Closing the Divide Between Marketing and Admissions

leadsquared **+** Enrollment Resources
Innovations in Enrollment Management

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.

Enrollment Resources
Innovations in Enrollment Management

Shubh Mishra
Head of Enrollment Solutions

LeadSquared is an admissions acceleration and student engagement platform for education institutions to help them fill seats faster.
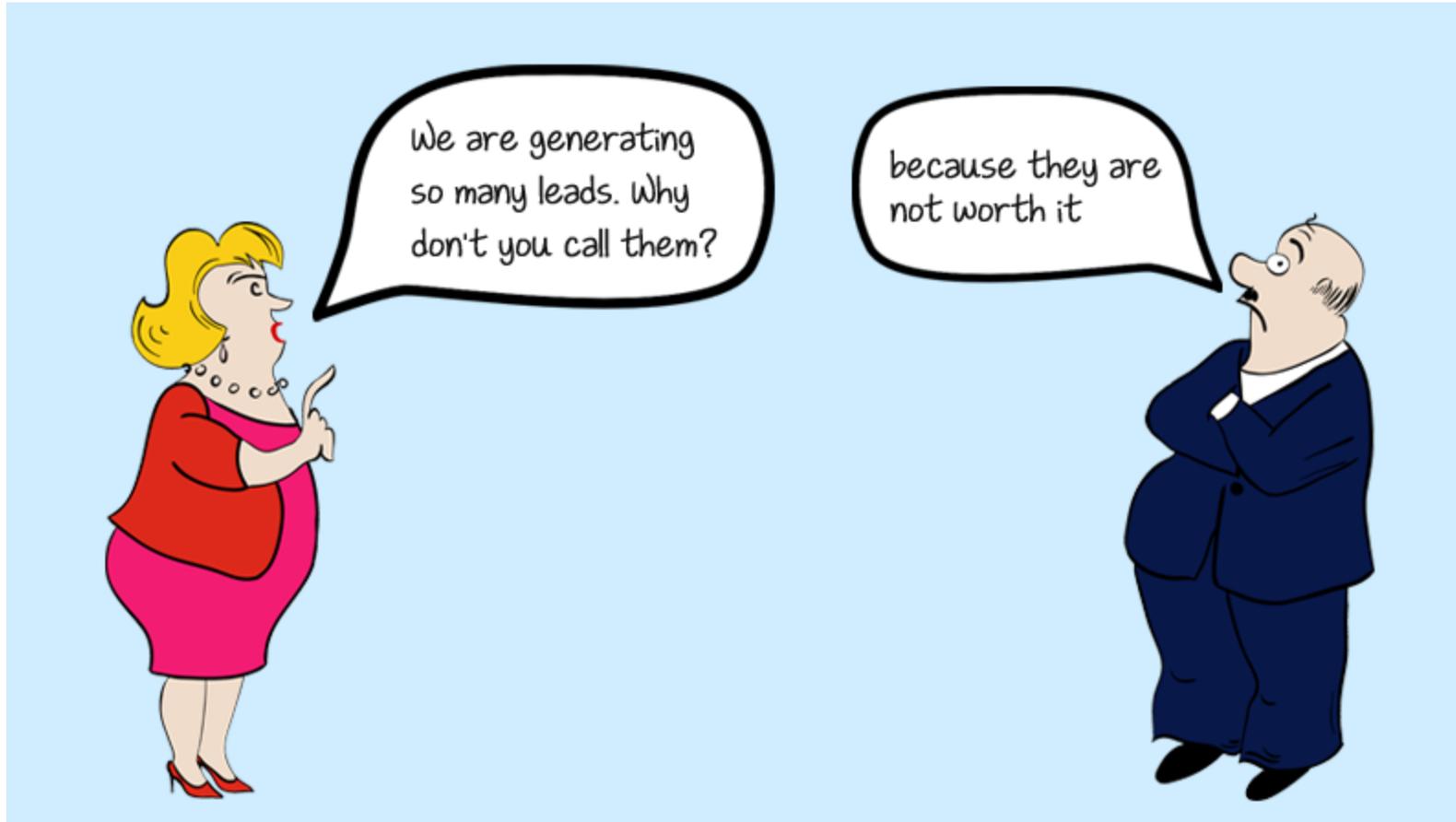
leadsquared

