

Local University Ensures Stable Enrollment with Digital Marketing Campaigns

University of Pitt at Greensburg 



East of Pittsburgh, the University of Pittsburgh at Greensburg partnered with Dail Digital to elevate visibility in a competitive higher ed landscape. With no standing marketing budget, the campus used strategic grant funding to amplify its message through targeted, cost-effective channels. Over three years, the partnership evolved to include digital billboards, geo-targeted display ads, and streaming audio. The results? Strong enrollment stability, increased transfer and nursing applications, and enhanced regional presence—supporting both recruitment and advancement goals.



Implementation:

Billboards

Digital Audio

Display Ads

Geo-Targeting