The Art & Science of Digital Marketing

Bart Caylor, Caylor Solutions
This way to the I-way
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.
Dealing with Constant Change

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
The Art & Science of Digital Marketing

Session 1: Sharpening Your Digital Marketing Edge
Radio Shack
America's Technology Store

Presidents' Birthday Sale!

0% Interest! No Payments Until May! No Down Payment!

Hurry! Offer ends Tuesday, February 19

Come in and take advantage of these other fantastic values!

Introductory Special!

Tandy 1000 T1/8 Computer System

Save $670

$1599

Mobile Cellular Telephone

Save $100

$199

Deluxe Portable CD Player

Save $40

$159.95

Compact 10-Channel Desktop Scanner

Save $30

99.99

VHS Camcorder

Save $100

$799

Mobile CB With Channel Controls on Mike

Half Price!

$49.95

3-Way Speaker With Massive 15" Woofer

Save $110

$149.95

Handheld Voice-Actuated Cassette Tape Recorder

Cut 40%

$29.95

Most Major Credit Cards Welcome

Check Your Phone Book for the Radio Shack Store or Dealer Nearby.
Essential Principles

What is Digital Marketing?
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Any type of marketing online

Anything that uses an electronic device or the internet

In contrast to “traditional marketing” such as broadcast, newspapers, printed materials, direct mail.
What is Digital Marketing?

- Examples:
  - Websites
  - SEM (Search Engine Marketing)
    - SEO
    - PPC
    - Retargeting
  - Social Media
  - Email
  - Marketing Automation
  - Digital Content
What is Digital Marketing?

Utilizes “KPI” or Key Performance Indicators in campaigns

Email = Open & Click Rates

Web = Visits and Bounce Rate

SEO = Organic Traffic

PPC – Conversion Rates
Essential Principles

Benefits of Digital Marketing
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- Can be scaled (small to large)
- Can be measured
- Often more nimble
- Often more targeted
- Also lead to brand awareness
Benefits of Digital Marketing

- **Awareness – Ads served in total:**
  - From January 1 - August 31:
    - All Search Campaigns - 128,572 impressions
    - All Display Campaigns - 7,353,793 impressions
    - All Video Campaigns - 127,481 impressions
    - All Campaigns Total - 7,609,846 impressions

- That is nearly 8 million brand impressions for CSU. To achieve that on a billboard placed on I-81 between I-476 and US-6 would require nearly 2 years with current daily vehicle traffic volumes.
Essential Principles

Key Points for Digital Marketing
Key Points for Digital Marketing

- Target Your Audience
  - Rifle/Sniper approach rather than shotgun approach
  - Know “Watering Holes”
  - Understand the Questions
- Provide Benefits over Promotion
- Automate so you Related
- Review & Reload

Gen A – Survivors?
Gen Z – Entertain & Educate
Millennials – Inform & Include
Gen X – Outcomes & Proof
Boomers – Loyalty/Legacy
Silent Generation – Commitment
Communications Plan & Trends
Ideas for Digital Marketing
Communications Plan

Digital Marketing Cornerstones:

- Website
- Content
- Social Media
Website

- Enrollment Focused
- Organized Navigation
- Emotional Content
- Visually Impactful
- Mobile Optimized
- Content that Answers Questions
Content

- User-focused
- Evergreen
- Answer Questions
- Syndicate Everywhere
- Drive Traffic
- Drive Conversions
Social Media

- Promote Content
- Drive Traffic to Website
- Gain Authority
- Gain Attention
2020-2021 Digital Marketing Trends

- Customer Service/Experience
- Visual Content
- Personalization
- Google: Featured Snippets
- Voice Search
- AI Automation
- Online/Offline Integration
- Hyperlocal Marketing
- Apps
Customer Service/Experience

- Create outstanding customer experience for your prospective students. Answer the questions when they want them answered...now.
- Prospective Focus
- $19-40 per month
Visual Content

