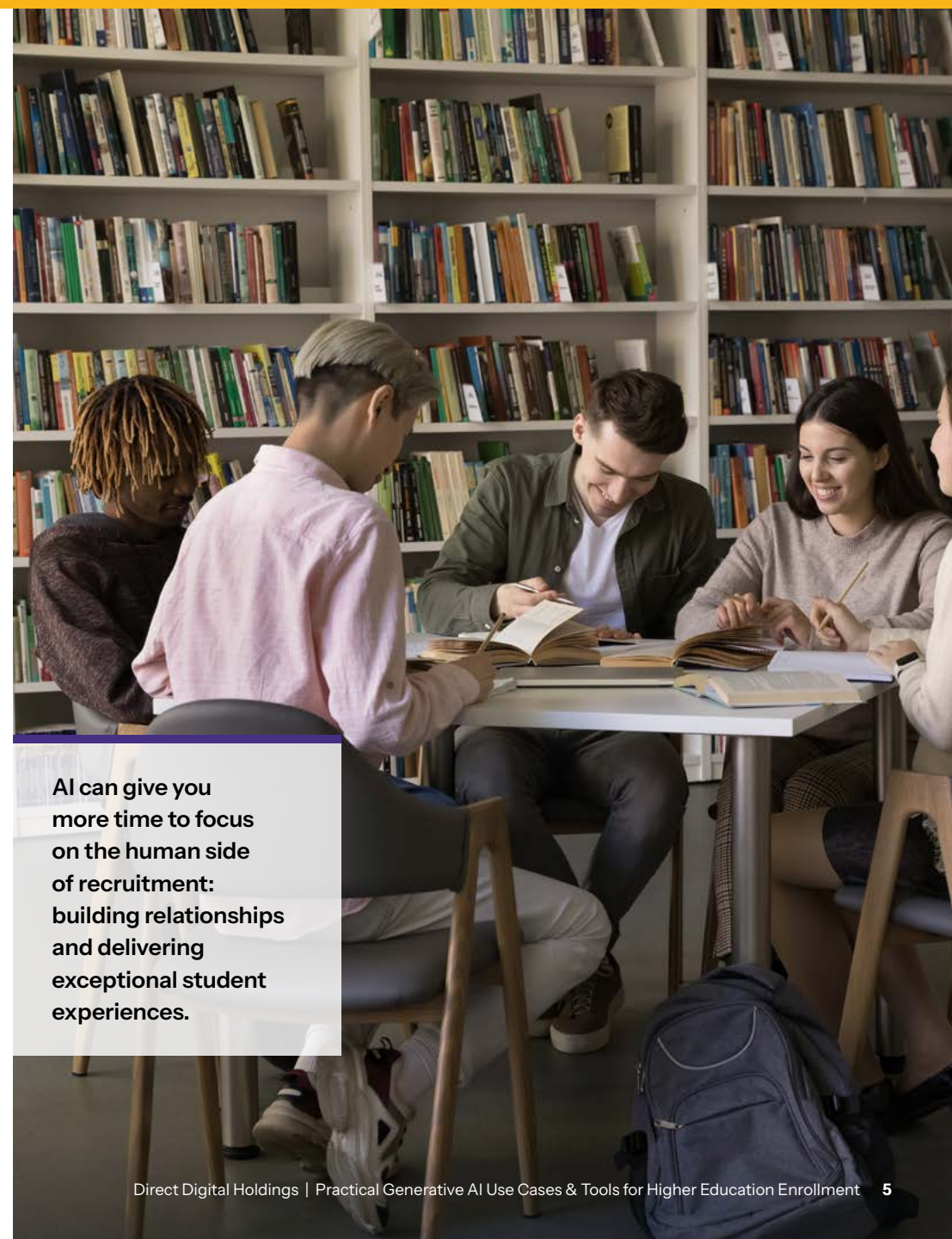
Direct Digital Holdings is a fast growing, efficiency-focused solutions provider in the digital marketing and advertising sector. We are a family of brands serving direct advertisers, agencies, publishers, and marketers.

About this Guide

Colleges and universities faced increased competition for students in 2024, and it's a trend that's unlikely to reverse in the foreseeable future. Overall enrollment is on the decline, especially among first-year students. Fall 2024 saw a [5% drop in first-year student enrollment](#) compared to 2023.

