

Email #1: March 13

Subject: The 2018 Higher Education Benchmarks is here!

COPY FOR HERO IMAGE: Higher Education Benchmarks now available

BUTTON: DOWNLOAD BENCHMARKS NOW

Our most requested resource of the year is now available to help you navigate the challenges of the current adult enrollment market.

The 2018 Benchmarks show the latest marketing, enrollment and occupation trends shaping higher education through in-depth analysis of our proprietary data and research.

This year's issue is bigger and better than ever.

NEW – An extended focus on occupational trends including employment outcomes

NEW – Occupation profiles

The report also reveals valuable insight about:

- Marketing cost and performance trends
- How students search for schools
- What motivates students to enroll online
- Top occupations and employers by degree level

DOWNLOAD THE WHITE PAPER [LINK TO LANDING PAGE]

<https://thru-line.com/lp-2018-higher-education-benchmarks/>

To get the most out of the report, join our live discussion and Q&A during the webinar on Thursday, March 29, 10 a.m. CST. Thruline's Chief Marketing Officer Tracy Kreikemeier and Director of Analytics Katie Tomlinson will guide you through the Benchmarks to leverage the information for your institution.

REGISTER FOR THE WEBINAR [LINK TO GO-TO WEBINAR]

<https://register.gotowebinar.com/register/7585562995205206273>

BOTTOM BUTTON: DOWNLOAD BENCHMARKS NOW

Email #2: March 15

Subject: Registration now open for 2018 Benchmarks webinar
COPY FOR HERO IMAGE: Register today for Benchmarks Webinar

BUTTON: REGISTER FOR WEBINAR

To get more out of our most requested resource, join the live discussion and Q&A webinar.

Thursday, March 29, 10 a.m. CDT.

REGISTER FOR WEBINAR

ThruLine's **Chief Marketing Officer Tracy Kreikemeier** and **Director of Analytics Katie Tomlinson** will guide you through the Benchmarks to understand what the data means for your institution.

They will answer these questions and more:

- How should you be investing your marketing dollars to get the best return?
- How are students using social for their search?
- What is the growth rate of online enrollments versus program offerings?
- What are the top occupations and salaries earned by degree level?

Download your FREE copy of the 2018 Higher Education Benchmarks

<https://thru-line.com/lp-2018-higher-education-benchmarks/>

Learn about the latest marketing, enrollment and program trends shaping higher education. This year's issue includes an extended focus on occupational trends including employment outcomes job profiles.

REGISTER FOR WEBINAR

<https://register.gotowebinar.com/register/7585562995205206273>

BOTTOM BUTTON: DOWNLOAD BENCHMARKS NOW

Email #3: March 20

Subject: Reminder: Register today for 2018 Benchmarks webinar

COPY FOR HERO IMAGE: Register for Benchmarks Webinar

BUTTON: REGISTER FOR WEBINAR

To get more out of our most requested resource, join the live discussion and Q&A webinar.

Thursday, March 29, 10 a.m. CDT.

REGISTER FOR WEBINAR

ThruLine's **Chief Marketing Officer Tracy Kreikemeier** and **Director of Analytics Katie Tomlinson** will guide you through the Benchmarks to understand what the data means for your institution.

They will answer these questions and more:

- How should you be investing your marketing dollars to get the best return?
- How are students using social for their search?
- What is the growth rate of online enrollments versus program offerings?
- What are the top occupations and salaries earned by degree level?

Download your FREE copy of the 2018 Higher Education Benchmarks

<https://thru-line.com/lp-2018-higher-education-benchmarks/>

BOTTOM BUTTON: DOWNLOAD BENCHMARKS NOW

Email #4: March 27

Subject: Last chance: Register for the 2018 Benchmarks Webinar Thursday

COPY FOR HERO IMAGE: Register for Benchmarks Webinar Thursday

BUTTON: REGISTER NOW

Join ThruLine's **Chief Marketing Officer Tracy Kreikemeier** and **Director of Analytics Katie Tomlinson** as they guide you through the 2018 Benchmarks to understand what the data means for your institution.

Thursday, March 29, 10 a.m. CDT.

REGISTER FOR WEBINAR

Optional: For AMs/sales to share with Partners

Subject: Higher Education Benchmarks resource and webinar

I hope you saw the email for our 2018 Benchmarks, but in case you missed it, be sure to visit our website and download your copy.

DOWNLOAD THE WHITE PAPER OR ATTACH IN EMAIL

[LINK TO LANDING PAGE OR ATTACH]

<https://thru-line.com/lp-2018-higher-education-benchmarks/>

We're also having a live webinar **Thursday, March 29** at 10 a.m. CDT, to walk you through the report and answer questions. Please join us!

REGISTER FOR WEBINAR [LINK TO GO-TO WEBINAR]

<https://register.gotowebinar.com/register/7585562995205206273>

You should be receiving your hard copy in the mail soon. This issue has more data than ever on marketing, program and occupational trends.