Marketing benchmark report for the education industry:
Search and social advertising

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Education benchmarks for search marketing and social media marketing campaigns.

Marketing in education can be extremely challenging, predominantly because in a lot of instances you're having to reach a new audience every year. This means there is a limited amount of time to nurture a potential student or parent/guardian looking at schools.

Combine that with the fact that the education industry is highly competitive, and you might feel like it's an almost impossible task.

Whilst organic efforts can provide your establishment with leads, you'll probably want to run some paid advertising alongside it to maximise your reach, but how can you determine if your campaign is performing as well as it should be? Would you know if your campaign was under-performing?

At LOCALiQ we've got access to data from hundreds of successful education marketing campaigns and we want to make this data available to you, so you can see how you stack up against the industry averages.

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This benchmark data report covers the following metrics for **search** and **social** advertising across 9 education subcategories. This report showcases data taken from 731 search and social campaigns from across the **education** industry.

These campaigns all ran between January 2021 – January 2022, In this time, **LOCALiQ UK delivered over 30 million impressions**, with an average click-through rate of 5.55%.

Here we're sharing the following metrics:

- Average click-through rate (CTR)

- Average cost per click (CPC)

- Average monthly spend

These will be taken from the following LOCALiQ marketing solutions:

- Search advertising

- Social media advertising, including Facebook and Instagram ads

Check out the statistics across the following pages to see how your marketing campaign results compare to others in the industry.
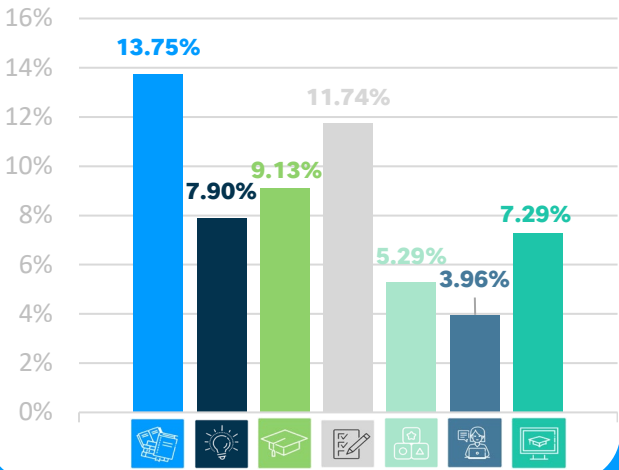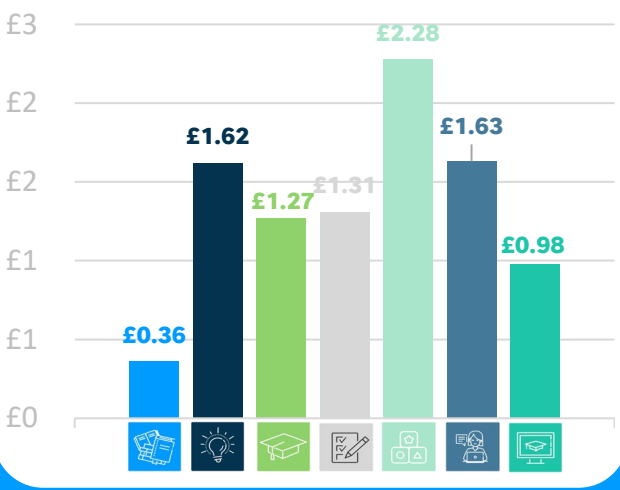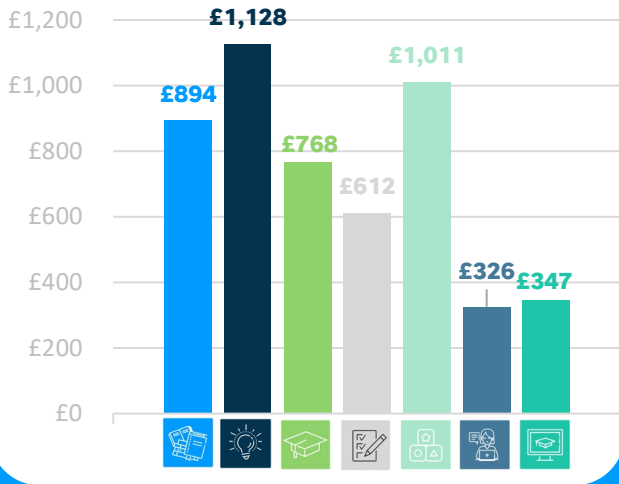
EDUCATION
SEARCH ADVERTISING BENCHMARKS