As a marketer for a college or university, it falls to you to find potential applicants for the programs offered at your school. With fewer students applying, personalization and efficiency have become table stakes to your recruitment campaigns. Generative AI offers promising solutions to address these challenges, but navigating its potential and knowing how to integrate it effectively can feel overwhelming.

This guide focuses on practical use cases where generative AI can immediately support your enrollment marketing efforts. Our goal is to demonstrate how AI can enhance, not replace, the expertise of you and your marketing. By automating repetitive tasks, streamlining workflows, and generating tailored insights, AI can give you more time to focus on the human side of recruitment: building relationships and delivering exceptional student experiences.



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Working with Orange 142 teams who have extensive experience in enrollment market, we've identified six use cases where higher education institutions can integrate generative AI tools into their marketing strategies today:

1. Campaign Performance Analysis and Reporting
2. Personalized Content for Enrollment Marketing
3. Lead Nurturing
4. Planning & Promotion of Recruitment Events
5. Ensuring Content Consistency Across All Channels
6. Post-Course Feedback & Insights

Shifting Roles: From Creator to Curator

Integrating AI into your enrollment marketing shifts the role of the enrollment marketer. Instead of creating ads, social media posts, and other communications from scratch, you become a curator and validator of AI-generated content and insights. This shift can save you countless hours throughout the year.

But while generative AI is a powerful first-draft generator, it needs your expertise to refine its output. Whether you're evaluating campaign copy or analyzing insights, your role review and input is essential to uphold your institution's voice and values.

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Use Cases & Generative AI Tools At-A-Glance



Use Case	Description	Example Tools
Campaign Performance Analysis and Reporting	Analyze and visualize marketing data to improve budget allocation and campaign efficiency.	GA4 Microsoft Copilot Notion AI HubSpot
Personalized Content for Enrollment Marketing	Create tailored content for diverse audiences, programs, and formats, ensuring relevance and engagement across channels.	ChatGPT Jasper.ai DeepL HubSpot Content Assistant
Lead Nurturing	Foster engagement through chatbots, predictive analytics, and personalized communication at every stage of the enrollment funnel.	Drift AI Dialogflow ChatGPT HubSpot
Planning & Promotion of Recruitment Events	Streamline event promotion and attendee engagement with AI-powered tools for data-driven insights and personalized outreach.	Eventbrite AI Canva HubSpot Marketing Hub
Ensuring Content Consistency Across Channels	Maintain brand voice and consistent messaging across marketing materials, even with contributions from multiple departments.	Grammarly Business Notion AI Writer.com
Post-Course Feedback & Insights	Use AI to gather, summarize, and analyze student feedback for actionable insights, including curriculum refinement and highlights to include in marketing.	Qualtrics XM Tableau Microsoft Copilot

Campaign Performance Analysis and Reporting

Analyzing the performance of your enrollment campaigns is obviously critical, but it can be a challenge if you use multiple vendors — e.g. a media agency to traffic your digital efforts and another for your radio ads.

Generative AI tools can help you get performance insights from across all of your marketing initiatives by collecting your data and presenting it in easy to read visualizations. It can also synthesize data from multiple channels and turn it into reports.

For instance, you can use Google Analytics 4 (GA4) to consolidate data from Facebook Ads, LinkedIn, and email campaigns into a unified report that shows program-specific performance metrics.

Tools	<ul style="list-style-type: none"> • Google Analytics 4 (GA4) • Microsoft Copilot • HubSpot • Notion AI
Data Aggregation & Visualization	<ul style="list-style-type: none"> • Pull data from multiple platforms (Google Ads, social media, email campaigns, etc.) into a single dashboard. • Visualize performance metrics like CTR, CPA, and engagement rates in charts and graphs. • Segment data by geography, audience demographics, and campaign type to uncover deeper insights.
Performance Analysis	<ul style="list-style-type: none"> • Identify trends in CPC, engagement rates, and ROAS. • Highlight which campaigns are underperforming and require budget adjustments. • Compare year-over-year performance to assess growth or areas for improvement.
Automated Reporting	<ul style="list-style-type: none"> • Generate customizable reports that provide high-level overviews for leadership and detailed metrics for campaign managers. • Schedule automated delivery of reports (daily, weekly, or monthly) to stakeholders.

Pro Tip

Focus on consistency in data tracking across channels by establishing clear KPIs at the outset. Use AI tools to automate tracking and reporting, but always validate insights against your goals to ensure relevance and accuracy. For actionable dashboards, consider layering manual annotations over AI-generated visualizations for clarity during presentations.

