Understanding Marketing Principles
Inbound/Content
Bart Caylor, Caylor Solutions
MUST HAVES

Enrollment-focused website

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.
CEDARVILLE
COLLEGE

QUALITY CHRISTIAN EDUCATION

CEDARVILLE

A time when many colleges are struggling to continue, Cedarville College remains firm in its commitment to faith. It's not just an empty promise, but a way of life. In fact, students here are expected to attend chapel services, participate in Bible studies, and be involved in campus ministry. These are just a few of the reasons why Cedarville College is one of the top Christian colleges in the nation.

COMMITMENT TO CHRIST
The commitment to Christ is a cornerstone of Cedarville College's identity. Students are encouraged to grow in their faith through daily chapel services, Bible studies, and other opportunities. This focus on faith is reflected in the college's mission statement and in the daily lives of its students.

ALUMNI
Cedarville College alumni are a testament to the success of the college's commitment to Christ and education. They have gone on to achieve great things in their careers and in their faith, and many return to the college to support its mission.

THE FUTURE
Cedarville College is committed to preparing students for the future, both spiritually and educationally. The college offers a wide range of programs that focus on both faith and career preparation.

LIFE AT CEDARVILLE
Life at Cedarville College is a unique experience. Students live and learn in a community that is committed to Christ and to excellence in education.

THE COLLEGE EXPERIENCE
At Cedarville College, students are a part of a vibrant community that is committed to Christ and to excellence in education. The college offers a wide range of programs that focus on both faith and career preparation.

THE FAMILY
At Cedarville College, students are a part of a vibrant community that is committed to Christ and to excellence in education. The college offers a wide range of programs that focus on both faith and career preparation.

THE CAMPUS
Cedarville College is a beautiful campus that is home to a vibrant community that is committed to Christ and to excellence in education. The college offers a wide range of programs that focus on both faith and career preparation.
Education Websites

- Typically from IT Departments
- Anderson University – 1997-1998
- Chronicle Article 1999
Content (user generated)

- Mid 2000s
- Blogger
- Writing for the web
Social Media

- The Facebook - 2004 / 2006
- YouTube – 2005
- Twitter – 2006
- Instagram - 2010
- Snapchat - 2012
Inbound Marketing

- Late 2000s
- Hubspot
- 1999 Permission Marketing - Godin
- Gated Content
Dealing with Constant Change

“YOU MUST UNLEARN WHAT YOU HAVE LEARNED”
The Importance Of Content

Inbound, Gated, Answering Questions
- Content Rules All
- Your Marketing Success Depends on Content
- Websites, Social Media, Communications
Keeps Your Audience Informed

Provides Fodder for Search Engines to Recognize and Rank You.

Delivers Your Message
Content Marketing is figuring out what prospects are interested in, creating information that meets those needs, and delivering to them in a timely, relevant, and valued way.
Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less. — Hubspot, January 2015

Content marketing drives higher conversion rates than traditional marketing: 6X.

http://content.kapost.com/Aberdeen-ContentChaos
Know Your Audience’s Questions
Provide the Answers
Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility
Content doesn’t just happen. You must have a plan and do the work.
Most Effective Forms of Content For Education Marketers
**Evergreen Content**

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**Post Card**

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**The Canary Cottage Cafe - Uskaloosa, Iowa**

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**Canary Cottage** is located at 307 High Avenue East, in Uskaloosa, Iowa. Breakfast, lunch and dinner served, every Monday. Closed the first two weeks of August. Turn off U.S. 63 and State Highway 92 at Gordon's Ford Goose and go one block south and one-half block west.

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**Chocolate Fudge Cake**

- 1 cup brown sugar
- 1 cup white sugar
- 1 cup milk
- 1 cup oil
- 2 teaspoons vanilla
- 4 eggs
- 1-1/2 teaspoons baking soda
- 1-1/2 lbs. cake flour
- 2 pounds semi-sweet chocolate

Cream butter and sugar together, beat in eggs, vanilla, milk and oil. Add flour, baking soda and chocolate, mix well and bake in a 9x13 inch pan. Serve warm. It is also good as a cake mix. Add to make cookies. This makes a double batch of cookies, or combine with cake mix.

