

# How Hilbert College Increased Enrollment with a Data-Driven Marketing Partnership

When Hilbert College acquired Valley College, they saw an opportunity to expand their reach and strengthen their online presence. Already familiar with *Enrollment Resources*' decade-long success driving results for Valley, Hilbert's team turned to us to manage their online programs marketing strategy.

Since launching, Hilbert College Global has achieved consistent growth, scaling from just **58 online students in 2021 to nearly 300 in 2025**. Through our partnership, the online college has experienced a **45% annual increase in enrollments**.

Before partnering with Enrollment Resources, Hilbert faced major challenges with their previous vendor.



*A little bit of everything was a challenge; cost, lead quality, responsiveness,"* recalls Don Lando, Vice President at Hilbert College Global. *"We weren't able to grow because everything felt hidden."*

Hilbert needed a marketing partner that would act as a true extension of their team, transparent, responsive, and accountable for results. That shift was immediate.



*Since Enrollment Resources took over, we really expanded our marketing into states we'd never reached before,"* Don explains. *"And we found out, thanks to Enrollment Resources, which programs were truly driving our growth. That ability to use data to make business decisions has been huge for us."*

With their Alcohol and Substance Abuse program now accounting for **72% of total enrollments**, Hilbert relies on real-time analytics to decide where to focus ad spend and when to adjust strategy. Because Hilbert operates on a **six-start-per-year cycle**, the ability to pivot quickly has become a major competitive advantage.



*We're not waiting for quarterly reviews,"* Don says. *"If we see a trend, we can message the team and make changes that same week. That responsiveness has made a big difference."*

In just eight months of **PPC advertising**, Hilbert saw consistent increases in both lead quality and volume, achieving predictable growth and better forecasting accuracy.



*We're hitting the volume we were told we'd get from day one, and it's steady,"* Don says.

**Cost per Lead dropped from \$190 to \$84**

**Conversion rates improved by 155%**

**PPC budget nearly doubled,** as results built trust and confidence with Hilbert's leadership

With visibility through the **Virtual Adviser Platform**, Hilbert can now track cost per enrollment, monitor inquiry trends, and forecast growth without waiting for manual reports.

The results speak for themselves:

**45% annual enrollment growth**

**50% conversion rate**  
from inquiry to application

Real-time analytics access improving forecasting and team efficiency

Beyond the numbers, Don emphasizes the quality of the relationship.



*You're reliable, effective, honest, and just a great group of people to work with," he says. "It's been a good ride. The honesty and open conversations - we really value that."*

He also praises the seamless website management provided by Enrollment Resources' team.



*Anything we need changed on the website is done immediately," Don adds. "The look, the feel, it's user-friendly, and the transition was so smooth."*

With new master's programs in development, including **Clinical Mental Health Counseling**, and plans to expand into certificate programs, Hilbert College Global is just getting started.



*We're excited to launch more programs and certifications, especially ones similar to Valley's," says Don. "Enrollment Resources has done so well with Valley College, and I know they'll be a big part of our growth as we continue to expand."*

## About Hilbert College Global

Founded in 2021, [Hilbert College Global](#) offers flexible, fully online degree programs designed to meet the needs of today's learners. The college provides associate, bachelor's, and master's programs in high-demand fields such as Cybersecurity, Criminal Justice, and Alcohol & Substance Abuse Counseling.