



ADVANCING BRANDS THAT ADVANCE EDUCATION

enrollment marketing.

Best Practices for Higher Education Marketing

Bart E. Caylor



YOUR HIGHER EDUCATION [CREATIVE] PARTNER



agenda.

Session 1: Best Practices

BREAK

Session 2: How: Generative AI part 1

LUNCH

Session 3: How: Video + Content

BREAK

Session 4: How: Generative AI part 2



YOUR HIGHER EDUCATION (CREATING PART

format.

Highly Interactive
Stop/Question/Talk
Customized For You

Session 1: Lecture

Session 2: Lecture/Lab

Session 3: Lecture

Session 4: Lab



THE
**Higher
Ed**
MARKETER

Brian Kenny, CMO Harvard Business School
Episode 50

goal.

Walk away with confidence and an understanding of basic higher ed marketing methods and techniques with tools and a plan to execute.



session 1

myths & truths.



chasing mission fit students: crafting resonant marketing for Christian education

"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



challenges.





Apollo 13

1995 Universal Pictures

“The people upstairs handed us this one and we have to come through. We gotta find a way to make this, fit into the hole for this, using nothing but that.”

— Apollo 13



“God gave us the stewardship of our institutions and we have to come through. We gotta find a way market our schools, hitting goals, using nothing but what we have.”

— Bart Caylor’s Interpretation of Apollo 13



my why.



myths.

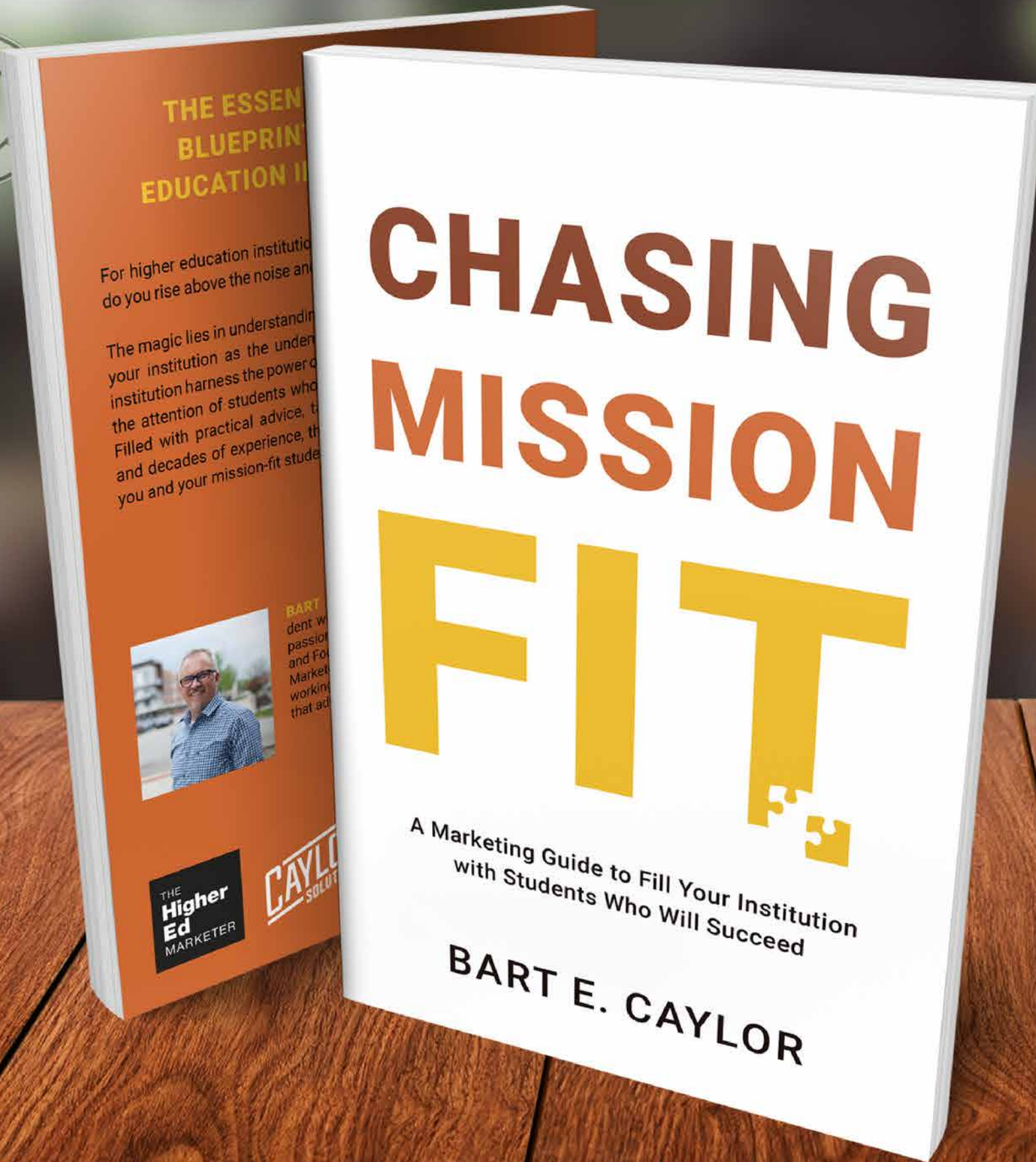


truths.





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provide a solution.

- this presentation based on book.
- launch today because of my personal passion and desire for ABHE institutions to thrive.
- see me for more information during the annual meeting or if you want to talk more.

goal.



Walk away with confidence and an understanding of the myths that are holding our institutions back about how we market to mission-fit students.

myths & truths.





myth number 1:

you need big
budgets to
succeed.





fact number 1:

