Closing the Divide Between Marketing and Admissions
Today’s speakers

**Gregg Meiklejohn**  
Co-Founder  
As a strategic marketer with nearly 30 years of experience, Enrollment Resources CEO and co-founder Gregg Meiklejohn is an expert in market research and branding businesses through online and traditional public relations tactics.

**Shubh Mishra**  
Head of Enrollment Solutions  
LeadSquared is an admissions acceleration and student engagement platform for education institutions to help them fill seats faster.

**Tom King**  
VP, Training & Client Services  
Tom has been involved in education Admissions and Marketing for the last 14 years. His focus is on evaluating and improving tactics within those processes to help colleges quickly improve their conversion rates and increase enrollment.
A common argument

Marketing says: We are generating so many leads. Why don't you call them?

Admissions says: Because they are not worth it.
What’s happening right now?

1000 visitors

- Interest: 40% bounce rate, 400 people leave
- Enquiry: 35% bounce rate, 350 people leave
- Campus tour: 15% bounce rate, 150 people leave
- Financial Aid Interview: 4% bounce rate, 40 people leave

6% conversion = 60 students

- Missing Relevant call to action on the first touch
- Absence of Engagement relevance + speed to lead + Poor call to action
- Campus tour no shows-Poor or Manual Reminder process.
THE BUYER’S JOURNEY

- Marketing Dominant
  - Relevant Website content
  - Virtual student Adviser
  - Well placed Call to actions
- Admissions & Marketing function as a Cohesive force.
- Admissions dominant supported by Marketing
Why it is so important to keep Admissions and Marketing on the same page?

- Full visibility into Admission process
- Reduced response time
- Contextual counselling - from vendor to trusted adviser
- Powerful and relevant messaging
- Meaningful Analytics
Full visibility into the process
Manual inquiry handling process X 1000’s of leads

Marketing generates the lead → Marketing may or may not respond to the lead → Forwards the lead to respective Admission rep or campus → Admission rep follows up on that lead

Automatic inquiry handling process without any alignment between Marketing & Admissions

Marketing generates the lead

Automatic and personalized message is sent to the prospective student → Lead and supporting information are automatically routed to relevant Admission rep
Full visibility in the Admission process

Marketing generates the lead

Automatic and personalized message is sent to the prospective student

Common Data

Lead is automatically routed to relevant Admission person
Reduce response time
Connect with your leads instantly

**Lead distribution**
- Location: Tampa, Florida
- New York Campus
- Tampa Campus
- Georgie Campus

**Autoresponders**
- Applicant's Source: Facebook
- Views Scholarship's page: Spends 10 minutes
- Views MBA page: Spends 3 minutes
- Views Fee page: Spends 8 minutes
- Automated email sent

**Enrollment signals**
- Hi Lisa,
  Riley has checked out our fee page twice today. She is still on the website. Please contact her.
- Call
- Text
- Email
Chicken or the turkey?
3 Contextual counselling
### Information workflow between Admissions and Marketing

<table>
<thead>
<tr>
<th>Which goals are important to you?</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want a career where I feel fulfilled</td>
<td>74.3%</td>
</tr>
<tr>
<td>I want a career where I feel I am making a difference</td>
<td>63.1%</td>
</tr>
<tr>
<td>I want to make more money</td>
<td>63.0%</td>
</tr>
<tr>
<td>I want a career where my loved ones will be proud of me</td>
<td>50.6%</td>
</tr>
<tr>
<td>I want to be more independent</td>
<td>49.6%</td>
</tr>
<tr>
<td>I want to give my kids a better life</td>
<td>44.1%</td>
</tr>
<tr>
<td>I want to own a home</td>
<td>41.6%</td>
</tr>
<tr>
<td>I want to travel</td>
<td>41.6%</td>
</tr>
<tr>
<td>I want a better life for sure, I just have trouble imagining the details</td>
<td>28.7%</td>
</tr>
<tr>
<td>I want a career where I can express my creativity</td>
<td>11.0%</td>
</tr>
<tr>
<td>I want an environment that allows me to be myself</td>
<td>10.9%</td>
</tr>
<tr>
<td>I have no long-term goals, I prefer living in the moment</td>
<td>4.7%</td>
</tr>
</tbody>
</table>
Understand who your prospects are
Know your prospects better

Name: Josh Smith
Email: josh2k4@gmail.com
Phone number: 776-989-8762
Interested in: Cosmotology
Powerful and cohesive messaging
Information workflow between Admissions and Marketing

<table>
<thead>
<tr>
<th>Which goals are important to you?</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want a career where I feel fulfilled</td>
<td>74.3%</td>
</tr>
<tr>
<td>I want a career where I feel I am making a difference</td>
<td>63.1%</td>
</tr>
<tr>
<td>I want to make more money</td>
<td>63.0%</td>
</tr>
<tr>
<td>I want a career where my loved ones will be proud of me</td>
<td>50.6%</td>
</tr>
<tr>
<td>I want to be more independent</td>
<td>49.6%</td>
</tr>
<tr>
<td>I want to give my kids a better life</td>
<td>44.1%</td>
</tr>
<tr>
<td>I want to own a home</td>
<td>41.6%</td>
</tr>
<tr>
<td>I want to travel</td>
<td>41.6%</td>
</tr>
<tr>
<td>I want a better life for sure, I just have trouble imagining the details</td>
<td>28.7%</td>
</tr>
<tr>
<td>I want a career where I can express my creativity</td>
<td>11.0%</td>
</tr>
<tr>
<td>I want an environment that allows me to be myself</td>
<td>10.9%</td>
</tr>
<tr>
<td>I have no long-term goals, I prefer living in the moment</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

