

How Florida Southern Achieved an ROI of 7,400% with Scoir in Year 1

A Messaging Case Study

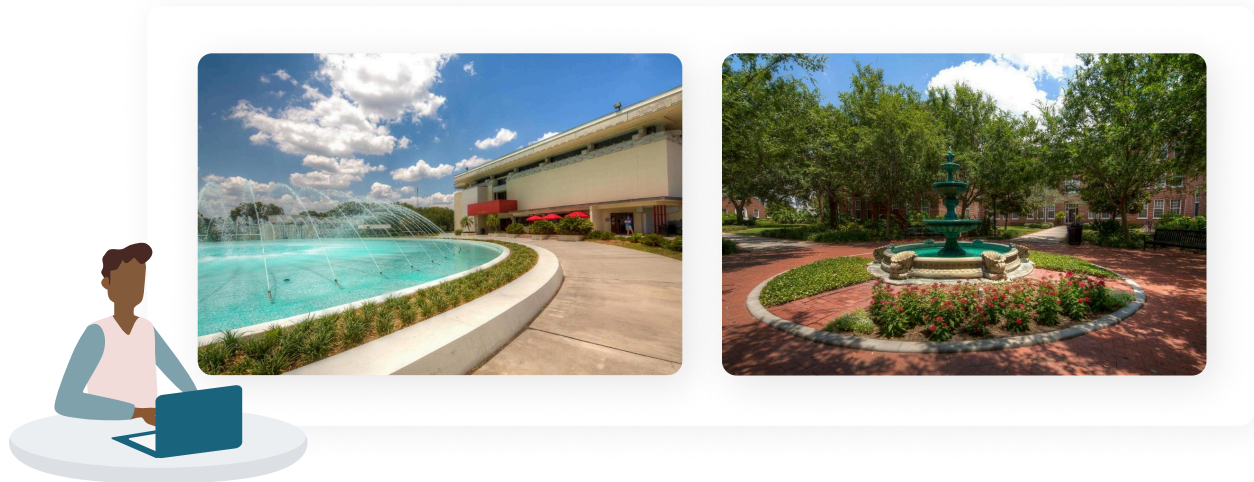


Florida Southern College

The Challenge

With a unique hands-on learning experience and emphasis on career readiness opportunities, Florida Southern sought a place to share their distinct approach with highly motivated and engaged students they hadn't reached before. Florida Southern's goals were to:

- 🎯 Reach students they weren't able to reach elsewhere (stealth students), putting them ahead of their competitors
- 🎯 Improve their follow to apply conversion rates on Scoir and increase their total number of applications
- 🎯 Utilize all available tools within Scoir for a maximum return on investment



The Solution and Results


During the 2023-24 academic year, Florida Southern utilized their full suite of Scoir Messaging options, including the ability to message their matches to nurture students through their funnel. They found:

- ✓ **Lower cost and better quality leads** vs. traditional name-buys
- ✓ **Higher read and click rates** compared with email marketing averages
- ✓ **Higher conversion rates for enrollment** when compared with email marketing


Messaging

[Messaging](#) enabled Florida Southern to engage students who were already following their college on Scoir, encouraging them to apply.

- Florida Southern’s student messages on Scoir achieved impressive engagement rates:

 **36%** all-time read rate

This is **180%** ↑ than the [average email read rate for higher education](#)

 **4.31%** all-time click rate

This is **690%** ↑ than the [average email click rate for higher education](#)

- For Scoir messages sent to juniors in fall 2023, the read rate was **71.61%**, and the click rate was **7.16%**



Florida Southern College
Lakeland, FL, United States

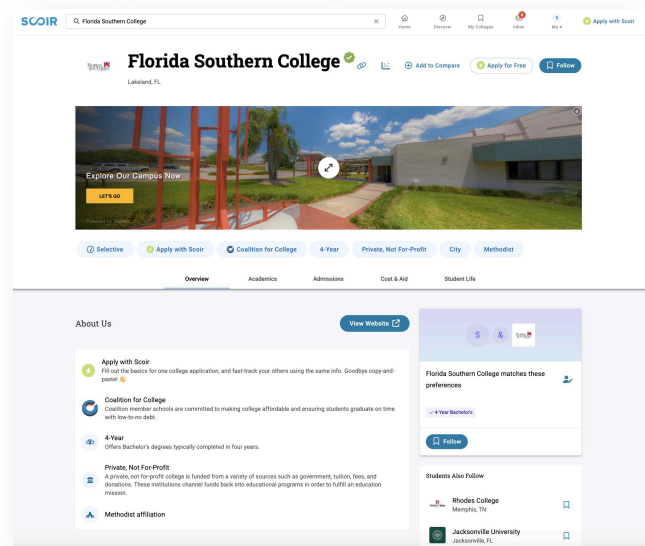
Apply Florida state based aid at Florida Southern College

DID YOU KNOW?