focus your
strategy,
not your
budget,



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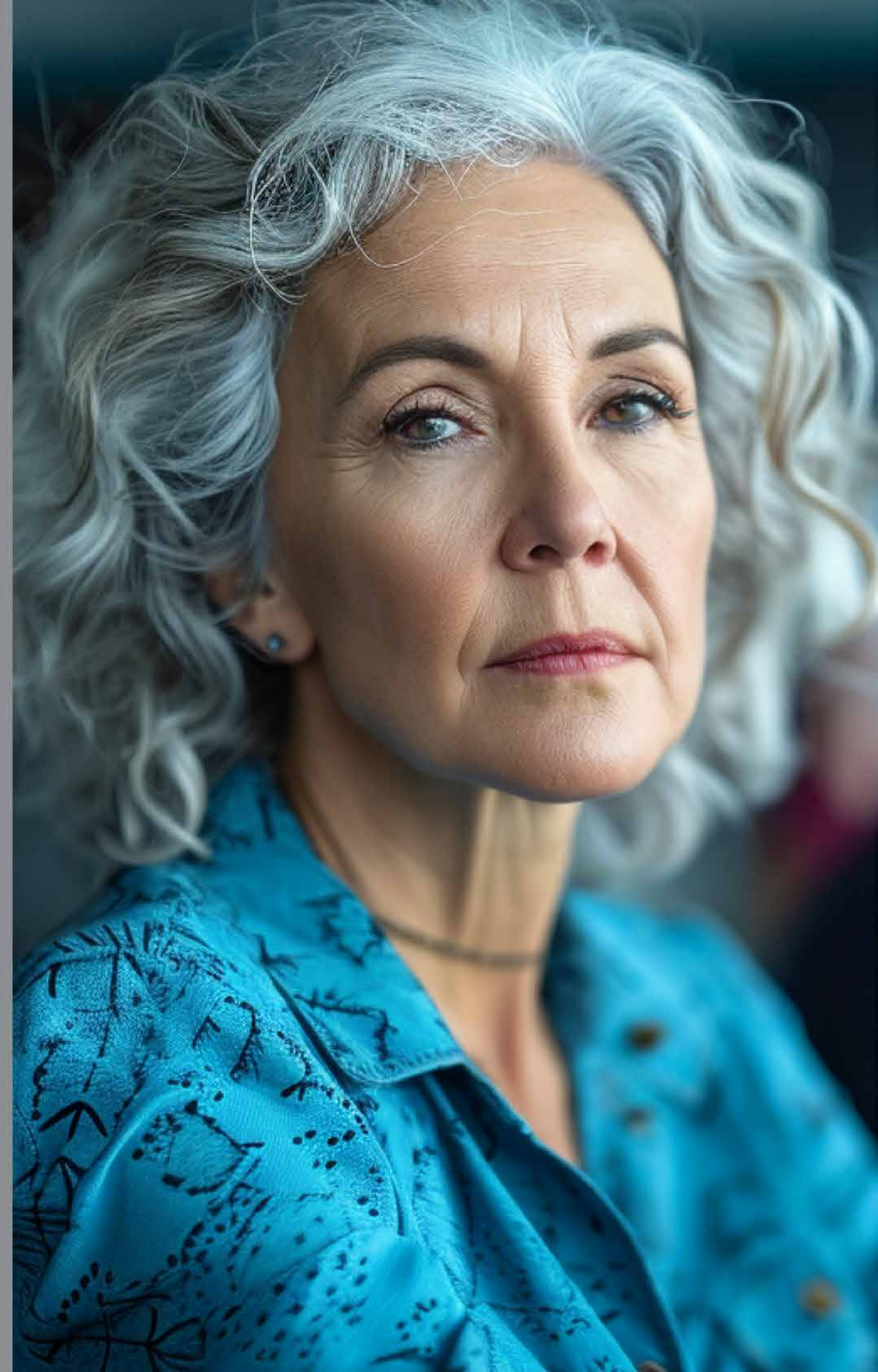
key truths:

- the real challenge is defining what makes you unique, not budget size.
- don't emulate large institutions; focus on individual attributes and nurture your identity.
- even with constraints, innovative solutions can emerge.
- examples:
 - Stark College & Seminary
 - Mid-South Christian College



myth number 2:

good marketing
relies on large
teams.





fact number 2:
**small
teams can
be more
effective.**



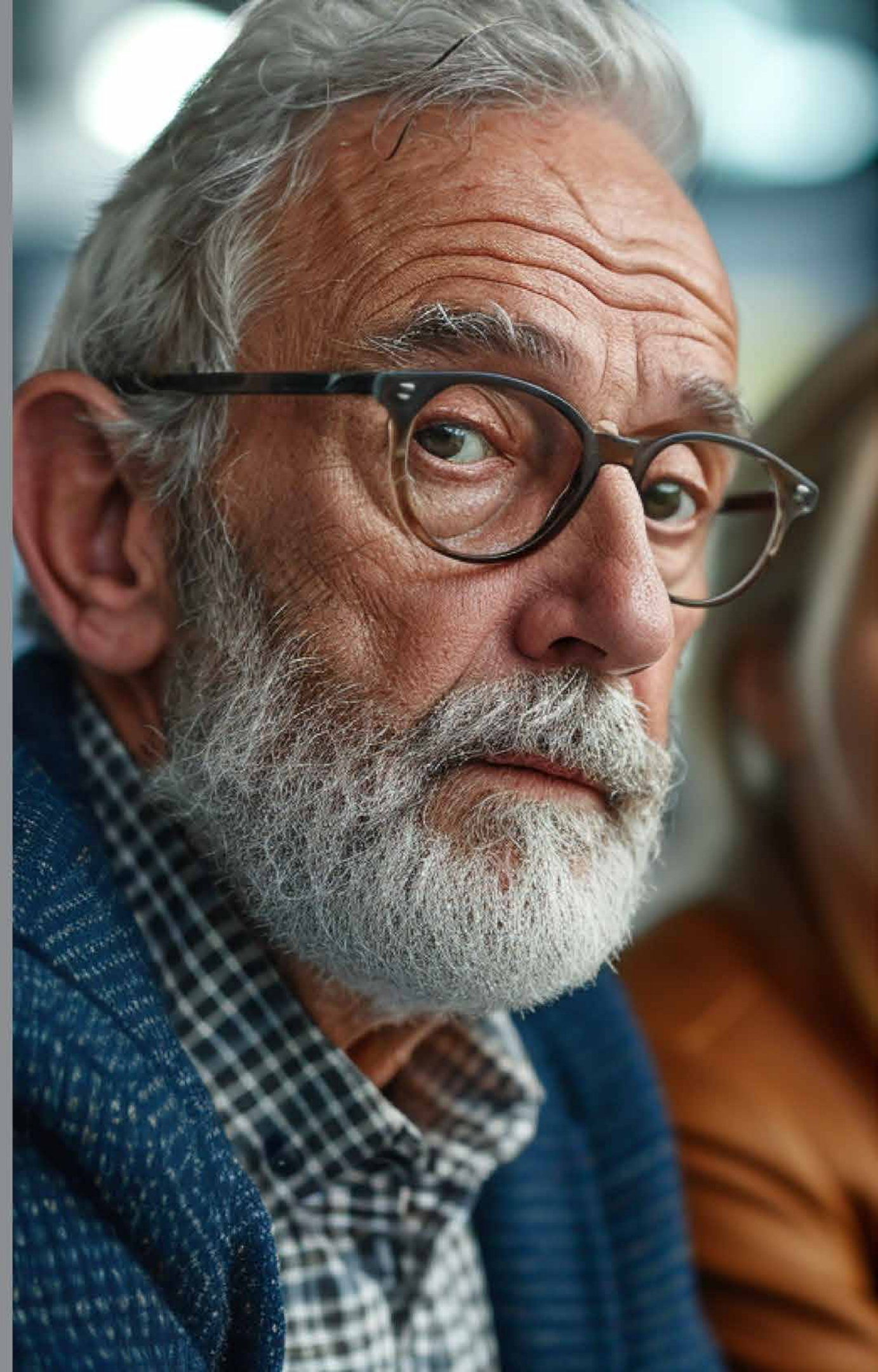
key truths:

- large teams often require more resources to manage.
- small teams are more agile and can pivot quickly.
- hire for attitude fit and learning ability over specialized skills.



myth number 3:

serving internal
requests are the
top priority.





fact number 3:

strategy
should
drive
marketing.