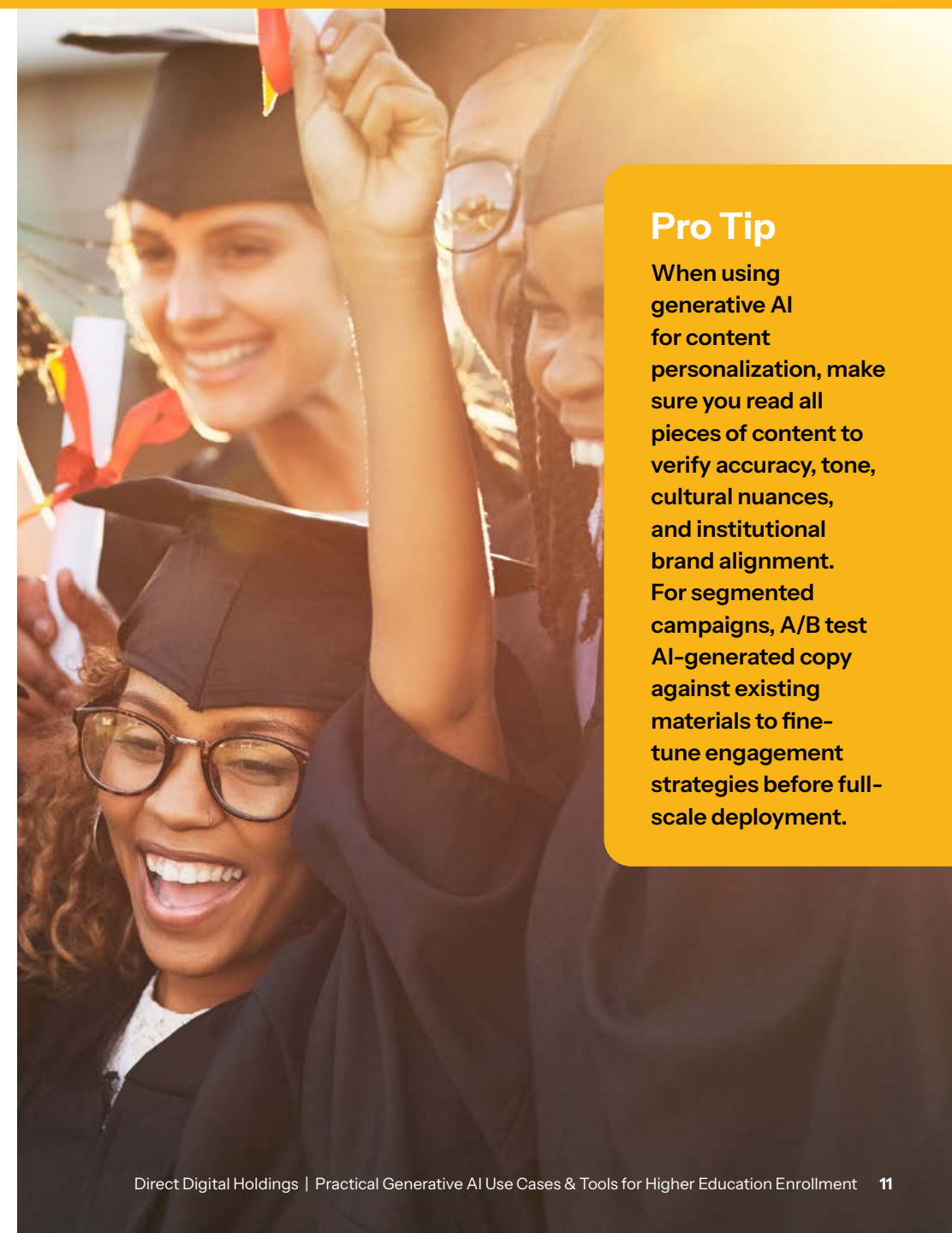
Personalized Content for Enrollment Marketing

While your creative agency will provide you with a core set of messages, you may want to customize them for your one-off purposes, such as announcing an online event for prospective students.

Generative AI tools can help tailor content for specific audiences, adjust for different formats, and create variations suited to various contexts. These tools are especially useful for tasks such as audience segmentation, localization, and dynamic updates — tactics that ensure your content is relevant and engaging.



