

# STORYLIFT TARGETING

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Simply put, Storylift helps drive enrollment by creating and distributing engaging content to the right audience.

For institutions looking to take their lead generation efforts to the next level, Storylift offers a proven, direct response service.

This approach utilizes Storylift's proprietary technology to create content and target potential candidates at a higher point in the conversion funnel.

By creating and targeting content that is relevant to individuals' aspirations and affinities, rather than those who have already made the decision to look for other options, we are able to create a generally exclusive list for the client that results in lower cost leads than traditional lead-gen channels.

# The Storylift Process

## Step 1:

### Segment Definition

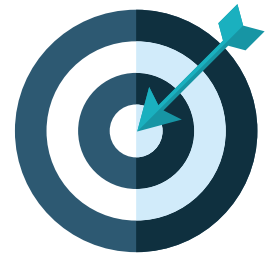
Storylift deploys research and develops social media profiles of likely education recruits and develops audience segments based on likely drivers of enrollment. A content plan is then developed and creation begins.



## Step 2:

### Lead Processing Defined

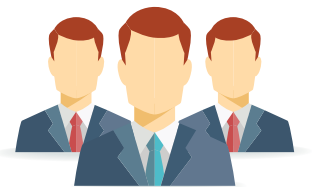
Storylift works with the institution's lead management systems to define and map lead delivery processes and create reporting feedback to measure lead-to-enlistment reporting processes.



## Step 3:

### Media Deployment

After the content messaging plans and targeted audience segments are defined, Storylift then launches social media advertising and content distribution campaigns with the objective of driving recruits into the institution's enrollment funnel.



# The Storylift Process

## Step 4: Optimization and Measurement

Part of Storylift's overall strategy is to maintain a continuous feedback loop with the client. This constant line of communication allows for better refinement of our process and content.