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**Butter Frosting**

- 1-1/2 cups white sugar
- 1/2 cup milk
- 1/2 cup cream
- 1/2 cup butter

Cook milk and butter in a saucepan until sugar is dissolved. Beat together until smooth. This makes 8 cups of frosting. This is good on the cake mix and also to top cookies.
Content Types

- Text
- Video
- Audio
- Images
- Interviews
- Polls
- Social Media Posts
Blogging

Simple way to provide answers to questions

Search engines LOVE blogs

Keyword Rich = Discovery

Call to Action
Gated Content

Blogging Calls to Action

More information for permission to market

Ebooks, videos, special access

Email nurturing
Video

Popular way to consume content, especially for Millennials and Gen Z

More accessible than ever

Number of ways to use it

Testimonials, Day in the Life
Photos/Graphics

Tell the Story

Personalized Explanations

Infographics/Photos

Emotive and Immersive
Audio

Podcasts

Interviews/Testimonials

Spotify Playlists
Repurpose

Social Media
 Syndication - Discovery
 Newsletters
 One format to the next
 Call to Action
Content makes you and your organization the authority on whatever you choose to publish.
Claim Your Authority

- Distinctives
- Subject Matter
- Location
- Methodology/Approach
- Individuals (Teachers, Principal, etc.)
Is it any wonder, then, that spaces like Slack are being called the office of the future? As Scott Rosenberg points out in an article called “Shut Down Your Office. You Now Work in Slack,” Slack, which has picked up millions of users (and millions of dollars in funding) in a rather short period of time, “almost demands a certain level of casual play” (Rosenberg, 2015). Slack’s features (messaging, group conversations, attachments, API integrations) are not unique in the realm of productivity and communications platforms. What is unique is the way that Slack weaves these features together for seamless integration across multiple devices, providing app/dock notifications when there is something to which users need to pay attention. Slack works for people because it meets them where they work and it supports them in working the way they would like to work, tying them to digital spaces they can park in their pockets rather than physical spaces where they have to park themselves.

Leaders set the conditions for work, monitor them, adjust them as needed, and promote change in them when needed. Blended leaders, always on the lookout for the point of highest impact and greatest leverage, realize that you have to cast your line where the fish are. They don’t stubbornly fish in the same nook because that’s where they have always fished. And they don’t try to force the fish to return to the old nook in order to be caught.

College admissions provides a good example. If you were charged with “selling” a college to a prospective student body, you would assume that your greatest asset would be the campus itself—the manicured lawns, the student spaces, the ancient trees, the immaculate buildings, the modernized dorms, flying Frisbees, the lake next door... Yet Caylor Solutions recently released a summary of some key points from a student survey conducted with users of Chegg, an online textbook provider, and Uversity, a higher education data and communications platform. Here’s what they found: 79 percent of students “reported that they would drop a school from consideration” if their experience of the school on the school’s website did not meet their standards. And, 97 percent of the students surveyed reported that they consumed these websites via mobile devices (Caylor, 2014).

In principle, admissions directors have the same job they have always had—to attract and admit the right students—but their tactics must shift, much like the tactics of the US military, detailed in our introduction, had to shift when the state of modern warfare shifted. The same goes for school teachers and school leaders. Reshan stopped writing this book in order to care for the writing space of this book. He redefined his role for a few days to best serve the larger goal of the team. Sometimes you have to disrupt the default; sometimes you have to work in a different way; sometimes you have to add a different hat to an already crowded head.

Some of this thinking came from an analogous experience Steve had while working with a communication and marketing professional who
Blog Post

03 DATA FOR WEB & SOCIAL MEDIA FOR HIGHER EDUCATION
POSTED BY EADE CAYLOR | 1 COMMENT

We recently came across some new data from the Uniserv survey. The complete data can be downloaded directly from the Uniserv site, but we thought a quick overview of the data might be helpful to illustrate the data for both social media and higher education.

DIGITAL MARKETING HIGHER EDUCATION
CRITICAL DATA FOR YOUR WEB & SOCIAL MEDIA PLANNING

79% of 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 judgments 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

Download our FREE Caylor Solutions Education Resource: Guide to Website Redesign Planning by filling out the information below. Learn more here.

First Name *
Josh
Last Name *
Doe
Organization Name
South Florida Bible College
Email *
wmaster@sfbc.edu
Submit
Prospective students want answers to questions about going to school, but unlike in days gone by, they want self-service for those answers before they take the next step.