Tools	<ul style="list-style-type: none"> • ChatGPT • HubSpot Content Assistant • Microsoft Copilot • DeepL Translator
Personalized Email Campaigns	<ul style="list-style-type: none"> • Use AI to segment audiences based on demographics, interests, or behaviors. • Generate email content tailored to specific programs preferences, geographic locations, or career goals. • Optimize subject lines and calls to action using AI-powered A/B testing tools.
Dynamic Website Content	<ul style="list-style-type: none"> • Leverage AI to personalize website content for visitors based on browsing history, location, or search terms. • Create dynamic landing pages that highlight programs or benefits most relevant to the visitor's profile. • Provide real-time content adjustments to better capture leads during their decision-making process.
Program-Specific Messaging	<ul style="list-style-type: none"> • Craft tailored messages for different graduate programs (e.g., MBA vs. specialized master's) to reflect distinct goals and target audiences. • Maintain consistent brand tone while customizing messages for program formats, such as online vs. on-campus. • Use AI to adapt copy for specific demographics, such as working professionals or international students.
Present Content in the Audience's Native Language	<ul style="list-style-type: none"> • Translate content for diverse audiences while maintaining tone and meaning. • Localize marketing materials for specific geographic or cultural contexts. • Always have human review for cultural nuances and accuracy.
Social Media Customization	<ul style="list-style-type: none"> • Create program-specific posts that resonate with different audiences. • Automate post generation and scheduling based on analytics to maximize engagement. • Incorporate AI to suggest optimal posting times, hashtags, and trending content ideas.



Pro Tip

When using generative AI for content personalization, make sure you read all pieces of content to verify accuracy, tone, cultural nuances, and institutional brand alignment. For segmented campaigns, A/B test AI-generated copy against existing materials to fine-tune engagement strategies before full-scale deployment.

Lead Nurturing

AI-powered lead nurturing tools are beginning to transform the way universities guide prospective students through the enrollment journey. Tools such as AI-powered chatbots allow applicants to ask questions using natural language, which can reduce frustration and foster better engagement.

However, these chatbots must be deployed carefully, and trained with vetted information to ensure accuracy and consistency. The DDH AI Council highlights this critical balance in its book, [The Generative AI Roadmap](#), emphasizing the importance of ethical and effective chatbot design.



Tools	<ul style="list-style-type: none"> • HubSpot Content Assistant • ChatGPT • Dialogflow AI • Drift AI
AI-Powered Chatbots for 24/7 Support	<ul style="list-style-type: none"> • Provide instant responses to prospective students' questions about programs, application deadlines, or financial aid. • Direct students to relevant resources or staff based on their specific inquiries. • Capture leads from off-hour visitors, especially working professionals exploring options outside of typical office hours.
Predictive Lead Scoring	<ul style="list-style-type: none"> • Use AI to rank prospective students based on likelihood to apply, based on their interactions (e.g., website visits, event registrations, email engagement). • Identify high-potential leads for personalized outreach by admissions counselors. • Refine targeting strategies based on lead behavior and performance analytics.
Enrollment Decision Support	<ul style="list-style-type: none"> • Offer AI-generated resources tailored to common questions, such as program comparisons, application tips, or alumni outcomes. • Personalize reminders for deadlines, application completeness, or admissions events. • Generate personalized financial aid estimates or ROI projections to aid
Post-Application Engagement	<ul style="list-style-type: none"> • Create personalized content for accepted students to convert them to enrolled students (e.g., "What to Expect in Your First Year"). • Automate reminders for registration, financial aid deadlines, and orientation schedules. • Use AI to identify trends in post-application communication that drive higher conversion rates.



Pro Tip

AI chatbots are effective for responding to basic inquiries but should escalate more complex questions to human representatives. Configure your system to log nuanced interactions for further analysis, which can refine chatbot training and improve student engagement over time.

Planning & Promotion of Recruitment Events

AI tools can help universities optimize the planning, promotion, and execution of recruitment events, whether virtual or in-person. From generating promotional materials to analyzing attendee data, AI streamlines processes, increases engagement, and ensures events effectively attract and convert prospective students.



