

2025

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Gamification in Enrollment Marketing

A primer on a new method for
engaging with today's students



Loper

Loper connects colleges & universities with mission-aligned prospective students using interactive, targeted campaigns.

In this report

Gamification in enrollment marketing

In this report, we explore how gamification can transform enrollment marketing. You'll learn why it matters, see real examples across the student journey, and discover strategies you can apply to your funnel today.

03

The challenges with enrollment marketing in today's digital age

04

What is gamification, why it works, and where we see it in practice

07

Gamification in action: student journey examples & a brainstorming exercise

11

Exploring Loper's gamified assets and client case studies



The problem

Challenges with marketing to today's teens

Demographic Changes

The high school graduation base is expected to decline 13% by 2041, and the student search market is evolving in the face of a changing test-taking process

The Western Interstate Commission from Higher Education, 2025

Personalized Expectations

Over 95% of Gen Alpha expects personalized messaging, and the bar for content has been set by streaming platforms and gamified products

Comosense, 2024

The Value Question

65% of adults say college is prohibitively expensive, no matter how motivated a student is, and just 45% of 7th-12th graders say two or four year college is their likely next step

Strada Education Group, May 2025 & American Student Assistance, 2024

Today's enrollment landscape requires meeting a changing population of students *on their turf, and in their language.*

So, what is gamification?



Defining a buzzword...

Gamification is applying **elements of play** to a task, process, or activity (usually a work- or learning-based one) to **encourage completion, retention, and engagement**.

Elements of play include...

Incentives

Competition

Chance

Studies show that gamification benefits student learning through...



Increased
completion



Strengthened
retention



Stronger
participation



Activity-based learning and instruction has driven as high as 90% increases in homework completion

Gamification is all around you!

Gamification is part of our everyday lives, often without us even noticing. Here are some common examples:

Fitness tracking watches



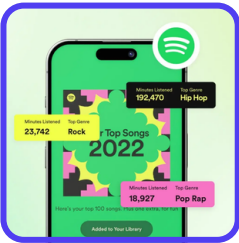
Daily streaks towards goals



Loyalty and rewards programs



Year-end “wrap-up” reports



Grocery store coupons



Randomized participation winners



Pup Quiz!

Should we start at Beginner?

What's another example of gamification you see in your every day life? Hint: draw inspiration from what you see around you!

How does gamification aid enrollment?

Gamification doesn't just make the journey more enjoyable for students, it creates measurable advantages for enrollment leaders.

Aligns with the expectations of students

Gamification compliments how Gen Z and Gen Alpha like to engage online.



Builds brand awareness that stands out

Engaging touchpoints throughout the funnel builds affinity at critical decision points.

Unlocks useful insights from engagement

Student actions give valuable data to refine enrollment marketing strategy.



Accelerates progress through the funnel

Keep students on track toward their next action within the recruitment process.

Gamifying stages in your funnel



What’s common in the enrollment funnel today



How you could stand out with gamification

Replace a generic postcard or OOH campaign with a **“Pick Your Character” theme** highlighting recent alumni or common pathways

Create a **personality quiz** to support program exploration and major discovery to introduce students to your offerings.

Build a **true-false or trivia activity** around core aspects of your application process to use as an icebreaker for campus visitors.



Google Ads

Email nurture campaigns

Counselor nurture campaigns

Postcards

College fairs

Retargeting

CTV/OTT

Social and digital media

Direct admissions outreach

The gamification tactics that drive us daily can also energize the college journey, making each stage more engaging and memorable for students.

Coordinate with marketing to design a **confetti-focused or celebratory landing page** that is re-routed upon task completion.

Use a **schedule-building activity** to help students visualize their time on campus – and personalize your admitted students day.

Admissions

Enrollment



Gamification can enhance multiple stages of the funnel, from discovery to deposit!

Email Reminders

Admitted students days

Call and SMS

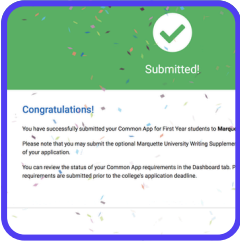
Webinars

Direct Mail

Accepted students mailers

You may already be using gamification in your enrollment funnel...