Avg. click-through rate

- Colleges: 13.75%
- Schools: 7.90%
- Universities: 9.13%
- Trade & Vocational Schools: 11.74%
- Pre-school: 5.29%
- Tutoring: 3.96%
- Distance learning: 7.29%

Avg. cost per click

- Colleges: £0.36
- Schools: £1.62
- Universities: £1.27
- Trade & Vocational Schools: £1.31
- Pre-school: £2.28
- Tutoring: £1.63
- Distance learning: £0.98

Avg. average monthly spend

- Colleges: £894
- Schools: £1,128
- Universities: £768
- Trade & Vocational Schools: £612
- Pre-school: £1,011
- Tutoring: £326
- Distance learning: £347

Legend:
- Colleges
- Schools
- Universities
- Trade & Vocational Schools
- Pre-school
- Tutoring
- Distance learning

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Search advertising for the education industry.

Subcategory	Average Click-Through Rate	Average Cost Per Click	Average Monthly Spend
Colleges	13.75%	£0.36	£894
Schools	7.19%	£1.62	£1128
Universities	9.13%	£1.27	£768
Trade & Vocational Schools	11.74%	£1.31	£612
Pre-school	5.29%	£2.28	£1011
Tutoring	3.96%	£1.63	£326
Distance learning	7.29%	£0.94	£347

When a potential student is searching for a university, or a parent is searching for a school for their child, you can relatively assume that intent is at its highest, but how do you ensure your establishment is visible to those who are looking for places like yours? Search advertising allows you to place an ad at the top of the SERPs (search engine results pages) generating maximum visibility for your website.

This is particularly vital considering that official university websites were deemed the most essential tool for online research. 90% rated them at least 'quite important' in their decision-making process on a university or business school.

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For search ads across all education subcategories, we found:

- **An overall average click-through rate of 8.33%, ranging from 3.96% (tutoring) to 13.75% (colleges)**

- **An overall average cost per click of £1.34, ranging from £0.36 (colleges) to £2.28 (pre-school)**

- **In 2021, the average Click-through rate of Education Search (PPC) campaigns delivered by LOCALiQ was 10.9%, compared to the industry benchmark of 2.2%.**
  Ref: Average CTRs for Search, Display and social [latest stats and charts] (smartinsights.com)

Whilst conducting our research, we also discovered that businesses across the education sector achieved an **average conversion rate of 3.13%** , with **pre-schools** achieving double that with **6.55%**

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Education advertising ideas for better search advertising performance:

1. **Run search ads for individual courses**

   Most education establishments will offer more than one course. For instance, all course providers below have created search ads for their marketing courses.

   Ad · https://www.plymouth.ac.uk/ ▾ 01752 585858
   BSc (Hons) Marketing - University of Plymouth
   Do you want to be a leader in the business world? Industry-led degrees and expert...

   Ad · https://www.theidm.com/ ▾ 020 8614 0255
   IDM Award in Digital Marketing - From Entry Level to Advanced
   Comprehensive **Marketing** Qualifications from the IDM. Driving **Marketing** Excellence Forward

   Ad · https://www.winchester.ac.uk/undergraduate/marketing ▾
   BA (Hons) Marketing - University of Winchester
   Gain the digital, analytical and creative skills to succeed in this dynamic industry. Learn...

2. **Enable location extensions in Google Ads**

   If you're a college or provide evening classes, then the type of people who might be looking for your services will want something local and easy to attend.

   Ensure you're utilising local PPC tactics to reach potential students in your area.

3. **Consider ramping up your PPC campaign at key times of the year**

   Whilst it's sensible to include PPC in your marketing strategy all year round, you might want to increase your budget during important times of the year.

   For instance, universities will want to be visible online before UCAS deadlines and for the clearing window. Whereas colleges might look to increase spend throughout October to April, when applications are typically submitted.

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4. Ensure you pick the right landing page

When running search ads, make sure you pick a landing page for the ad that you're running. Whilst you might be tempted to just link to your homepage, it's important that the page is relevant.

For instance, if a user is looking for a music course, you'll want to direct them to a page that has information specifically about that subject.
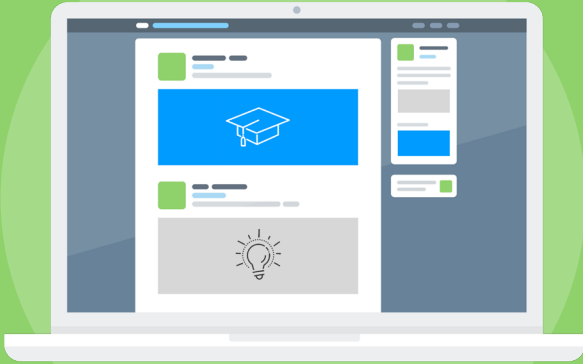
5. Keep an eye on your keywords

When running search advertising, you'll want to review your keywords regularly to check how they're performing. Just because something is doing well one month, doesn't always guarantee it will perform the same way the next month.