Tools	<ul style="list-style-type: none"> • Eventbrite AI • HubSpot Marketing Hub • ChatGPT • Canva
Event Promotion	<ul style="list-style-type: none"> • Create program-specific marketing campaigns for recruitment events. • Automate promotional email sequences for pre-event awareness and reminders. • A/B test ads and optimize automatically to maximize reach and attendee registration.
Personalized Event Content	<ul style="list-style-type: none"> • Generate customized agendas based on attendees' interests (e.g., highlighting sessions relevant to prospective MBAs vs. specialized master's students). • Create engaging presentation slides, infographics, or interactive content for virtual events. • Automate creation of follow-up content, such as "Thank You" emails and post-event surveys.
Audience Insights	<ul style="list-style-type: none"> • Analyze event registration data to identify high-value leads and target them for follow-ups. • Use predictive analytics to forecast attendance rates and improve resource planning. • Segment attendees by program interest, geography, or demographics for better engagement.
Virtual Event Support	<ul style="list-style-type: none"> • Find the optimal times for hosting virtual events to maximize attendance. • Provide real-time translation services for international attendees. • Automate transcription and summaries of Q&A sessions for easy post-event sharing.
Post-Event Engagement	<ul style="list-style-type: none"> • Automatically segment attendees into email lists for targeted nurturing campaigns. • Analyze attendee feedback and improve future event strategies. • Identify trends in engagement levels to refine messaging for subsequent outreach efforts.



Pro Tip

Leverage AI-generated insights to identify unexpected opportunities, such as underrepresented regions or demographics with higher interest in specific programs. Integrate AI forecasting tools with your CRM to refine your follow-up strategy for attendees, ensuring they remain engaged post-event.

Use Case 5

Ensuring Content Consistency Across all Channels

When multiple departments contribute to a university's marketing materials, maintaining a unified tone, voice, and quality can be a challenge. Different stakeholders, such as department heads or program directors, often write copy for their respective programs, leading to inconsistencies that can dilute your overall brand and messaging.

Generative AI tools are known for streamlining workflows, of course, but they are also useful in ensuring consistent tone across all pages and channels. Some, such as Jasper.ai, are tuned to be "brand aware." By acting as your editing assistant, these tools provide suggestions for improving grammar, style, and readability while adhering to branding guidelines.

Tools	<ul style="list-style-type: none">• Grammarly Business• Writer.com• Notion AI• Jasper.ai
Style Guide Enforcement	<ul style="list-style-type: none">• Use brand aware AI to enforce branding guidelines, ensuring consistent tone, style, and terminology across all content.• Automatically flag phrases or formatting that deviate from the approved university standards.• Provide real-time suggestions for alignment with institutional branding.
Cross-Department Workflow	<ul style="list-style-type: none">• Facilitate collaboration between department heads and marketing teams by using AI tools to centralize content editing.• Track changes and comments in a shared platform to ensure smooth revisions and approvals.• Generate notifications for content reviews or deadlines to keep projects on track.
Check Consistency Across Materials	<ul style="list-style-type: none">• Scan multiple webpages or emails to ensure uniform messaging across all materials.• Highlight discrepancies in tone, phrasing, or formatting to resolve inconsistencies.• Suggest edits to create smoother transitions between sections or documents written by different contributors.
Inclusive and Accessible Content	<ul style="list-style-type: none">• Analyze content for bias or exclusionary language and recommend inclusive alternatives.• Ensure materials meet accessibility standards, such as readability for diverse audiences.• Suggest adjustments to improve comprehension for non-native English speakers.

Pro Tip

Use AI tools with built-in brand awareness features to flag inconsistencies in tone and style. Establish a shared content library accessible to all departments, and set up workflows that require cross-departmental approvals for final materials to ensure alignment.

Post-Course Feedback & Insights

Understanding the student experience is critical for improving courses and fostering long-term engagement. In addition to providing your teaching staff with valuable insight, you will also learn what students consider your institution's key strengths, which you can then use in your marketing materials.

Of course, processing large volumes of feedback, especially across multiple departments and programs, can be daunting. Generative AI tools simplify this process by automating survey distribution, analyzing open-ended responses, and identifying actionable trends. These tools help faculty and administrators make data-driven decisions, ensuring programs remain competitive and aligned with student needs.