Application progress trackers



Scavenger hunt in campus tours



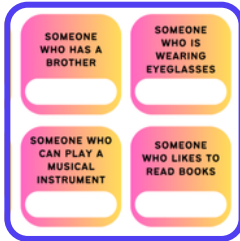
Priority housing or
course registration



Deposit day swag & rewards



Bingo board ice breakers



Application power
hour events



Pup Quiz!

Let's woof it up a notch!

Are there any ways that your team *currently* gamifies the funnel? If not, are there examples from the above that you like?

Ready to test your knowledge?

Use this **team activity** to develop gamification ideas for your admissions.

Find detailed instructions & materials at getloper.com/enrollmentgames

- 1 Divide the group into teams of 2–5 people
- 2 In your team, make a list of *all* of the key interactions you have with students, or use the *Interaction Bank* below as a starting point.
- 3 Use your interaction points and the *Discussion Questions* to identify one or two key touchpoints in need of improvement.
- 4 Brainstorm in groups all the different ways that the enrollment funnel touchpoint could be gamified.
- 5 Select your group's favorite idea to present to the broader team. Set a 90 second timer to pitch your idea, Shark-Tank style!
- 6 Discuss the ideas together as a group and explore if there are ways to get started.

Discussion Questions

Where do you see students most likely to get stuck in the funnel?

If you could snap your fingers for students to take one action, what would you want them to do?

What student action do you wish was a more enjoyable experience?

Interaction Bank

Info
Sessions

Campus
Visits

FAFSA
Submission

Admitted Students
Session

Enrollment
Deposit

Parent
Conversation

Transcript
Submission

Application
Submission

Gamify your enrollment funnel with Loper

Loper builds admissions games for enrollment teams to embed in their recruitment, from lead generation to melt.

WizQuiz

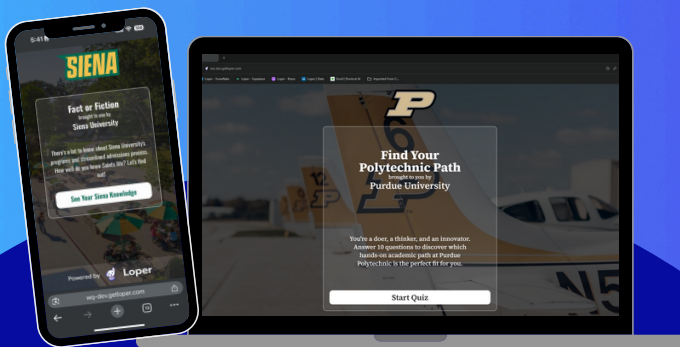
An interactive personality quiz that matches student interests with aspects of your campus culture. Students receive 'badges' that you can use to cater your recruitment.

Fact or Fiction

Turning your FAQs and Figures page into a playful guessing game where students test their knowledge, uncover surprising truths, and understand core facts along the way.

Day in the Life

A guided schedule-building activity to help students visualize life on campus, from where they'll grab breakfast to club meetings after class.



All games are built by Loper's team, customized to your school's brand, mobile-optimized, and integrated for direct data transfer into your CRM

Find examples of our games at getloper.com/enrollmentgames

Loper's games have helped schools build memorable connections with students and **improve engagement across touchpoints**

84%+

Completion
Rate

2.8x

Email CTR
Uplift

48hr

To build
your game

Loper's Games in Action: Client Case Study



University of Lynchburg

Challenge: With multiple high school groups being bussed in from the surrounding area and numerous admitted students days, University of Lynchburg wanted to ensure a personalized experience for each visitor.

Solution: University of Lynchburg's visit coordinator implemented an activity with their quiz, "Making the Most of College," to create segmented programming for each student based on their badge result.

Results: Students reported stronger engagement with on-campus programming, driving increased brand affinity from the visit experience.

You've explored gamification's potential. Are you ready to put it into practice?

Serving 50+ institutions around the world to build engaging outreach experiences that create genuine connections with prospective students.



Want to learn how Loper can support your enrollment team, too? Scan the QR code or [click here](#) to schedule a consultation with our team!



Loper



Scan to explore more gamification
resources and enrollment game examples

Or visit www.getloper.com/enrollmentgames