There may also be new keywords you want to go after, or perhaps current keywords that you're not performing well for that you might want to eliminate.
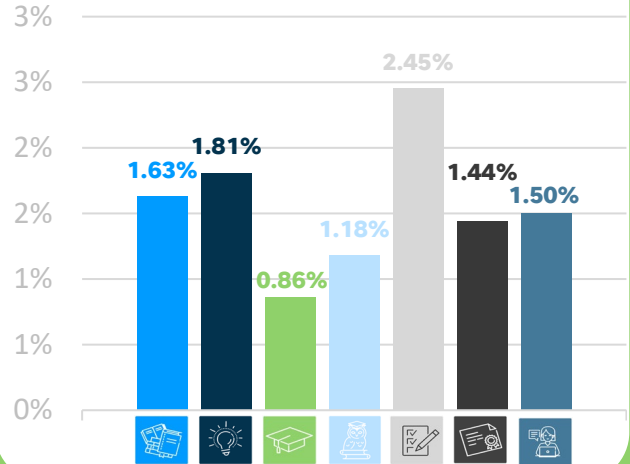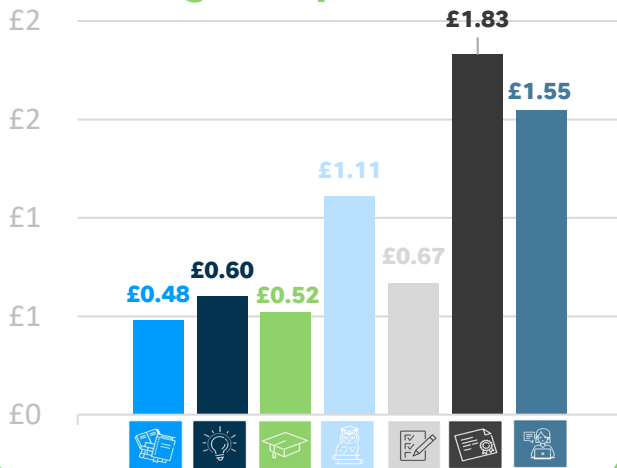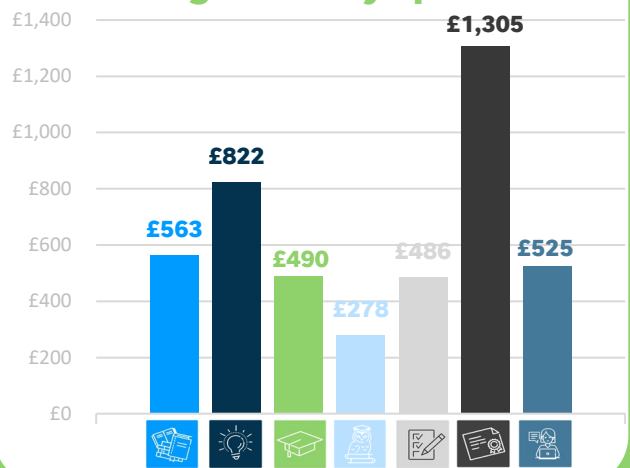
EDUCATION
SOCIAL ADVERTISING BENCHMARKS

Avg. click-through rate

Category	Rate
Colleges	1.63%
Schools	1.81%
Universities	0.86%
Academies	1.18%
Trade & Vocational Schools	2.45%
Professional Qualifications	1.44%
Tutoring	1.50%

Avg. cost per click

Category	Cost
Colleges	£0.48
Schools	£0.60
Universities	£0.52
Academies	£1.11
Trade & Vocational Schools	£0.67
Professional Qualifications	£1.83
Tutoring	£1.55

Avg. monthly spend

Category	Spend
Colleges	£563
Schools	£822
Universities	£490
Academies	£278
Trade & Vocational Schools	£486
Professional Qualifications	£1,305
Tutoring	£525

Legend:
- Colleges
- Schools
- Universities
- Academies
- Trade & Vocational Schools
- Professional Qualifications
- Tutoring

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Social advertising for the education industry.