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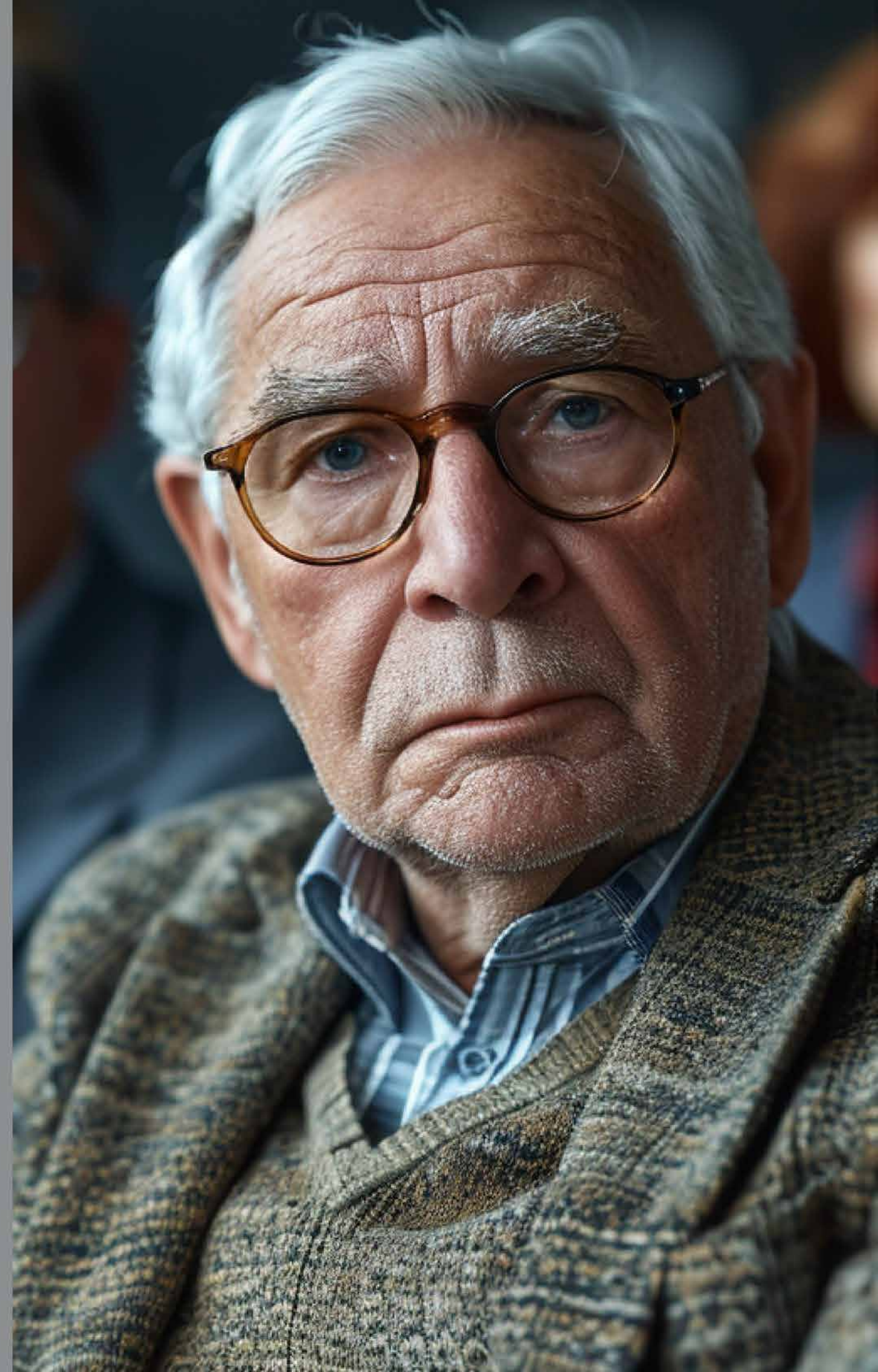
key truths:

- ad-hoc requests make it hard to think strategically.
- marketing should focus on enrollment, not short order requests.
- without a plan, it's hard to identify what's going wrong.
- examples
 - Clarks Summit University
 - The King's University



myth number 4:

marketing is
all about reaching
anyone and
everyone.





fact number 4:
**know and
target
your niche.**



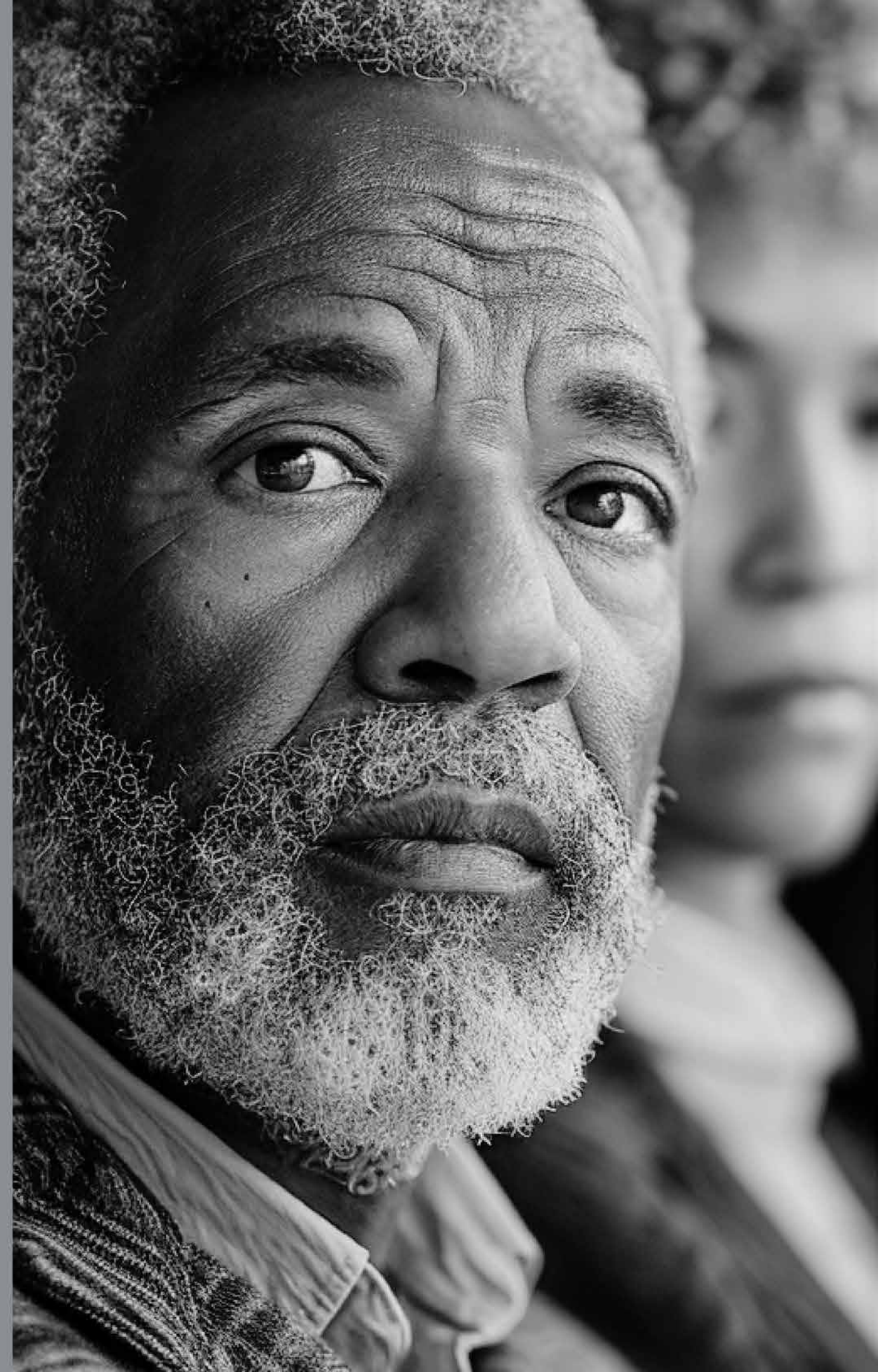
key truths:

- targeted campaigns connect better than casting a wide net.
- trying to appeal to everyone makes your message generic.
- identify who you best serve rather than getting everyone in the top of funnel.
- examples:
 - Carolina College of Biblical Studies
 - Stark College & Seminary



myth number 5:

“we are the best
kept secret:”
brand awareness
is the key.





fact number 5:
**lead gen
converts
prospects.**



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key truths:

- brand awareness creates general awareness, lead gen targets active prospects.
- use content marketing to engage and convert niche prospects.
- monitor lead gen metrics to refine strategies.
- examples:
 -



myth number 6:

we don't need
marketing,
because...





fact number 6:
**useful
content
rules.**



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key truths:

- most users judge a site's design within seconds.
- focus on creating helpful content that answers audience questions.
- regularly updated blogs can boost search rankings and discovery.
- examples
 -



myth number 7:

social media
is for
promotion.





fact number 7:

engage and
answer
questions.



key truths:

- social platforms build relationships when content provides value.
- use hashtags and engage with comments to facilitate conversations.
- video content showcases experiences and student life.
- examples



myth number 8:

marketing needs
to be fresh and
everchanging.





fact number 8:

repurpose
what
works.



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key truths:

- study companies targeting similar demographics for inspiration.
- examine trends and historical tactics then adapt them.
- content can be reused in various formats.
- examples



myth number 9:

effective
marketing is
out of reach for
our school.





fact number 9:

unexpected
tactics
create buzz.



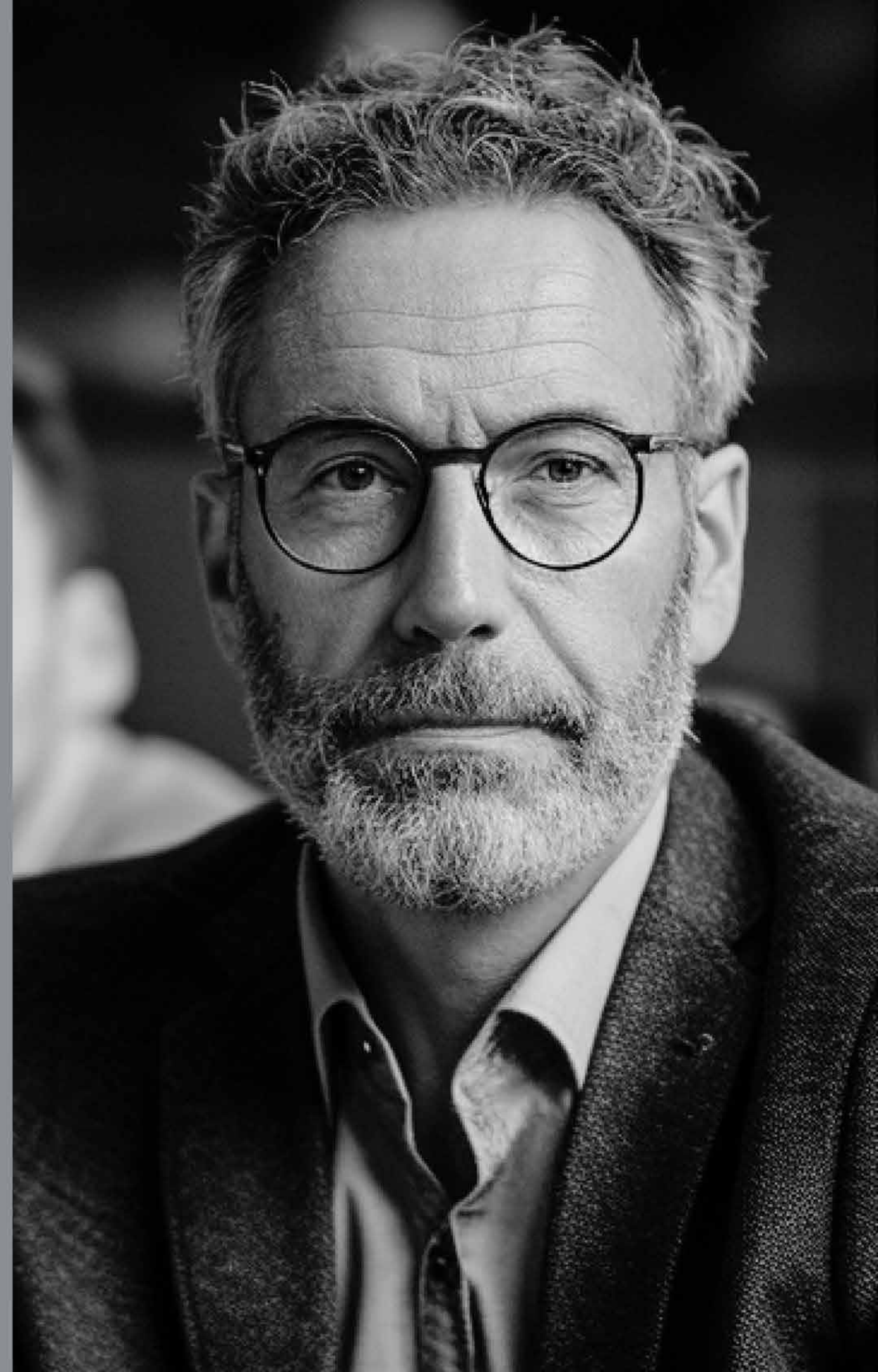
key truths:

- guerilla marketing provides tremendous opportunities for smaller schools.
- physical spaces like cars, shirts, fairs etc. can carry messages.
- tactics should align with audience habits and preferences.
- examples



myth number 10:

play it safe.





fact number 10:

take
calculated
risks.



key truths:

- daring to challenge the status quo can lead to groundbreaking innovations.
- overthinking stifles creativity; have the courage to try new things.
- failures contain lessons for refining approaches.
- examples

bonus.





use new AI tools.