- Graphics +
- Video ++
- Answer Questions
- Evergreen
- Repurpose & Recycle
- Prospective Focus
- Parent Focus
- $500 + per month
Personalization

- More than name
- Unique
- Attention Grabbing
- Include Parents
- BombBomb video
- $500 per year
Google Featured Snippets

- #1 search result on Google
- Presents authority
- Part of greater SEO efforts
- Drives traffic
- $0 per month
Voice Search

- Gaining popularity: Google, Alexa, etc.
- Alexa – Yelp, rating sites
- Jan 2020: 1 in 4 adults have a smart speaker
- Predicted to be 75% of all households in upcoming years
- $0 per month
AI Automation

- Artificial Intelligence automation
- Best example currently: AccessiBe
- $450 per year
Online/Offline Integration

- @Home options to experience campus and other “physical” elements
- Virtual Tours
- Augmented Reality
- Ways to experience the offline world online
- $500-??
Hyperlocal Marketing

- "Geofencing" around locations
- Target users within the boundaries with mobile ads
- Target “watering holes” for prospective students/influencers
- In conjunction with PPC campaigns
- $100-1000 per month
Mobile Apps

- Primarily for retention
- Push notifications, reference, integration with campus tools
- Branded and marketing driven
- $1500-2500 per year
Starting From Where You Are and Making it Work

Digital Marketing: Now More Than Ever
Start Where You Are

- Audit & Assess
  - What are you doing in your marketing?
  - Do you have the right amount of budget for your needs?
  - Are you spending in the right places?
  - What are your results?

- Strategize & Plan
  - Audience? Segmentation?
  - Watering Holes?
  - Do you have the basics covered?
Start Where You Are

- **Execute**
  - Personas
  - Editorial Calendar (see 25 Great Ideas for Admissions Content)
  - Rhythm/Schedule
  - Tools (see Marketing on a Shoestring Budget)
  - Internal staff vs. Outsourced

- **Measure and Adjust**
  - KPIs
  - Conversions
  - Rinse and Repeat
Session 2: Making & Remaking Your Website for Maximum Effectiveness
Your school’s website is the first and most important tool for enrollment recruiting.
The Philosophy of a Professional, Best-Practices Website Analysis
What I Look For:

- Benefit Driven
- Distinctives
- Emotional Connection
- Video and Rich Media
- Elevator Pitch
Critique Methodology

15 Symptoms of a Sick Website
Enrollment Not Priority

Symptoms of a Sick Website #1

- Goal to drive bottom line of institutional health.
- Financial health of today and future.
- Focus on enrollment and all other boats will float.
Poor Web Writing

Symptoms of a Sick Website

#2

- Long sentences, wall-to-wall copy.
- No bullets, no scannable content.
- Passive tone, third party voice.
- Do not reuse brochure content or allow academic content.
Clumsy Navigation

- Consider and design first.
- 79% of prospective students say that they would remove a college from their consideration if they can’t find the information they are looking for.
- \[5a + 2c + x = \text{Primary Navigation}\]
  - About, Admissions, Academics, Alumni/Advancement, Athletics
  - Community/Contact
Wrong Calls to Action

Symptoms of a Sick Website #4

- Clicking on a link should take a user to the answers they expect, not more links.
- Clear direction on what to do next.
- Simple, explanatory, next steps.
- Don’t disappoint visitors with frustration. Deliver value.

ACT NOW!
Can’t Find Apply or Give

Symptoms of a Sick Website #5

- Do you make it easy or difficult for the user to complete the call to action?

- Apply on every page. Key call to actions: RFI, Visit, Apply.