Subcategory	Average Click-Through Rate	Average Cost Per Click	Average Monthly Spend
Colleges	1.63%	£0.48	**£563**
Schools	1.81%	£0.60	**£822**
Universities	0.86%	£0.52	**£490**
Academies	1.18%	£1.11	**£278**
Trade & Vocational Schools	2.45%	£0.67	**£486**
Professional Qualifications	1.44%	£1.83	**£1305**
Tutoring	1.50%	£1.55	**£525**

Social ads are a great way to target potential students/parents/employers that might be interested in your services.

Social media sites have access to so much information about their users, meaning you can target the type of potential students that would be interested in the courses you offer.

With our social advertising solution, we found:

- **An overall average click-through rate of 1.84%, ranging from 0.86% (universities) to 2.45% (trade & vocational schools)**

- **An overall average cost per click of £0.96, ranging from £0.48 (colleges) to £1.55 (tutoring)**

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Education advertising ideas for better social advertising performance:

1. **Segment your audience**
   Segmenting your audience for social advertising gives you a greater level of targeting, as well as providing you with insight in to what particular demographics engage with the most.

   You may choose to do this by creating lists in your chosen platform. For instance, Twitter and Facebook both allow users to create lists of friends, followers, etc. You might choose to create lists that account for different stages of the customer journey, or you may split them in to those who have expressed interest in a particular course.

   Doing this allows you to get an idea of what these people are talking about and interested in, allowing you to tailor your marketing.

   Another way you can segment your audience is utilising each social platform for a separate buyer persona.

   Spend some time learning the demographics of each social platform and utilising them accordingly.

2. **Allocate resources to growing your organic social following**
   Whilst paid social allows you to reach your target audience, organic social media shouldn't be overlooked.

   By sharing relevant content to your social channels and being visibly active, you will start to build an online community that will like and share your content giving your educational establishment further reach on social.

   You may consider keeping a blog on your website that you can update about courses, student life and any additional resources you think a potential student could find helpful.

   You can then share these posts across your social media accounts.

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3. Let your organic posts inform your ads

By posting content frequently you'll also be able to gauge what type of content your audience interacts with the most.

You can use this data to better inform what kind of content you should be including in your social advertising.

You might choose to boost a well-performing post or recreate something similar when you create your next advert.

4. Consider using different advert designs and copy for each social platform

When you've determined which demographics are interacting with you the most on each platform (and what they're interacting with), you can start to think about creating separate adverts that speak individually to audiences across each platform.

For instance, if you're creating an ad campaign on LinkedIn, you might want to create a more professional-looking advert that speaks to a slightly older audience who're perhaps looking to make a career change.

5. Create a social media calendar

It can be hard to keep track of your social media efforts. Creating a calendar will give you the ability to see everything that is going out across your channels (both organic and paid-for) and can also help you stay focused and prioritise what needs to be created and posted.

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Why are my advertising costs higher than other businesses in the education industry?

If you're in the education industry and wondering why your CTR is lower or your average monthly spend is higher than that of other sub-industries, then fear not – it all comes down to the competitiveness of the particular sub-sector your in.

When you're looking at the cost of a campaign, be sure to consider the potential ROI (return on investment). For instance, how much is each student that enrols with you worth to your business?

If you're a business that operates in the education industry, and you'd like more advice on how to optimise your search or social advertising campaigns, then get in touch with us today. Not only can our marketing experts help you with any questions, but we've also got proven success in working with businesses across the education sector.

Contact us today to find out how we can help.

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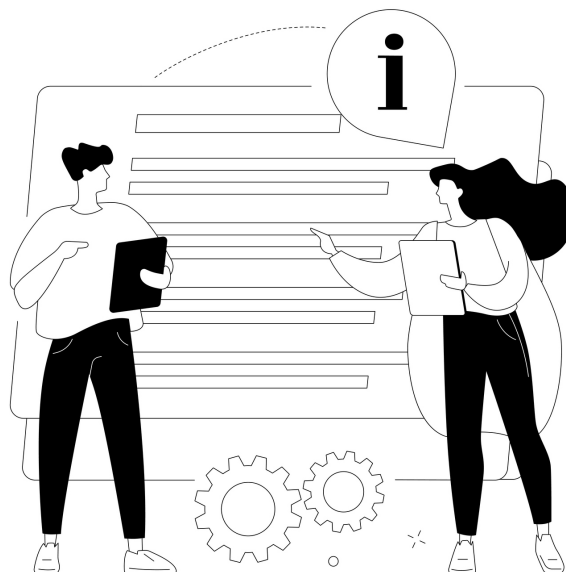
Thank you for downloading this guide!

We hope you have a better understanding of advertising benchmarks within the education industry.

If you want to learn more about marketing then visit our blog for the latest industry updates and ideas.

Click here

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