- this entire presentation was created in collaboration with ChatGPT and Claude.ai (uploaded my book manuscript and the overview of the session).
- created all images with Midjourney using a few different prompts.
- assembled in Canva and added a few elements via their AI tools.



**CHASING
MISSION
FIT**

A Marketing Guide to Fill Your Institution
with Students Who Will Succeed

BART E. CAYLOR

options:

- purchase at booth: \$20
- bulk order discounts available
- scan QR code for amazon.com (paperback, hardback, ebook)
- order through your campus bookstore
- order anywhere you get your books

Available at
amazon

**BARNES
& NOBLE**



ADVANCING BRANDS THAT **ADVANCE EDUCATION**

questions & discussion.



caylor@caylor-solutions.com
317-985-7375

break.



Refreshment break in the foyer. Be back at 10:15 a.m.

session 2

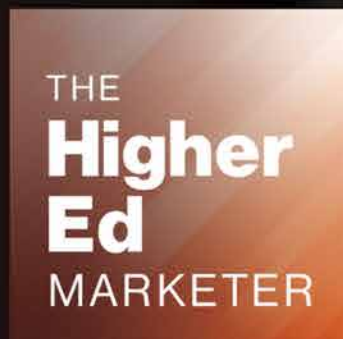
generative AI.



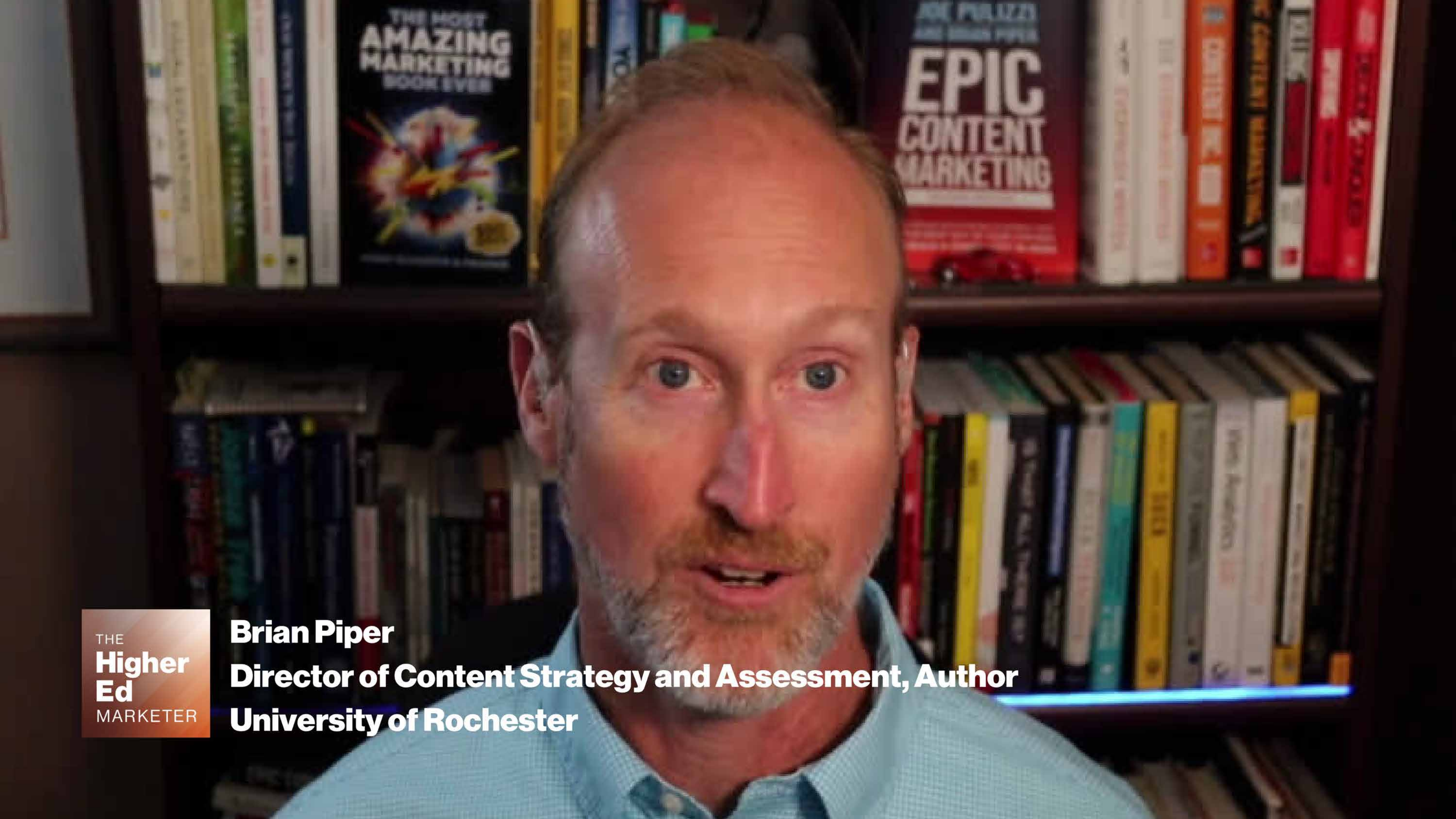
Best uses of Generative AI in Higher Ed Marketing [February 14, 2024 Edition]



Guy Kawasaki
Chief Evangelist Canva, Former Chief Evangelist Apple Computer
Author and Host of Remarkable People Podcast