Tools	<ul style="list-style-type: none"> • Qualtrics XM • HubSpot Survey Tool • Microsoft Copilot • Tableau • ChatGPT
Automated Feedback Collection	<ul style="list-style-type: none"> • Deploy AI-enabled surveys to gather feedback from students immediately after course completion. • Personalize survey questions based on course type, format (online, hybrid, or in-person), and faculty feedback goals. • Use predictive analytics to identify patterns in survey response rates and ensure adequate participation.
Feedback Summaries	<ul style="list-style-type: none"> • Summarize open-ended survey responses into key themes, such as areas of strength or improvement. • Highlight recurring issues across multiple courses or departments for strategic action planning. • Create concise, actionable summaries for faculty and department heads.
Course Highlight Generation	<ul style="list-style-type: none"> • Compile positive feedback into polished course highlights that can be shared with prospective students. • Generate faculty-specific reports showcasing their strengths and contributions based on student feedback. • Use appropriate highlights for marketing, such as brochures, emails, or website testimonials.
Curriculum Refinement	<ul style="list-style-type: none"> • Analyze feedback trends over time to identify opportunities for curriculum updates or enhancements. • Use AI to compare course feedback with similar programs at peer institutions to maintain competitive offerings. • Flag low-performing courses for deeper review and targeted improvements.

Pro Tip

When analyzing survey responses, prioritize patterns that align with broader institutional goals, such as improving accessibility or enhancing online program experiences.

Parting Thoughts



A Word About the AI Journey

The use cases described here represent an organization's initial foray into generative AI adoption — what we at DDH call the “crawl” state of AI adoption.

As AI penetrates deeper into the organization or is applied across departments, you will need to establish stronger rules of the road (aka AI governance). For more information, please see the DDH guide, [The Generative AI Roadmap](#).

Want to Learn More?

Check out our additional AI resources:

- ▶ **Demystifying Generative AI**
- ▶ **The Generative AI Playbook: Implementation & Best Practices**
- ▶ **The Generative AI Roadmap**
- ▶ **Responsible AI**

[Click Here](#)

Glossary of Terms

Artificial Intelligence (AI): A branch of computer science that creates systems capable of performing tasks typically requiring human intelligence, such as problem-solving, learning, and decision-making.

Generative AI: A subset of AI that produces new content, including text, images, audio, and code, based on patterns it has learned from training data. It is widely used for automating content creation, personalizing communication, and analyzing data.

AI Tools: A general term for software and platforms that leverage artificial intelligence to automate tasks, generate insights, or enhance productivity.

AI-powered Chatbots: Automated conversational agents that use AI to respond to user inquiries in natural language, providing 24/7 support, personalized assistance, and lead capture.

Predictive Analytics: AI-driven tools that analyze historical data to predict future trends, behaviors, or outcomes, aiding in decision-making and strategy development.

ChatGPT: A large language model by OpenAI that generates human-like text for tasks such as drafting emails, creating content, answering questions, and more.

Jasper.ai: An AI-powered writing assistant that generates marketing copy, social media posts, and other content while maintaining brand voice and tone.

HubSpot Content Assistant: An AI feature within HubSpot designed to help marketers create content, analyze data, and automate repetitive tasks.

Microsoft Copilot: An AI assistant integrated into Microsoft 365 applications to assist with tasks like data analysis, content creation, and workflow automation.

Grammarly Business: A tool that enhances writing by providing real-time grammar, spelling, and style suggestions, ensuring content is polished and professional.

Notion AI: A productivity tool within Notion that helps users summarize, generate content, and organize ideas efficiently.

Writer.com: A brand-aware AI writing assistant that ensures consistent tone, style, and terminology across all written content.

Dialogflow: A natural language understanding tool by Google that helps build conversational AI solutions like chatbots and voice assistants.

Drift AI: An AI-powered conversational marketing platform that uses chatbots to engage website visitors, capture leads, and drive sales.

Canva: A graphic design platform with AI-powered features that help users create visuals, presentations, and marketing materials easily.

Eventbrite AI: AI tools within Eventbrite that streamline event planning, promotion, and attendee engagement through data-driven insights.

Qualtrics XM: An experience management platform that uses AI to gather and analyze feedback, enabling organizations to improve customer and employee experiences.

Tableau: A data visualization tool that uses AI to help users analyze and present complex datasets in an accessible and actionable format.

Disclaimer: The responses provided by this artificial intelligence system are generated by artificial intelligence based on patterns in data and programming. While efforts are made to ensure accuracy and relevance, the information may not always reflect the latest data and programming news or developments. This artificial intelligence system does not possess human judgment, intuition, or emotions and is intended to assist with general inquiries and tasks. Always conduct your own independent in-depth investigation and analysis of ANY information provided herein, and verify critical information from trusted sources before making decisions.

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 Colossus SSP*  Orange 142*

For more information:

Direct Digital Holdings
1177 West Loop South | Suite 1310
Houston, TX 77027
marketing@directdigitalholdings.com

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