Best Practices
Website & Social Media

Bart Caylor, Caylor Solutions
1992: $3,265.12
2015: $5,581.40
Learning Keys

- The Importance of First Impressions
- Do Unto Others…
- Enrollment Focus
- Content: Answers
- Understand the Channels of Social Media
- Narcissism vs. Servant’s Heart
- Automation
You have 10 seconds to leave an impression and tell them what they’ll get out of your website and company. After this time (and oftentimes before), they’ll leave. — NN Group

http://www.ironpaper.com/webintel/articles/web-design-statistics-2015/#.VZbafGBHS1O
Once your page loads, users form an opinion in .05 seconds.
— Kinesis Inc.

Stats

- Uverse and Chegg
- May 2014
79% Students who reported that they would drop a school from consideration if they have trouble finding information on the institution's website.

3.2 Seconds
45% of users make judgements about the credibility of a website within 3.2 seconds based upon initial impressions including design, layout and formatting.

97% View College Websites on Mobile Devices

65% Say the college website experience was "Just Ok" or "Challenging"

just ok #$$!
What a Website Does

Introduce
Verify
Reference
Remind
Remember
The Window Into Your School

Quality
Engagement
Emotion
Live Your Brand
Trust
Responsive
Reason for your site?

■ Audiences?
  Who are your personas?

■ Enrollment?
  Prospects, suspects, stealth, influencers?

■ What are the goals?
  Enrollment, advancement, retention?

■ How are you driving traffic?
  SEO, social media, lateral content?

■ Conversion?
  Call to action, conversion, lead generation, nurturing?
Best Practice: Websites

Mobile and Mobile First

Fast Load

Logical Organization

Call to Action on All Pages (Home Page no Longer Home)

Emotion and Photography Rich

Content Management Separate from Design

Ability to Change
Enrollment Driven
“You can spread jelly on the peanut butter but you can’t spread peanut butter on the jelly.”

Dick Van Dyke, My Lucky Life In and Out of Show Business: A Memoir
Digital Natives/Gen Z
Digital Natives

- Live in Technology Daily
  - Weebly.com site
  - Blog
  - QR Codes to Promote
  - Marketing Basics

- You Tube is the #1 Teen Website

- 82% Use YouTube regularly

- Experts on Websites and Getting Information
426 per second

Google Search: how many products does amazon sell per second
Indianapolis:
Instant Access to Prime Video
Free Shipping
Free Next Day Shipping
Free Same Day Shipping
Prime Now: Free 2 hour delivery, or $7.99 for 1 hour
We Are Consumers

Frustration vs. Expectations

Cultural Norms

Audience Expectations

Evolve/Adapt
Social Media Channels and Methods
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE HERE I AM EATING A DONUT
LINKEDIN MY SKILLS INCLUDE DONUT EATING
PINTEREST HERE'S A DONUT RECIPE
LAST FM NOW LISTENING TO "DONUTS"
G+ I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Social Media to Use

- Traditional Undergrad
  - Twitter
  - Instagram
  - YouTube
  - Snapchat
  - WeHeartIt
  - International

- Adult Students
  - Facebook
  - Twitter
  - LinkedIn
  - International

- Influencers
  - Facebook
  - LinkedIn
  - Pinterest

- Alumni & Development
  - Facebook
  - Twitter
  - LinkedIn
  - Pinterest
If You Don’t Know Where Your Going, You’ll End Up Somewhere Else.

Yogi Berra
Goals: What Does Your Organization Want and Need?

- What do you want your marketing to achieve?
  - Enrollment?
  - Engagement with Alumni?
  - Giving?

- How does social media support that?
  - Drive traffic to website?
  - Educate?
  - Inform?
  - Build Relationships?

- Social, Web, Content, and Advertising MUST work together
The What
Know the Questions
Provide the Answers
Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility
Canary Cottage is located at 207 High Avenue East, in Oskaloosa, Iowa. Breakfast, lunch and dinner served, except Monday. Closed the first two weeks of August. Turn off U.S. 63 and State Highway 92 at Green's Ford Garage and go one block south and one-half block west.

CHOCOLATE FUDGE CAKE

1/2 cup butter
1 1/4 cups brown sugar
1 cup white sugar
1 cup thick sour cream
2 eggs
1 tablespoon vanilla
3/4 cup cocoa
1 cup hot water
2 1/2 cups cake flour

Cream butter and sugar together, first sifting brown and white sugar together. Add cream, eggs and vanilla. Mix cocoa and hot water and let cool. Add to mixture alternately with sifted flour, soda and baking powder, beating after each addition. Pour into greased 9 x 13 loaf pan. Bake in 350° oven for 1 hour.