You can use your Florida state-funded aid at Florida Southern College! This includes Florida Bright Futures and Florida EASE grant.

Florida offers an array of state-funded assistance programs for residents who attend Florida Southern College. Best of all, you can take advantage of any of the state-based aid you qualify for and still take advantage of all that FSC has to offer in smaller class sizes, guaranteed internships, and more.

[Learn More](#)



SCOIR Florida Southern College

Florida Southern College
Lakeland, FL

Explore Our Campus Now

Apply with Scoir

Coalition for College

4-Year

Private, Not For-Profit

City

Methodist

About Us

Apply with Scoir

Coalition for College

4-Year

Private, Not For-Profit

Methodist affiliation

Florida Southern College matches these preferences

4-Year Bachelor's

Students Also Follow

Rhodes College

Jacksonville University

Message Your Matches

[Message Your Matches](#) helps Florida Southern reach students whose preferences “match” their offerings, but aren’t yet following them on Scoir. Many of these students were stealth (not already captured in Florida Southern’s CRM).

With just 3 short messages to their matches, Florida Southern achieved the following engagement on Scoir:

 **196** direct follows

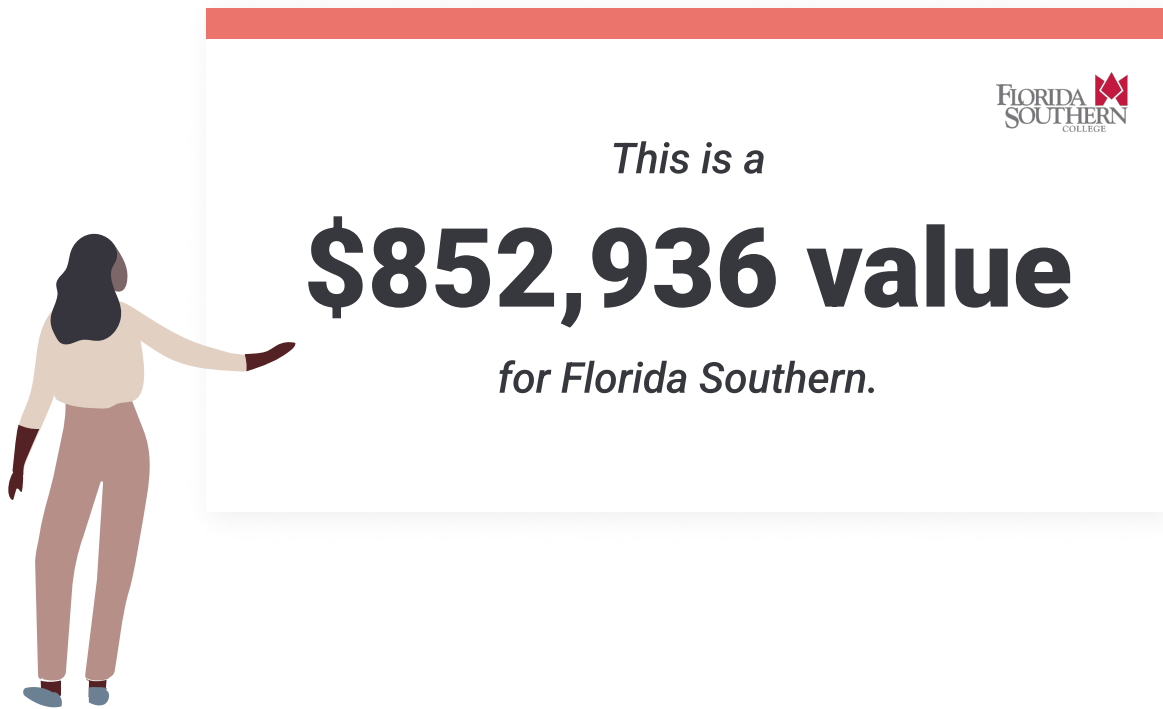
 **884** profile views



The Return

Since 2022, Florida Southern has steadily increased the number of enrolled students from Scoir. **Approximately 9% of Florida Southern's Fall 2024 class are Scoir students.**

For the 2023-2024 academic year, Florida Southern achieved a **7,400% return** on investment by engaging and enrolling students on Scoir in just their first year as a partner!



FLORIDA SOUTHERN COLLEGE

This is a

\$852,936 value

for Florida Southern.

7,400% ROI

the ROI of Scoir for the college in just one year*

Ready to learn more about how Scoir can help your institution exceed your enrollment goals and conquer the enrollment cliff?

Book a Consultation

**Based on an estimated average net price of \$30,462 for an enrolled student*





SCOIR