Relevant and persuasive Marketing messaging
Meaningful analytics
## Visitor to Student Conversion Analysis

The table below shows the conversion rates and other metrics for different sources, including:

- **Organic Search**
- **Direct Traffic**
- **Purchased List**
- **Inbound Phone call**
- **Lead Sites**
- **Virtual Advisor**
- **Pay per Click Ads**
- **High School Fair**

### Metrics Explained:
- **Page Views**
- **Unique # Visitors**
- **Leads Converted**
- **Converted to Students**
- **Total Revenue**
- **Visitor to Lead Conversion**
- **Visitor to Lead Time**
- **Visitor to Student Conversion**
- **Visitor to student Time taken**

### Data Summary:
- **Organic Search**:
  - Page Views: 170,941
  - Unique Visitors: 131,887
  - Leads Converted: 2,729
  - Converted to Students: 53
  - Total Revenue: $29,639,805
  - Visitor to Lead Conversion: 2.07%
  - Visitor to Lead Time: 21 hr, 38 m, 22 s
  - Visitor to Student Conversion: 0.04%
  - Visitor to Student Time taken: 27 days, 23 hr, 22 m, 58 s

- **Direct Traffic**:
  - Page Views: 83,272
  - Unique Visitors: 63,065
  - Leads Converted: 1,331
  - Converted to Students: 31
  - Total Revenue: $6,444,411
  - Visitor to Lead Conversion: 2.11%
  - Visitor to Lead Time: 21 hr, 05 m, 28 s
  - Visitor to Student Conversion: 0.05%
  - Visitor to Student Time taken: 19 days, 14 hr, 04 m, 25 s

- **Purchased List**:
  - Page Views: 4,609
  - Unique Visitors: 1,001
  - Leads Converted: 1,001
  - Converted to Students: 7
  - Total Revenue: $15,727,565
  - Visitor to Lead Conversion: 100.00%
  - Visitor to Lead Time: 00 hr, 00 m, 00 s
  - Visitor to Student Conversion: 0.70%
  - Visitor to Student Time taken: 49 days, 11 hr, 25 m, 15 s

- **Inbound Phone call**:
  - Page Views: 385
  - Unique Visitors: 31
  - Leads Converted: 31
  - Converted to Students: 3
  - Total Revenue: $1,550,860
  - Visitor to Lead Conversion: 100.00%
  - Visitor to Lead Time: 00 hr, 00 m, 00 s
  - Visitor to Student Conversion: 9.68%
  - Visitor to Student Time taken: 25 days, 21 hr, 25 m, 50 s

- **Lead Sites**:
  - Page Views: 244
  - Unique Visitors: 63
  - Leads Converted: 54
  - Converted to Students: 3
  - Total Revenue: $112,084
  - Visitor to Lead Conversion: 85.71%
  - Visitor to Lead Time: 17 hr, 11 m, 42 s
  - Visitor to Student Conversion: 4.76%
  - Visitor to Student Time taken: 13 days, 21 hr, 28 m, 16 s

- **Virtual Advisor**:
  - Page Views: 144
  - Unique Visitors: 33
  - Leads Converted: 14
  - Converted to Students: 2
  - Total Revenue: $1,606,250
  - Visitor to Lead Conversion: 42.42%
  - Visitor to Lead Time: 23 hr, 59 m, 31 s
  - Visitor to Student Conversion: 6.06%
  - Visitor to Student Time taken: 49 days, 20 hr, 36 m, 44 s

- **Pay per Click Ads**:
  - Page Views: 21,229
  - Unique Visitors: 15,024
  - Leads Converted: 539
  - Converted to Students: 1
  - Total Revenue: $2,577,900
  - Visitor to Lead Conversion: 3.59%
  - Visitor to Lead Time: 22 hr, 21 m, 52 s
  - Visitor to Student Conversion: 0.01%
  - Visitor to Student Time taken: 25 days, 20 hr, 18 m, 57 s

- **High School Fair**:
  - Page Views: 183
  - Unique Visitors: 4
  - Leads Converted: 4
  - Converted to Students: 1
  - Total Revenue: $648,000
  - Visitor to Lead Conversion: 100.00%
  - Visitor to Lead Time: 00 hr, 00 m, 00 s
  - Visitor to Student Conversion: 25.00%
  - Visitor to Student Time taken: 79 days, 17 hr, 43 m, 11 s

The full picture provides a comprehensive view of how different lead sources perform in terms of conversion rates and other key metrics.
The drop-off points
So this was it for today

Hope you enjoyed today’s presentation. We will send you this presentation along with the recording of the session.

Do you have any questions for us?
Thank you

Enrollment Acceleration Platform

1. **Ease of use**
   Forget bulky CRM implementation and steep learning curve. We will get your started in under a week.

2. **Centralized**
   Connect your admission and marketing teams to access key applicant information with ease.

3. **Intelligent**
   Let the system identify the best student for your institution.

4. **Connecte**
   Maintain effective, personalized messages with applicants throughout the journey.

5. **Cost effective**
   Achieve a high ROI with LeadSquared’s competitive pricing model.

Try it Free