

Better Student Recruitment: What to Know, Fix, and Build

WHAT TO KNOW

KNOW: Your Offerings

Before creating any collateral, review the following questions with your marketing and admissions colleagues: What is the program? Who is currently enrolled? Who is it meant for? Aligning on these basic questions will help to ensure successful rollout on marketing collateral across the board.

KNOW: Your Competition

Do you know who you are competing against? Ask your university professors and they may have a different answer than the admissions department or marketing team. This is where data can come into play. Surveying current and prospective students in addition to those who have turned away from your program is a good starting point to learn more about your competition.

KNOW: Your Personas

Get information from your recruiters, faculty and leadership about who they think your target audience is. Once you have your list, find the redundancies and pare it down. Having too many personas in the pipeline can lead to confusion and mismatched marketing efforts. Instead, streamline your efforts for maximum impact.

KNOW: The ROI of Content

Organizations that skip on the long game of content marketing may be leaving money on the table. While content marketing provides a slow-and-steady approach to lead generation, the long-term impact pays off – and costs less than other efforts. In fact, content marketing is one-third less expensive per lead compared to paid search.

WHAT TO FIX

FIX: Your Data

If you're only paying attention to your application and admissions funnel, chances are you are missing opportunities to target potential students. Whether you use Google Analytics or another tool to gather data, explore various entry points for your institution's site visitors. Are there certain programs or university offerings that are capturing organic search volume? If you haven't already, bring in someone who can analyze your data and find those missed recruitment opportunities.

FIX: Your Media

While it's important to deploy your institution's messaging and branding out to a broad audience, it's important to meet your potential students where they are. Are you spending money with expensive media partners when you should be boosting videos on Instagram? Surveying your current students' media habits is one way to find out where your next potential graduating class may be spending their time.

FIX: Your SEO

Did you know that content marketing and SEO fit hand in hand? As with content marketing strategy, SEO takes planning, time and money. Additionally, it can help to bolster your content marketing strategy. When approached correctly, SEO can lead potential students directly to your website – you just have to know which queries to target and put trust and patience in the process.

WHAT TO BUILD

BUILD: A Student Journey Map

One department might be sending emails about registering for classes, while another is sending information about tuition payments. All of this information can be overwhelming and confusing. Streamline communications for your incoming cohort by collaborating with other departments and creating a step-by-step roadmap that dictates the timeline of each communication.

BUILD: A Bridge Between Enrollment and Marketing

Enrollment and marketing departments often function separately despite working toward the same goal: to bring students to the institution. But the KPIs for measuring success in each unit may differ. To ensure these teams are working together, set up a service level agreement that distinguishes the needs and responsibilities of each team. By doing so, you can create a strategy roadmap that benefits each unit.

BUILD: Your Team's CRM Knowledge

Customer relationship management (CRM) tools are a big investment – are you making the most of yours? As you develop student-journey roadmaps and content marketing plans, take advantage of your CRM to record every student touchpoint throughout the recruitment, application, selection and enrollment process. Work across teams to ensure these interactions are recorded in your system. By building out this process, you can transform your CRM into a data distribution center that can guide your marketing efforts for years to come.

eCity Can Help

LEARN MORE

Let's talk:
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Our agency offers a full menu of higher education marketing and recruitment solutions to guide, streamline and maximize your recruitment and enrollment efforts. eCity's diverse offerings will leverage data, content strategy tactics, and multiplatform touchpoints to ensure you are connecting with students in the right places at the right times. With our support, your next recruitment campaign will deliver results like you've never seen before.

Our Service Offerings:

- Admissions funnel audit
- Bottom-up forecasting
- Content analysis and creation
- Email and lead nurturing
- CRM and marketing automation
- Paid media
- SEO
- Student recruitment