Building Relationships With Prospective Students That Lead to Results

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- Getting Started - from inquiry to prospective student relationship
- Creating communication systems that feed relationships
- Introducing personal creativity into relationship cultivation
- Keeping up with contacts in a timely way - not letting the relationship grow cold
• Private, Christian University in Montgomery, AL
•Founded in 1942
•About 3000 students overall - 1000 traditional

• Headquartered in Boston, MA
•Known for its CAS systems
•EMP division in Poughkeepsie, NY
•Campaign creation/deployment
•True variable print
•CRM
•AI/ML Prescriptive Modeling
This is a courtship - take it slow

...but look for opportunities!

The means by which we interact are limited:

Email,
Phone calls
Visits
Digital ads
Texts
Social media posts
Remember....

We don’t recruit students because they understand us, but because they feel that we understand them!
The Evolution of Higher Ed Marketing

Single Channel

Multi-Channel

Omni-Channel
How an Omni-Channel Campaign Works in Higher Education

- Mobile Marketing
- Email
- Snapchat
- Personalized Microsites
- Events
- Digital Marketing
- Youtube
- Pinterest
- Instagram
- Twitter
- Facebook
- Texting
- Variable Print
- Rep Interactions

Prospect
Omni-Channel in Undergraduate Admissions

It's not just one email and it's not just one touch...

- Re-Targeting
- Twitter Ads
- Personalized Web Portal
- Variable Print
- Facebook Ads
- Geo-Targeting
- Traditional Advertising
- Chat
- Info Sessions
- Linkedin Ads
- Triggered Rep interaction
- Text
- Email
- Snapchat Ads
- Alumni calls
- Video ads
- Triggered Rep interaction
- Alumni calls
- Video ads
- Triggered Rep interaction
4 Keys to Success with Omni-Channel Marketing

• Immediate
• Relevant
• Automated
• Trackable
Have a robust response plan for every stage.

Prospects

Inquiries

Applicants

Acceptances

Deposits

Enrolled

Upperclassmen:

- Increase familiarity
- Segmented comms
- Email to students and parents
- Surveys
- Build excitement!

Underclassmen:

- Increase familiarity
- Get on their short lists
- Push to visit
- Involve the family
- Drive to Apply (Juniors)
- Drive to the website
- Segments, email to students and parents, surveys
- Build excitement!

Swag pack

Roommate info

Build excitement!

DON'T STOP!!!
Omni-Channel in Admissions Marketing

**DEFINE**
Your Audience

- They’re the first true DIGITAL NATIVES!
- Financial concerns are a top priority
- Their attention spans are getting shorter

**ENGAGE**
Your Audience

- Use a mobile-first strategy
- Leverage video communications
- Entertain them, tell them a story

*Remember… No matter who we are, we all respond to being wanted!*
Let’s step away from Higher Education and see how the King of Omni-Channel marketing does it...

A magical, customized Theme Park Experience from Beginning to End
**Case Study: Customer Experience: Pre-Trip**

**Direct Mail**
Vacationers receive FastPass wrist bands in mail (personalized package) before their trip.

**Web, Mobile & Social**
Share excitement on facebook, and begin planning their experience on Disney’s website or mobile app.

Content personalized for families with kids or couples without.
Case Study: My Disney Experience

Linking the digital and physical experiences before, during and after the park visit.
Case Study: Customer Experience: During Trip

Mobile App
Track & edit plans in real time, provide recommended activities and events, while capturing photos and memories
Case Study: Customer Experience: Post Trip

Variable Print, Email, Website, Digital Advertising

Disney sends personalized emails with memories from trip, plus customized variable print offers and digital retargeting for future vacations.
Case Study: Take-away

Leverage all channels to create a more immersive customer experience - direct mail, digital advertising, social, email and in-person interactions

“The best billion dollar investment ever!”

Robert Allen Iger
CEO, The Walt Disney Company.
What can we learn from Mickey that we can apply to Admissions Marketing?

A lot!
So how do we compete with that?! - Even with a CRM?

• Start early

• Take segmentation to a whole new level.

• Personalize with as many variables as possible.

• All focus should be on the student.