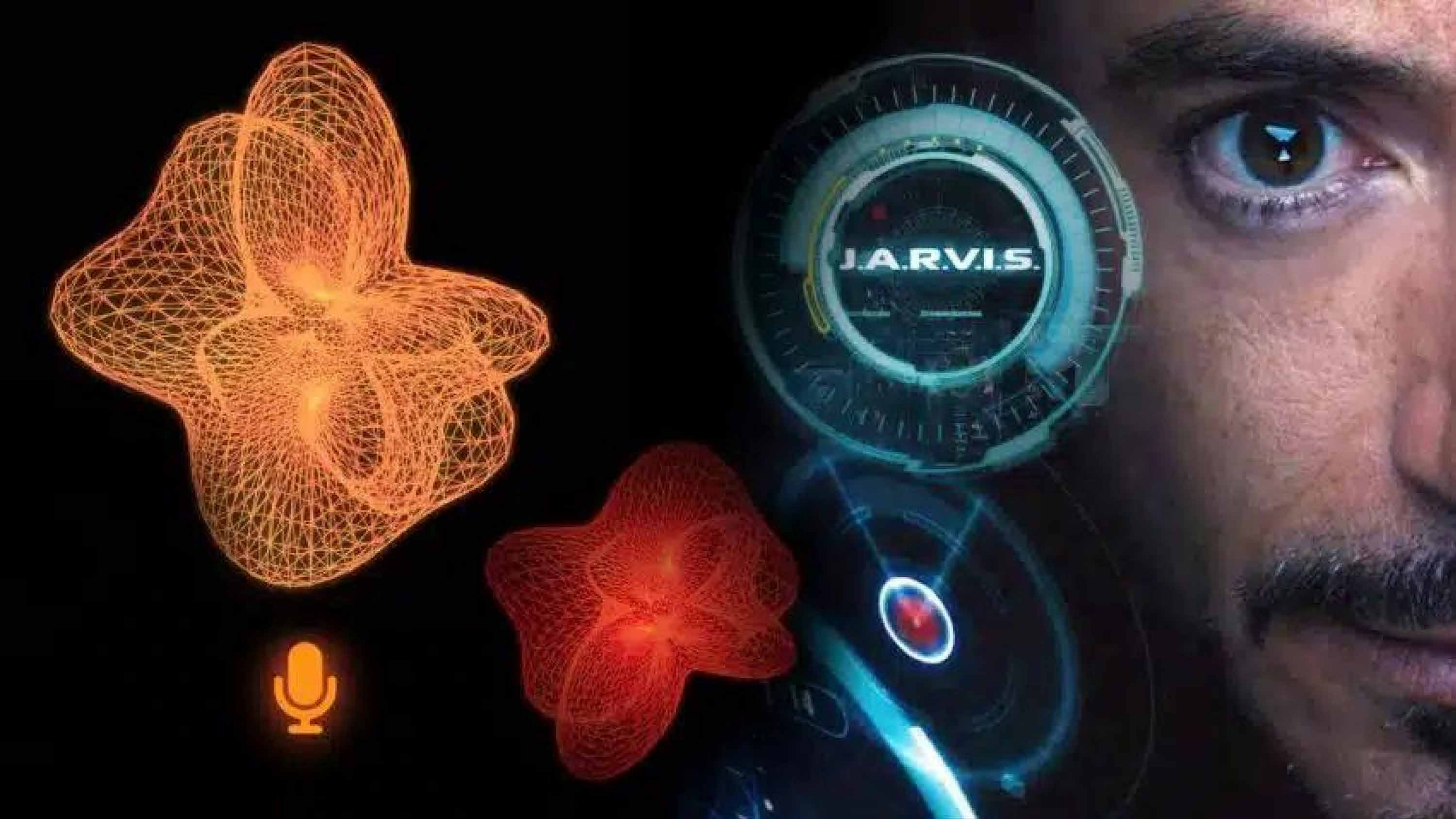


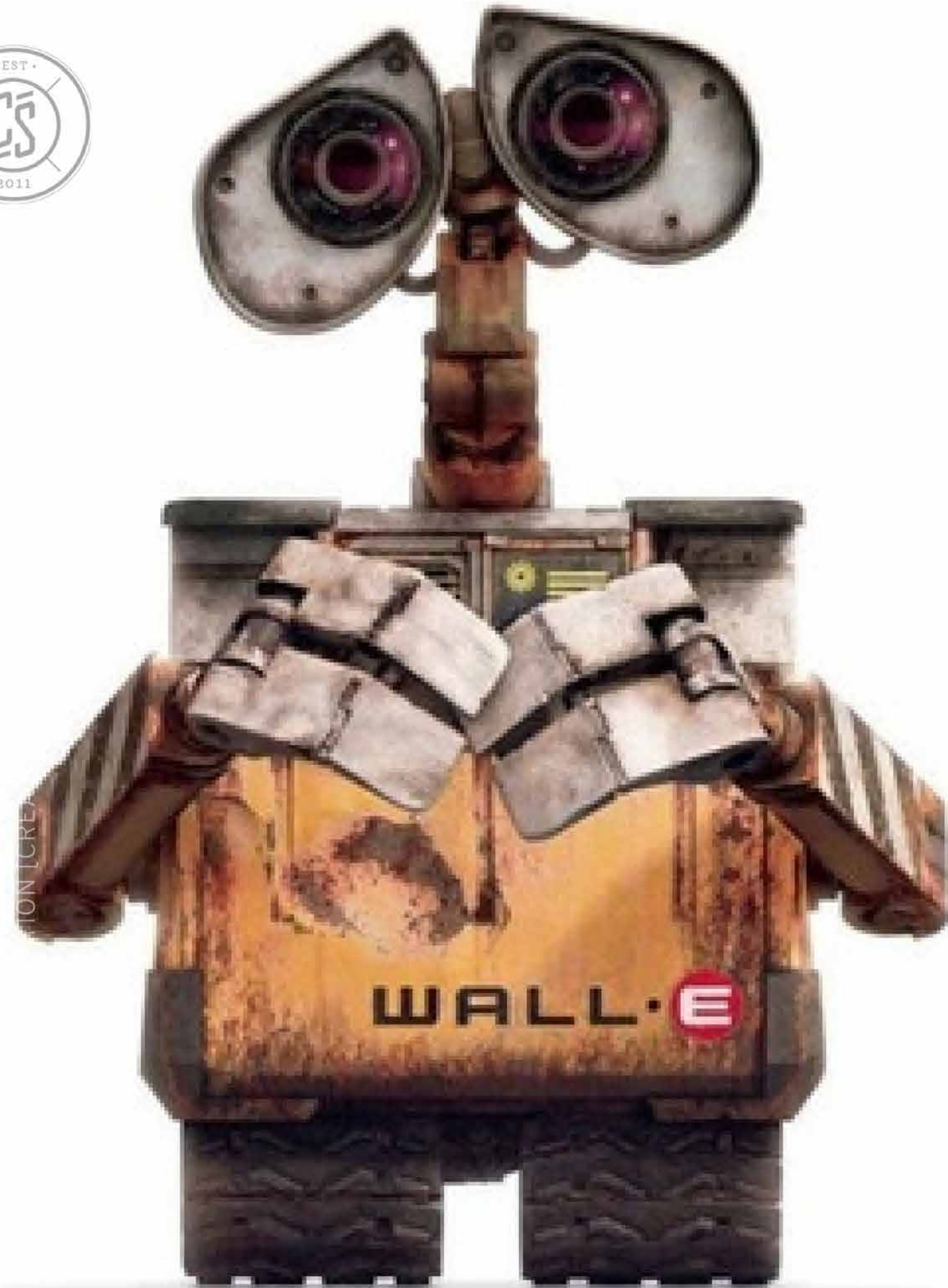
Brian Piper
Director of Content Strategy and Assessment, Author
University of Rochester



defined.







generative AI

- ChatGPT – “generic description”
- Personal assistant, drafts, ideas, deeper thinking. Consider a really smart intern.
- Analysis. Cobot.
- More content, more answers, more personalization.
- "Prompt Engineering"
- Learn it. Don't run from it.



GENERATIVE ARTIFICIAL INTELLIGENCE IS A TOOL



my ai toolbox.

GENERAL USE



ChatGPT 4.0



Claude.ai



Google
Gemini

DAILY BUSINESS



Loom



Fireflies.ai



Perplexity.ai

GRAPHICS/ART



Midjourney



DALL-E

VIDEO



Descript



Runway.ai



Pika

use cases.



Use Cases

- Content Creation Drafts
- Ideation and Creativity
- Editing and Rewriting
- Administration Functions
- Personalization Communications
- Summaries and Analyzing
- Legal, HR, Coding Reviews



Basics of a Prompt: Expertise

- Establish its expertise "Acting as a Higher Education Marketer focused on marketing graduate level programs for XYZ University in California..."



