

# Michigan Reconnect 21 | Digital Marketing Case Study

## Introduction

The [Michigan Center for Adult College Success](#) (The Center), in partnership with [CollegeAPP](#) and [25th Hour Communications](#), successfully responded to an RFP issued in April 2024 by the Office of Higher Education in the [Michigan Department of Lifelong Education, Advancement, and Potential](#) (MiLEAP) to operate a digital marketing campaign promoting the Michigan Reconnect Age Expansion Scholarship targeting adults 21-24 (Reconnect 21).

Serving as the lead for the digital marketing campaign, The Center collaborated closely with 25th Hour Communications for creative development and CollegeAPP for ad placements. A key factor in the campaign's success was the strong collaboration between all partners.

The July 2024 launch of the targeted digital marketing campaign for Reconnect 21 coincided with a significant surge in program applications and ultimately, **substantial enrollment gains** across the state's community colleges.

# 319,186

total individuals in targeted audience

# 1,995

applications per month before the campaign

# 3,596

applications per month after the campaign launch

# 16,030

total completed applications in the six months following the start of the campaign

## Between 9,462 and 12,511

enrolled in college after receiving digital marketing

## Between 43% and 57%

conversion rate from applicants to enrolled students

Scan here to explore our findings →



## Fiscal Impact of the Campaign

**\$18.2M to \$24.1M**

anticipated minimum college tuition revenue  
generated in one year

**\$471,867**

total cost of the campaign  
ad placements | creative design | campaign  
management fees

**\$29.44**

cost per Reconnect sign-up

**\$1.48**

cost per individual marketed

To calculate the generated college tuition revenue that resulted from the digital marketing campaign, our team used the statewide average Total Cost Per Credit/Contact Hour of \$160.54 from FY 2023-24 per the [Senate Fiscal Agency](#) data and multiplied it by the number of individuals who enrolled in college as a result of this campaign utilizing the Reconnect minimum of 12 credits.

## In-District vs. Out-of District Performance

The Michigan Reconnect digital campaign employed differentiated messaging for in-district and out-of-district audiences, alongside tailored outreach to key demographic subgroups. Analysis of platform- and creative-level performance reveals both geographic and demographic disparities in engagement and cost-efficiency.

### In-District vs. Out-of-District Performance

Across nearly all platforms—including Meta, TikTok, Snapchat, and OTT—in-district audiences consistently demonstrated higher engagement rates and lower cost-per-click (CPC):

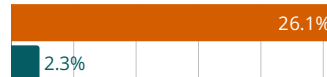
#### Meta (Facebook/Instagram)

- In-district (English)
- Out-of-district (English)

Reach



Engagement Rate



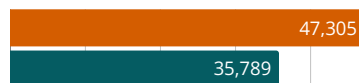
CPC



#### TikTok

- In-district
- Out-of-district

Clicks



Engagement Rate



CPC



#### Snapchat

- In-district (core campaign)
- Out-of-district

Clicks



Engagement Rate