• Be creative about engagement.

• Get help!
Plan - But Don’t Plan it ALL!

- Your comms plan needs to be dynamic and respond to the information you are gathering and the channels with which students are engaging.

- Plan to have frequent meetings to digest the data being collected and assess next moves for select groups of students.

- Diversify your name buys and hone in on the right students using data collected. Segment!

- Be sure you are set up for communication from first engagement through enrollment.
Seek First to Understand

- “Seek first to understand, then to be understood.” - Stephen Covey
- Learn more about your students!
- This engages them, makes them feel like you care, and gets you the data to know how (and if) to proceed.
Surveys

Milwaukee School of Engineering

Suzanne,

We received your name as a student who would potentially be a good fit for MSOE.

Instead of talking about MSOE in this initial email, we’d like to learn a little more about you so that our future communications can be more tailored to you needs.

We also know that some students are really not interested in MSOE. In that case, we’d like to know, so we don’t clutter your space with additional emails.

Thank you for your time. We feel it will be two minutes well spent.

Begin Survey

1. How familiar are you with the Milwaukee School of Engineering Computer Science, Computer Engineering and User Experience programs?
   - Familiar
   - Somewhat familiar
   - Vaguely familiar
   - Not familiar at all
Sample Responses from Parent Survey

• Zack was awarded a very generous academic scholarship from MSOE. Thank you! He will be class of 2021 valedictorian, will this increase funds available to him to pay for school as well?

• My daughter is still waiting to hear from a professor she was told to reach out to regarding shadowing him on the job for Architectural Engineering.

• Are there any job opportunities on campus?

• Really haven't heard from an academic recruiter

• Interested in more financial assistance, due to our limited resources.

• I have been impressed with the communication from MSOE and our tour was great in August, even with COVID. Many campuses didn't take you into buildings to see what they had to offer.
Responding with Relevancy

Survey

Targeted Inquiry

High Impact Response
- Personalized Microsite
- Personalized Brochure
- Targeted Nurture Email
- Personalized Text
- Rep Trigger for personal call response

Secondary Targeted Inquiry

Secondary Response
- Personalized Microsite
- Personalized Postcard
- Targeted Nurture Email
- Personalized Text

Regular Inquiry

Automated Response
- Personalized Microsite
- Targeted Nurture Email
Responding with Relevancy

Data

Engineering

Nursing

Business

Personalized Print Nurture
Start Communicating Earlier!

7000+ juniors were surveyed

92% had begun their college search

• 68% of those were ‘actively researching about building my list to consider’

• 25% had already narrowed their list

84% wanted to see classrooms

83% wanted to see campus life
Leverage Multiple Channels

Students are everywhere, so find them everywhere.


What about your website?
Your Admissions Officers are Key!

- Goal Oriented
- Relator/Interpersonal
- Focused
- Empathetic
- Competitive
- Comfortable with Ambiguity and Indecision
Incorporating personalization into an omni-channel plan...

- Better customer experience and increased customer loyalty
- Better brand recognition
- Better business analytics

Making that personal Stephens connection, even with their pet!
Re-think how you are telling your story....
How can I keep up with all my contacts?
You gotta have help to keep relationships warm!

- Take a look at your systems!
System Considerations

CRM Functionality:

• Contact management - this isn’t your dad’s rolodex

• Interaction Tracking

• Lead Management

• Reporting

• Workflow Management

• Campaign Management (Varying levels)

• Automation (Varying levels)
And How Do We Know Which One is the Right One?

Considerations:

• Breadth of features (fit)

• Cost
  • Hard costs (for the SaaS and implementation)
  • Personnel costs

• Service levels

• Transition - Are you ready?

• Opportunity cost
Be timely, present, and appropriate

Nurture | Blast
Office | Recruiter
Transactional | Relational

Regardless of the above, it’s all **incremental**!
Time To The Task

There is no substitute
Key Take Aways

Relationships take time

It’s about them, not us

Have an automated communication plan

Get creative with your outreach

Install a system to manage the timing of your outreach

We don’t recruit students because they understand us, but because they feel that we understand them!
Thanks for coming!

Please clap and don’t ask hard questions

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