Basics of a Prompt: Task Definition

- Define its task: "...create 10 ideas for lead-generation marketing..."



Basics of a Prompt: Audience Definition

- Provide its audience: "... to Generation Z undergrad college students looking for pharmacy schools that have a faith-based component in Southern California."



Basics of a Prompt: Other Parameters

- Provide other parameters (style, limitations, other): "Only return ideas that can be executed with a low budget and within 3 months."



Basics of a Prompt: Ask Me

- Add additional training by instructing it to interview you with additional content and context before it returns its answer: "Ask me as many questions as needed to deliver the best result."



examples.



PEER BRAINSTORMING



Acting as a higher ed marketer focused on small to medium sized schools, I want you to provide me with a bulleted list of 100 ways to build relationships with the gatekeepers and influencers in evangelical christian churches in the united states and canada. These church influencers may be influencing prospective traditional students, as well as non-traditional adult students. I want you to consider the personas of these and then ask me any questions that will help you come up with the most effective ideas. Please ask me any questions I can use to help you with your responses prior to me asking you for ideas based on my needs.



Certainly! Before I provide you with the list, I'd like to gather more information to ensure the strategies are tailored to your needs and the unique characteristics of your target audience. Here are some questions to help me better understand your objectives:



1. **Target Audience:**

- Are you primarily targeting pastors, youth leaders, church administrators, or other specific roles within the church?
- Are there specific denominations or church sizes you're focusing on?

2. **School Offerings:**

- What specific programs or courses does your institution offer that might be of particular interest to this audience?
- Are there any faith-based programs or courses that align with the teachings of evangelical Christian churches?

3. **Engagement History:**

- Has your institution previously engaged with churches or religious organizations? If so, what strategies have been successful or unsuccessful in the past?
- Are there any existing partnerships or collaborations with churches or religious

» Continue generating



COMM FLOW DRAFTS



Acting as a higher education marketer specialized in enrollment flow copywriting, I need to have you assist me with an email communication flow that is for High School seniors in the united states who have filled out an interest card for [REDACTED] I am going to provide you several items to have you assist me.

I am first going to provide you with the outline for the overall flow that I want. It will be the Inquiry-App comm flow, with two calls to action: a primary (start your application) and a secondary: schedule a visit.

I will then provide you samples of other emails that I have done for the prospect to inquiry flow. There will be three that I will provide you that I want you to use for style, tone, length, and overall style.

I want you to provide me best practices for effective email subject lines and variable data to be inserted into the emails that are effective for generation z (such as limited use of emojis, best practices for subject lines and tone).

I also want you to suggest variable data to insert into the emails. Use the format such as <<first name>> to show that in the emails. The variable data you can consider would be the student's high school, indended major/program and gender.

Please provide me suggestions for the most effective use of photography as well for the main image.

please confirm you understand the plan and ask me any questions you need to have answered to give me the best results. Once you have your questions answered, prompt me for the necessary items that I indicated above.

 Regenerate



DATA ANALYSIS



Fall 2023 52 week funnel report - Week...
Spreadsheet



Acting as a higher education enrollment expert, please review the following report for insights. Provide any interesting visualizations that you uncover.



All right, let's start by loading the data from the provided CSV file and examining the first few rows to understand its structure.



Finished working

Show work



The dataset appears to have multiple columns with unnamed headers, probably serving as multi-level headers. It's divided into various sections, such as:

1. **Student Types:** FTIAC, Transfers, Readmits, International, etc.
2. **Yearly Data for Suspects, Prospects, Applications, etc.:** This data compares statistics between the years 2023, 2022, 2021, and 2020.
3. **Yield Rates:** This section provides yield rates, which are percentages, for various stages of the enrollment funnel, such as from Inquiry to Application, Application to Admission, and Admission to Enrollment.

To understand the data better and extract meaningful insights:

1. Let's start by cleaning the dataset to make it more readable and manageable.
2. We'll then proceed to visualize and interpret the data.

Regenerate



Send a message



PDF

Roaring Lamb...
1.51 MB

Summarize the attached file into a 750 word blog post

BC

SUMMARIES

Here is a 750 word summary of the key points from the book Roaring Lambs by Bob Briner:

Bob Briner believes that Christians have a responsibility to shape culture and impact society in positive ways, but most are failing to do so. He argues that Christians have retreated into a comfortable subculture, leaving culture-shaping fields like media, entertainment, and the arts to those with little regard for Christian values.

Briner points to Jesus' call for believers to be "salt and light", preserving and flavoring the world. But instead of penetrating culture, Christians have abandoned many important arenas and exert little influence outside their own religious circles.

The book examines how Christians could have a greater cultural impact in several key areas:

Movies: Briner contends that since Christians largely abandoned producing and directing major films, the film industry no longer reflects godly values. He praises movies like Chariots of Fire that portray faith positively. He argues Christians should write good scripts, raise funds, and work inside Hollywood to make more uplifting movies.

Television: Christians initially viewed TV suspiciously but now mainly protest offensive content instead of creating good programs. Briner says Christians should become TV writers and producers to bring more positive, faith-affirming shows to the medium.

Literature: He notes that while Christian publishing thrives inside its own subculture, few Christian authors reach mainstream readers anymore. Believers should use fiction and non-fiction to influence secular readers.

The Arts: Briner decries the lack of Christians prominently displaying biblical themes in

Message Claude...



ADMINISTRATIVE

Marketing Director Job Description Review for [redacted]

DOCX

Director of M...
67.36 KB

Acting as an HR expert, please review the attached job description and provide feedback as it relates to [redacted]

BC

Based on my review, here are a few suggestions for improving the Director of Marketing & Communications job description for [redacted]

- The job qualifications could be more specific. For example, listing a degree in marketing, communications, public relations, or a related field rather than just requiring a bachelor's degree.
- The years of experience could be broken down into more detail, such as:
 - 3+ years of marketing experience
 - 2+ years of supervisory experience
 - Experience developing strategic marketing plans
 - etc.
- In the competencies section, consider adding:
 - Knowledge of higher education marketing
 - Experience with marketing automation platforms
 - Skills in Google Analytics, social media analytics, etc.
 - Video production or graphic design skills
- In the job responsibilities section:
 - Be more specific on marketing tactics used - digital, print, social media, etc.
 - Emphasize need to track campaign results and optimize based on data
 - Highlight importance of brand awareness and management
 - Note internal communications role and interacting cross-functionally

Message Claude...



ADMINISTRATIVE

Marketing Director Job Description Review for [redacted]

DOCX

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 - 3+ years of marketing experience
 - 2+ years of supervisory experience
 - Experience developing strategic marketing plans
 - etc.
- In the competencies section, consider adding:
 - Knowledge of higher education marketing
 - Experience with marketing automation platforms

Ensure the job description highlights the need for aligning marketing efforts with the university's Christian mission and values.

- Highlight importance of brand awareness and management
- Note internal communications role and interacting cross-functionally

Message Claude...



