



# Reconnect 21 Marketing



*Digital marketing campaign to increase enrollment in the Reconnect 21-24 year old expansion.*

Partnered with CollegeAPP, 25<sup>th</sup> Hour Communications & MiLEAP to provide data-driven marketing services to Sixty by 30 Office.

Used CollegeAPP data to develop list of individuals to target with marketing on social media.

25<sup>th</sup> Hour Communications developed personas based on to demographics

Developed tailored messages with overarching theme to deliver content that resonates.

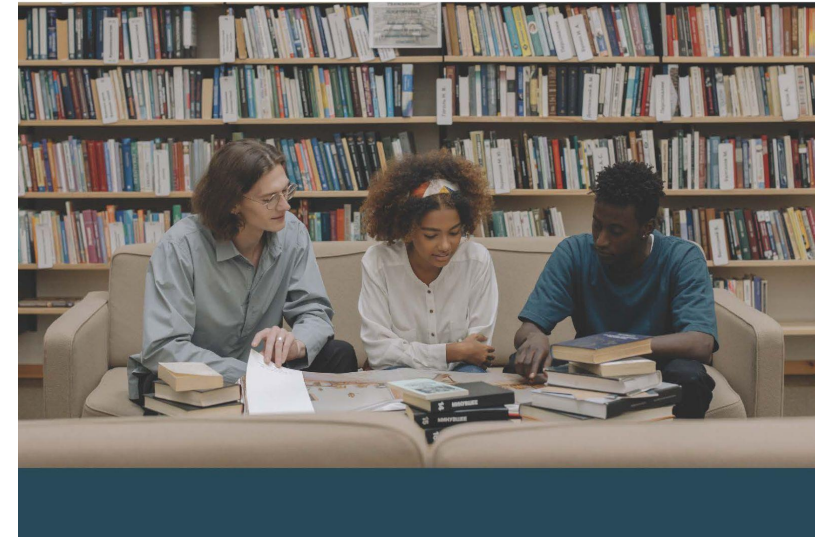
Unique ability to track impact of this digital marketing campaign.



## Michigan Reconnect 21 Digital Marketing Case Study

APRIL 2025

Prepared By:

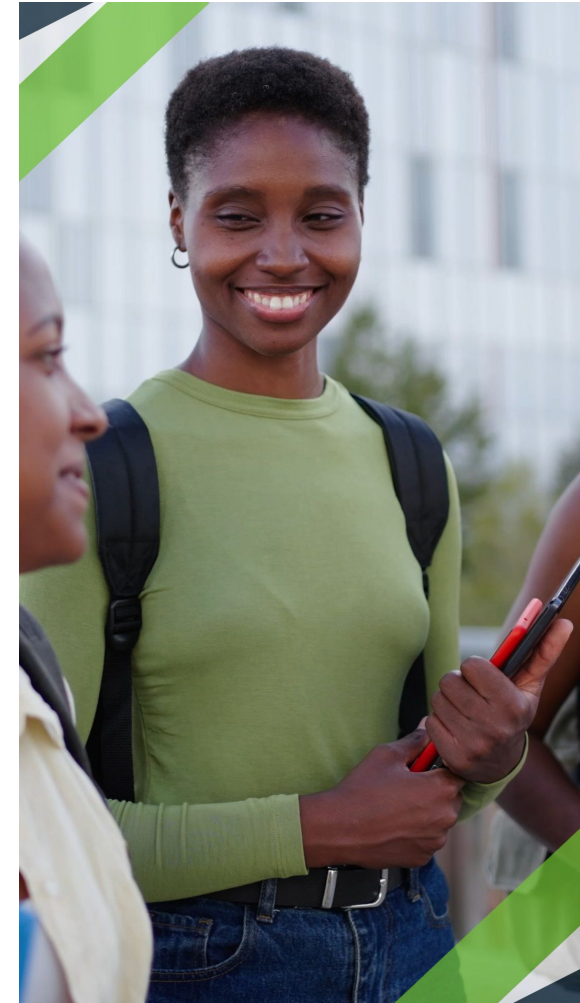




# R21 Digital Marketing Case Study



- Over 319,000 Michiganders aged 21–24
- 16,030 Reconnect applications received from marketing
- Between 9,462 and 12,511 enrollments from individuals who received marketing
- 60% to 80% of all Reconnect 21 enrollments received marketing
- \$18,228,353.76 to \$24,102,191.28 in tuition revenue generated.
- Total cost of campaign was \$471,867





# R21 Digital Marketing Case Study



Demographic	CTR ▾	Engagement Rate	CPC
hispanic male ID	3.97	7.97%	\$0.72
white female ID	3.69	9.94%	\$0.72
black female ID	3.43	9.92%	\$0.69
white male ID	3.38	10.10%	\$0.81
black male ID	3.32	11.16%	\$0.81
hispanic female spanish OOD	2.16	9.38%	\$0.86
hispanic female spanish ID	2.11	16.27%	\$0.92
hispanic female ID	1.62	6.98%	\$0.78
hispanic female OOD	0.57	1.35%	\$2.37
hispanic male OOD	0.49	0.74%	\$2.46
white male OOD	0.46	1.45%	\$2.77
white female OOD	0.38	0.68%	\$4.16
black male OOD	0.35	0.46%	\$3.37
black female OOD	0.31	0.39%	\$4.00



# 2025 Research Plan

- Reconnect 21 digital marketing case study
- Reconnect annual report findings
- Human-Centered Design research learnings
- Update landscape analysis
- Reconnect labor market alignment
- Gateway course analysis