You and your school have those answers and need to provide them in the way that prospects need them in a timely, relevant and valuable way.

You will gain authority by the content you create.

To create that content, it takes planning and work.
"NEW MARKETING" is "any marketing tactic that relies on earning people's interest instead of buying it."

"OLD MARKETING" is "any marketing that pushes products or services on customers."

**Communication**
- Interactive and two-way.
- Communication is one-way.

**Customers**
- Come to you:
  - Via search engines, referrals, social media
  - Via print, TV, radio, banner advertising, cold calls

**Marketers**
- Provide value.
- Marketer provides little to no added value.

**Marketer**
- Seeks to entertain and/or educate.
- Rarely seeks to entertain or educate.
Planning

1. Personas
2. Customer Journey
3. Content Inventory
4. Leadership Buy-in
5. Crawl, Walk, Run
Three Exercises

1. Think through ideas for content based upon what prospects what. What are the questions?

2. How can you create original content that answers those questions? What different ways can you edit that into different formats?

3. What resources do you need to create and manage content?
Question & Answers

The Power of Content Marketing
+$2500 Budget

$10 Per Day x 250 Working Days = $2500 Per Year
BombBomb

- Interactive video email.
- Admissions and Development Use
- Personal Touch for GenZ
- bombbomb.com?bbref=CAYLORSOLUTIONS
360° Camera

- Virtual Campus Tours (photos/videos)
- Explainer Video
- Virtual Reality Applications
- Ricoh Theta S Digital Camera

Resources:
- CNET reviews
- Theta360.com
- Forbes Article
  January 2017

Balance: $1673

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$327
Selfie Stick

- Use with 360° Camera
- Use with Smartphone recordings
- Other cameras (GoPro)
Stabilizer & Mic

- Use with SmartPhone recordings
- Professional video and audio
Lavalier Mic

- Use with Smartphone recordings
- Other cameras (GoPro)
- Professional sound for videos
Light Kit

- Home Depot Materials
- Use for Smartphone recordings
- Testimonials
- Interviews

Resources:
- Wistia.com

Full list of tutorials on creating video-based content.
Backdrop

- Use for SmartPhone recordings
- Testimonials
- Interviews
- Instant studio in empty or unused room
- Backdrop Kit: $36 Paper: $70 Cloth: $20
iMovie/Clips

- Simple videography
- Use on SmartPhone as App
- Also consider options for Android
Mevo

- Livestreaming broadcasts (Facebook Live)
- Multiple cameras in one
- Control from SmartPhone

Resources:
- GetMevo.com
- Tutorials, Ideas

Balance: $935
Blue Yeti Mic

- Podcasts
- Voice Overs
- Screencasts

Resources:
- Podcast tutorials
- Soundcloud

Balance: $806
Wordpress Blog

- Year Hosting
- Weekly blog answering the questions prospects and parents have
- Newsletter automation with Mailchimp
- Best SEO

Resources:
- Wordpress.org
- Yoast SEO

Balance: $656
Mailchimp

- Email distribution
- Newsletter Automation
- Blog Automation
- Free up to 2000 subscribers
- 25,000 email credits = $250 – 15% nonprofit

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Balance: $443
Snagit

- Screencasts
- Screen captures
- Explainer Videos/Demonstrations
- How to fill out an application, using the net price calculator, etc.

Resources:
- Techsmith.com
- Snagit Tutorials

Balance: $393
Piktochart.com

- Infographics
- Explainer Graphics
- Instructographics
- Non-profit discount on pro package

Resources:
- Piktochart.com

Balance: $353
Syndication

- Syndicate original content
- LinkedIn
- Medium.com
- YouTube
- Vimeo

Balance: $353

Resources:
- LinkedIn
- Medium.com
- YouTube
- Vimeo
- Others
Automation

- Hootsuite/Buffer
- Coschedule
- Feedly.com
- Zapier.com
- Automate content into social media

Resources:
- Buffer
- Hootsuite
- Zapier
- IFTTT
- Feedly
- Coschedule

Balance: $113
Fiverr

- Freelance marketplace
- “Gigs” $5 each
- $100 = 20 gigs

Resources:
- Fiverr.com

Balance: $13
Starbucks

- Coffee for your planning session.