ChatGPT Prompt:

Give me a few visual icon ideas for a company named "legacy higher ed." It is a consulting firm that will be focused on enrollment for colleges and universities and is named that to continue the legacy of tim Fuller of fuller higher ed solutions.

Follow Up Prompt:

Give me some others that are more icon oriented and simple.

DESIGN ASSISTANT



February 2023
4k hyperrealistic college
students having fun on
campus with clarks
summit university logo
on sweatshirt on one
student



January 2024
4k hyperrealistic college
students having fun on
campus with clarks
summit university logo
on sweatshirt on one
student



Midjourney Prompt:

Generation Z college students in journalistic, candid, hyper-realistic photography style, set on a midwestern college campus resembling Anderson University in Anderson, Indiana. Capture a warm, inviting, community-focused, fun, and meaningful atmosphere. Include short depth of field for an engaging effect, suitable for journalistic photography – recommend a DSLR camera with an aperture of f/2.8. Use golden hour lighting conditions to enhance warmth and depth. Compose with leading lines to guide the viewer's attention.





coming fast.





#1 **HEYGEN.COM AI TEST**
GERMAN

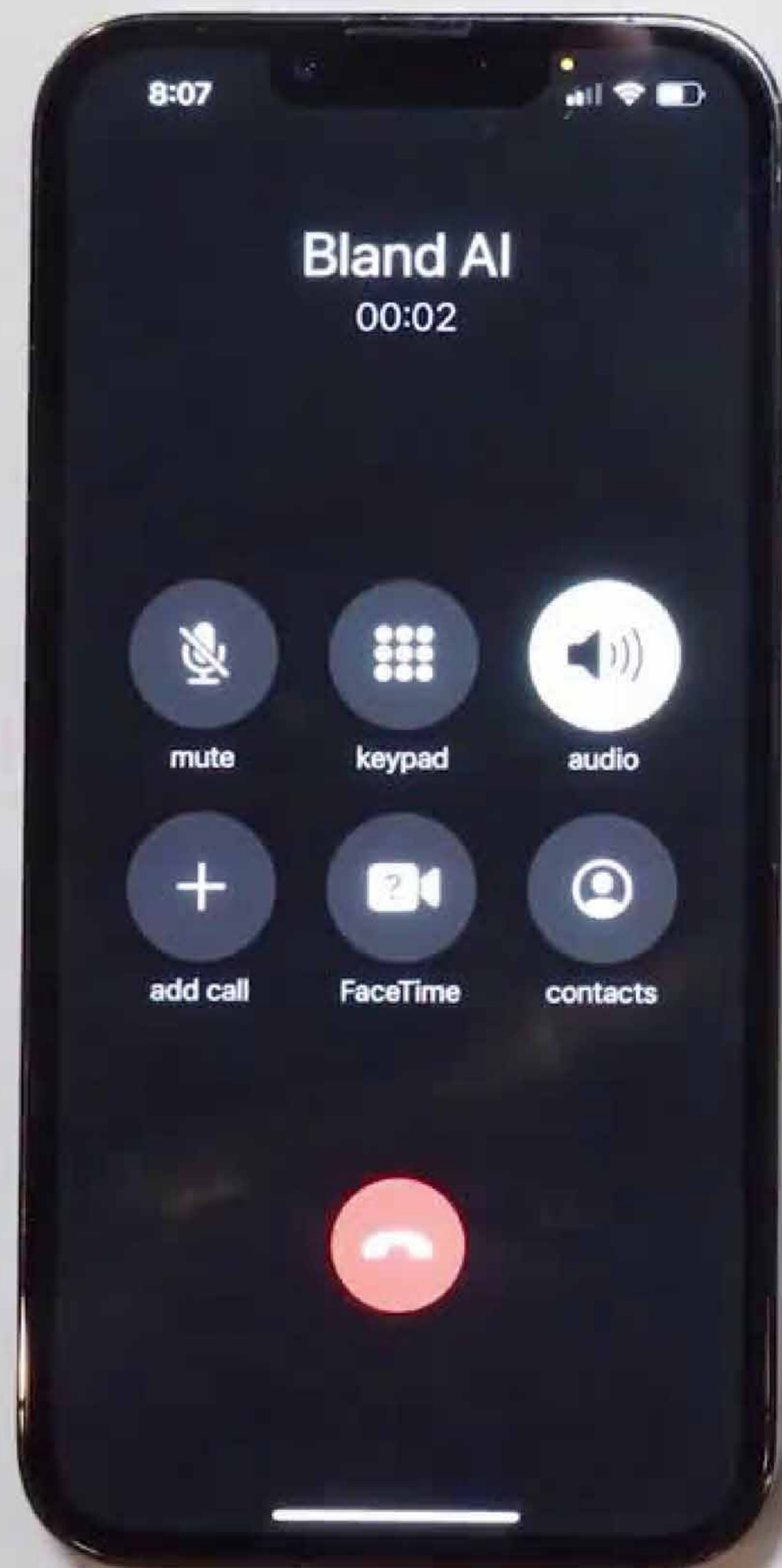
POV: Your bf can finally
understand your native language! 🤖



source: Meta





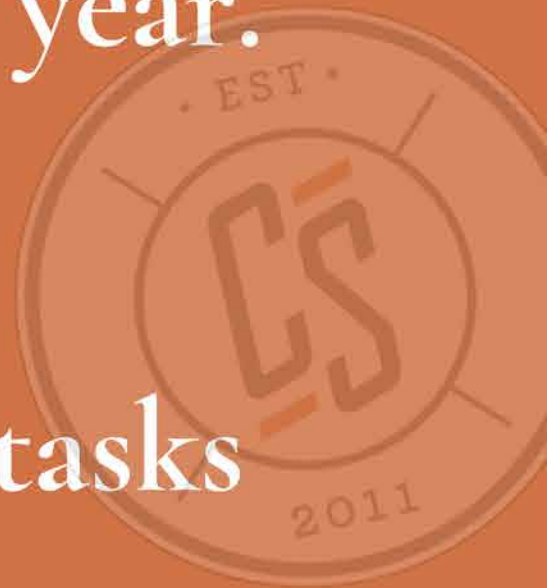


Bland.ai: Hi this is Sophie from





- Wisdom and discernment are needed to understand the tremendous opportunities and challenges ahead with generative AI.
- Change management will be critical in the upcoming year.
- Become AI literate.
 - Go to chat.openai.com for a free account
 - Play with it: meal plan, test its expertise, admin tasks and opportunities
 - Follow those who are a few steps ahead
 - Take a course and become educated



1ab.

ChatGPT Demonstration



lunch.



Lunch break in the foyer. Be back at 1:00 p.m.

session 3

content + video



Ryan Koral, Founder, Tell Studios

break.



Refreshment break in the foyer. Be back at 3:00 p.m.

session 4

generative AI lab.



We Solve Your Campus Challenges Together with AI.

1ab.

ChatGPT Demonstration





ADVANCING BRANDS THAT **ADVANCE EDUCATION**

questions & discussion.



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