FUDGE FROSTING

Melt a 1/2-pound chocolate bar, 3 tablespoons Karo syrup, 1 cup cream and 2 tablespoons butter together in a double boiler. Remove from heat. Add 2 pounds powdered sugar. This makes enough frosting for 8 cakes. Store unused frosting in refrigerator and it is always ready for use. Simply warm and spread on cake.
Not All Answers Are Alike

Text
Gated Content
Video
Infographics
Testimonials
Blogs
Audience

Prospective Students

Prospective Parents

Robots
Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less. — Hubspot, January 2015

CHRISTIAN COLLEGE FAIRS

Fort Worth (TX) Christian College Fair

Date: September 14, 2015
Start Time: 6:30PM
End Time: 8:30PM

Venue: Bethesda Christian School
Address: 4700 N. Beach Street
City, State/Province: Fort Worth, Texas
Zip/Postal Code: 76137

Directions: Get Directions (google.com)

GET YOUR FREE EBOOK!

Sign up to receive fair reminders via e-mail and get a FREE copy of the Top Ten Questions to Ask a College Rep.

DOWNLOAD THE TOP 10 QUESTIONS TO ASK A COLLEGE REP NOW. IT'S FREE!

First Name *
Ben

Last Name *
Caylor

Your Email *
caylor-test3@caylor-solutions.com

Parents Email

Free Download.
Original & Curated Content

Answers to Questions

Current Promotional Content

20% Total of Social Media Posts

Answers from other sources

Association with quality and authority

80% Total of Social Media Posts
### Original Content Types

<table>
<thead>
<tr>
<th>Usual</th>
<th>Emerging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copywriting</td>
<td>Blogs</td>
</tr>
<tr>
<td>Photos/Pictures</td>
<td>Ebooks/Gated</td>
</tr>
<tr>
<td>Illustrations</td>
<td>Storytelling</td>
</tr>
<tr>
<td>Video</td>
<td>Video</td>
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<tr>
<td></td>
<td>Infographics</td>
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<td>Audio</td>
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<td>Infographics</td>
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<tr>
<td></td>
<td>Social Media Cards</td>
</tr>
<tr>
<td></td>
<td>SlideShare &amp; LinkedIn Content</td>
</tr>
<tr>
<td></td>
<td>Syndicated Content</td>
</tr>
</tbody>
</table>
Blogging

Generes @TheEllenShow • Mar 2
radley's arm was longer. Best photo ever. #oscars
er.com/C9U5N0tGap

Hashtags: Your Social Media Secret Weapon
Storytelling

Looking Ahead
Marquette University President Lovell talks with students about how his past shaped him and his vision for the future.

July 2 marks the 1-year anniversary of Dr. Michael Lovell’s official start as Marquette University president. Rose Littelfair and Dan Barrett, student liaisons from Marquette’s Office of Marketing and Communication, sat down with him.
Gated Content

- Ebooks + Inbound Marketing
- Videos
- Infographics
- Devotionals, Bible Studies
- Valuable Content
CONGRATULATIONS!
You're starting on an exciting journey! You have questions about paying for college and financial aid.

Questions like:

- How does a public vs. private school affect financial aid?
One of the most important differences between public and private college is the availability of financial aid. Public colleges are underwritten by tax dollars, and typically look good because of a seemingly low fee. However, that cost is the final cost, meaning there are no discounts other than scholarships. On the flipside, private institutions often provide attractive financial aid packages based on things like your grades and activities. You may be pleasantly surprised that a private institution is more affordable than a public school because of these available financial aid packages. Keep in mind, however, that you won’t know about your financial aid package until you apply and submit the FAFSA (Free Application for Federal Student Aid), and academic scholarships won’t be awarded until official paperwork is received. Be sure to ask a rep of the colleges you’re considering about what scholarships are available to you. Depending on certain factors, such as your family’s income, you may qualify for additional funds in the form of grants and need-based scholarships to help with payment. It’s also important to get a clear understanding of the financial aid process, including deadlines, separate applications, and timelines. Remember, in order to make the best decision possible, it’s crucial to apply for financial aid to all of the colleges you’re considering.

Maybe you’re wondering what steps you need to take to make your education financially possible. Here you can learn everything you need to know about various financial aid options, including grants, scholarships, loans, and more.
FAFSA (Free Application for Federal Student Aid) helps students like you qualify for aid with college expenses in the form of scholarships, grants, work-study, and loans. It’s how the federal government and schools determine your eligibility for financial aid. Applying is fairly easy and quick. Simply visit FAFSA.gov, and make sure to have a few things ready.

If you’re a dependent student, you’ll need to have your and your parents’ tax and W2 forms from the previous year. If you’re independent, you’ll just need your own.

Also be sure to have your bank and investment statements, your social security card, your driver’s license, and proof of residency.

Filing for FAFSA is free, and their website offers plenty of help if you need assistance. It’s a good idea to check with the financial aid office of the college to ask when their FAFSA deadlines are, because most schools have limited funds to provide.

Try to file as early as you can (February or March if you’re attending school in the fall), because the earlier you submit, the better your chance is of getting financial aid.