- Give button in top right corner.
Poor Search

- Clear ways to search with robust results.
- Use common nomenclature for program names, majors, other elements.
- Clearly tag blog posts and other content so it can be found.
- Make it easy to understand: Financial Aid.
Slow Loading Times

Symptoms of a Sick Website #7

- 3.2 seconds is the length of time that your website is “evaluated”
- Google ranking
- Frustration for users
- Mobile
Little Contrast/Hierarchy

Symptoms of a Sick Website #8

- Easy to see what is most important
- Navigation: Primary, Secondary, Tertiary
- Well designed and organized
- Less is often more
Fast or Poor Sliders

Symptoms of a Sick Website #9

- Benefits of your school…not promotional slots for internal use.
- Emotion and clarity.
- Differentiators clearly explained.
- Authentic and real.
- Video when available.
Lack of Rich Media

- Copy and photos are not enough.
- Include other forms of content to consume information.
- Consider ways to quickly convey information and content that is scannable.
- 360° Cameras and portals.
- Numbers/stats/quick reads.
Hidden Brand Essence

Symptoms of a Sick Website

• Biggest competitive advantage.

• Don’t hid who you are:
  • Too small?
  • Too quirky?
  • Too geeky? (data tech, historical research, church history?)
  • Too sold out for a cause?

• Permanent aspects need to be front and center.
Updates are Difficult

Symptoms of a Sick Website

- Is it easy to update your site?
- Is there a clear process and responsibility?
- Does admissions/enrollment get priority?
- Can you do it in house with various individuals or does everything bottle-neck with one individual?
No Metrics

Symptoms of a Sick Website #13

- Do you know what is the most popular page on your site?
- Do you know where your traffic is coming from?
- Google Analytics
- Google Trends
- Unbounce/LeadPages
Poor Photography

Symptoms of a Sick Website

#14

- Too many stock photos.
- Pictures of buildings, not people.
- Lacking emotion.
- Copyright issues.
marketing strategy
Symptoms of a Sick Website

#15

Stale, Old Content

- Answer questions that your audience asks.
- Publish new content on site for SEO.
- General announcements are NOT new content that keeps your site fresh.
- Consider your target audiences for the content you plan and post.
Helpful Insights for a Sharper Edge

Simple Steps to Make a Big Difference
Edit Content

■ Review your websites content.

■ Edit for web consumption
  ■ Headlines, subheads
  ■ 1-2 sentences per paragraph
  ■ Bullets, lists

■ Supporting rich media.

■ Combine for scrollable pages.
Create Content

- Editorial Calendar
- Specify
  - Question to answer
  - Thumbnail of content
  - Media type(s)
- Pre-publish
- Create in “buckets”
WordPress

- Free CMS
- Runs nearly 30% of all of the web, higher non-profit
- Ease of use – IT not required nor needed
- Content updates in the hand of content creators
- Themes & Plugins
Staff/Resources

- Webmaster vs. Managers
- Generalists vs. Specialists
- Content Creators
Professional Assessment

- Caylor Solutions offers a FREE website review via phone call.

- We’ll talk through the strengths/opportunities with ideas for improvement.

- We can then talk through various ways to help a phased implementation.
Content that Works

Evaluate your content for what works
Blogging

- Content creation ranks as the single most effective SEO technique.

- Google First Page Ranking:
  - 500 – 750 Words
  - 1 Per week
  - Yoast SEO Plugin

- Answer Questions: Admissions & Pizza

- Editorial Calendar & Assignments

- Authority
Video

- Video content gets 3-5 more engagement than photography only.
- Current tools (smartphones) can provide greater quality video than ever before.
- Various types of video content.
- Testimonials/Features of Faculty
- Program Overview
Other Rich Media

- Infographics/At a Glance
- Explainer Videos (Screen Shares)
- Photography
- Podcasts/Audio
Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility
What to do now and next 100 days:

1. Think through ideas for content based upon what prospects what. What are the questions? Where will you get the answers?

2. What resources do you need to create and manage your website to make it more enrollment-focused?

3. How can you update your current website to add some of these ideas? Which ones stand out the most?
Question & Answers

Media & Websites That Empower Enrollment Growth
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