And remember, one FAFSA application can be submitted to all the colleges you’re considering.

At IWU, 100% of students who file for the FAFSA receive some form of financial aid.

Opportunities for IWU institutional aid are listed at iwu.edu/aid.

Learn more about the cost and value of a private college education at liberalartspower.org.

IWU FAFSA CODE
001822

File your FAFSA by March 15 to guarantee you’re listed for consideration for federal, state, and IWU aid.
## TOP WEB LEADS FROM FEBRUARY 10TH

<table>
<thead>
<tr>
<th>LEADS</th>
<th>Lead Score</th>
<th>Source</th>
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<tr>
<td>Rachel Ellis</td>
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<td><a href="mailto:rellis3t@yahoo.com">rellis3t@yahoo.com</a></td>
</tr>
<tr>
<td>Eleana Szeto</td>
<td>317</td>
<td><a href="mailto:eleana1221@gmail.com">eleana1221@gmail.com</a></td>
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<tr>
<td>Evan Johnson</td>
<td>303</td>
<td><a href="mailto:crispynachos04@yahoo.com">crispynachos04@yahoo.com</a></td>
</tr>
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</table>
David Hupp

Added 7 weeks ago

Overview  Life of the Lead  15  Memberships  24

Timeline

Created 7 weeks ago

Email Conversion

The email eBook Workflows, Email 4 was read and clicked.

The following link was clicked: https://calendly.com/pyoungiwu

Initially sent January 5, 2016 4:47 PM.
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</tr>
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<tr>
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<td>14 secs</td>
</tr>
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<td>4 secs</td>
</tr>
<tr>
<td>42. Home page</td>
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<td>43. /news/2015/12/iwu-receives-three-no.-1-rankings-.VoMB8stO1Ag</td>
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<td>44. Home page</td>
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<td>49. Home page</td>
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<td>53. Home page</td>
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<td>54. Home page</td>
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</tbody>
</table>
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Automation Process
Automate the Mundane
Cultivate Relationships
Automation

- Use tools to post automatically
  - Hootsuite
  - Buffer / Feedly
  - CoSchedule

- Use tools to notify you
  - Settings in all networks to send email, text messages, etc.

- Listening Tools
  - Tweet Deck
My Process

- Feedly: Content Sources
- Scheduled Curated Content
  - Buffer: Twitter, Facebook (Personal, Pages), Pinterest, LinkedIn (Personal, Company, Groups), Google+
  - Hootsuite or Latergram.me: Instagram
- CoSchedule: Scheduled Original Content
- Google UTM Builder: Traceable Links
- Hashtagify.me: Hashtag Research
- Zapier: Record Tweets into Evernote
Christianity Today Magazine
102 unread articles — 13K readers — #christianity #christian #religion

MOST POPULAR

Thousands of Jen Hatmaker Fans Bought Her Book for Strangers
For the Love, indeed. I know what you're thinking: Not another story about how anonymous people on the Internet can be so nice to each other.
1K 5h

Lawsuit Claims Gospel for Asia Misused Most Donations to 10/40 Window
GFA: 'We will respond accordingly and transparently' once class-action allegations are studied. One of the world's largest missions agencies, 17 1h

Amplifying Evangelism—The Future of Outreach and Mission
The Future of Outreach Because of the overall ineffectiveness of the North American church's ability to evangelize, I frequently get asked 51 5h

TODAY

God's Place in Black History
Looking to the past for direction for the current fight for justice. When you are in the throes of doing what is right for righteousness' sake, little time is taken to appreciate or envision the historical imprint your actions may have on 13 3h

The United Church of God Unitedly, My Fellow Men, Now, Beloved
12 Sneaky Psychological Biases That Affect How You Sell #HEmktng #hesm #ismarketing http://buff.ly/1PKb66U

2:51 PM (EST) via Extension

Join us to learn best practices for #highered #websites & #socialmedia in the #ABHE2016 #caylorworkshop at 4:15!

4:03 PM (EST) via Web

I am a big believer in using emotion for #HEmktng #hesm #ismarketing:
Awesome! Your Zap is running and saving you time.

See it on your Dashboard or Make another Zap

While on, this Zap will run instantly when the Formstack New Submission trigger happens.
Social Media

Narcissism vs. Servant’s Heart
To Do Number 1: Review

Prioritize your website.

Review with an eye toward enrollment and what it needs to be.

Schedule your professional review.
To Do Number 2: Discuss

First Impressions:
Does your site reflect your school’s strengths?

Expectations:
Does your site have what prospects are expecting?

Enrollment Focus:
What is getting in the way of your prospective students?

Content:
Do you provide answers to the most common questions?

Are You Automating Social Media?
To Do Number 3: Updates & Resource

Make changes that can be done today:

Update content

Update photography

Update Home Page

Automate Social Media

Resource at the budget table:
Budget, Underwriting, FTE, Feed It
The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

- Alvin Toffler