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.
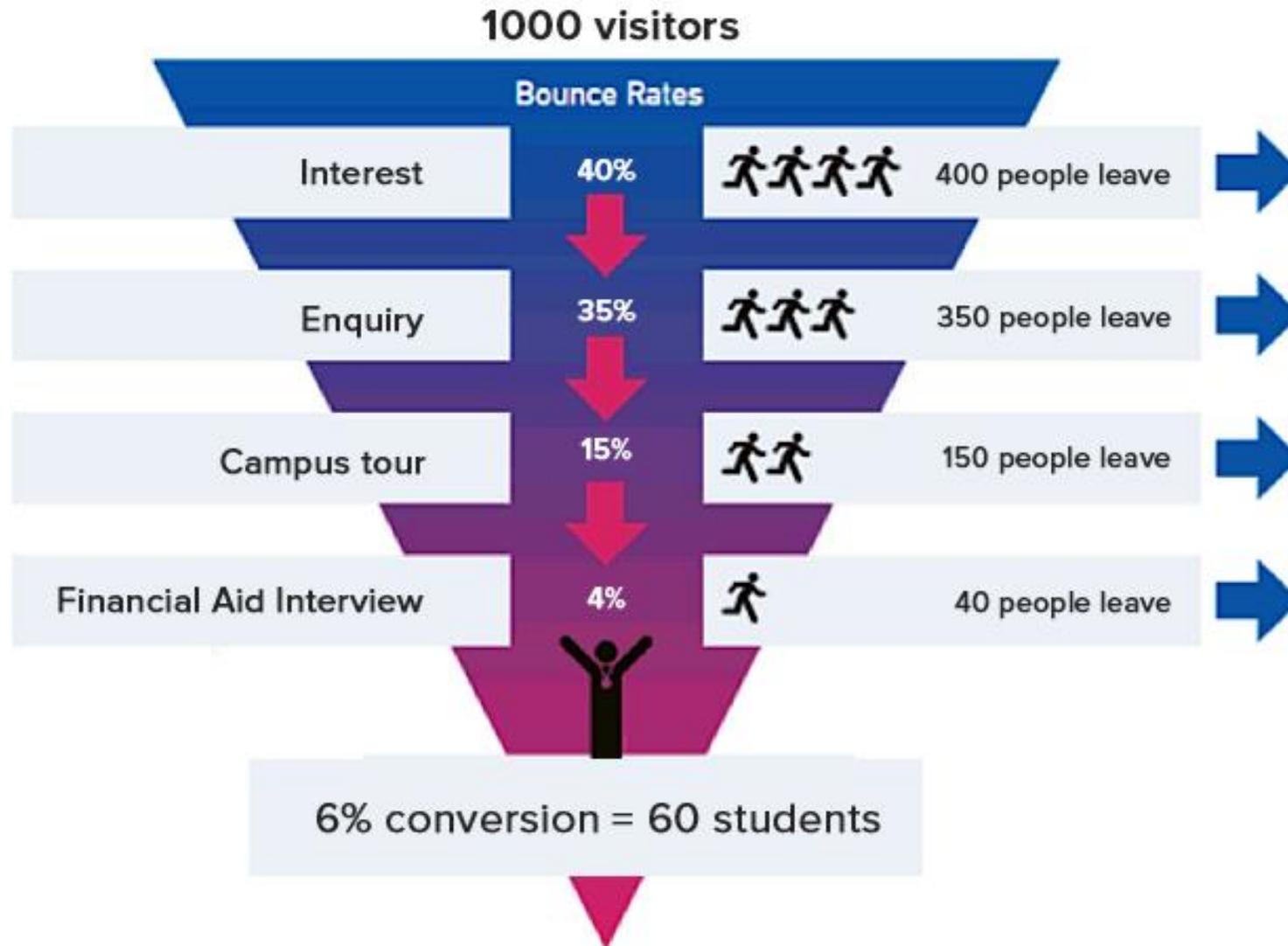
Enrollment Resources
Innovations in Enrollment Management

A common argument

Marketing   Admissions

What's happening right now?

1000 visitors

Bounce Rates

Interest	40%	🏃🏃🏃🏃	400 people leave
Enquiry	35%	🏃🏃🏃	350 people leave
Campus tour	15%	🏃🏃	150 people leave
Financial Aid Interview	4%	🏃	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

Awareness Stage	Consideration Stage	Decision Stage

- 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?
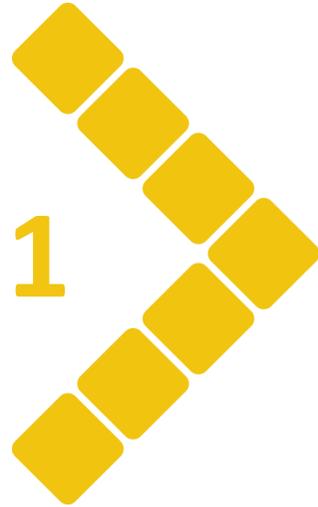
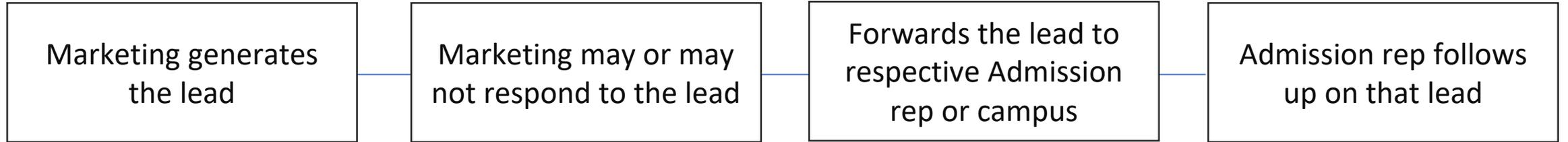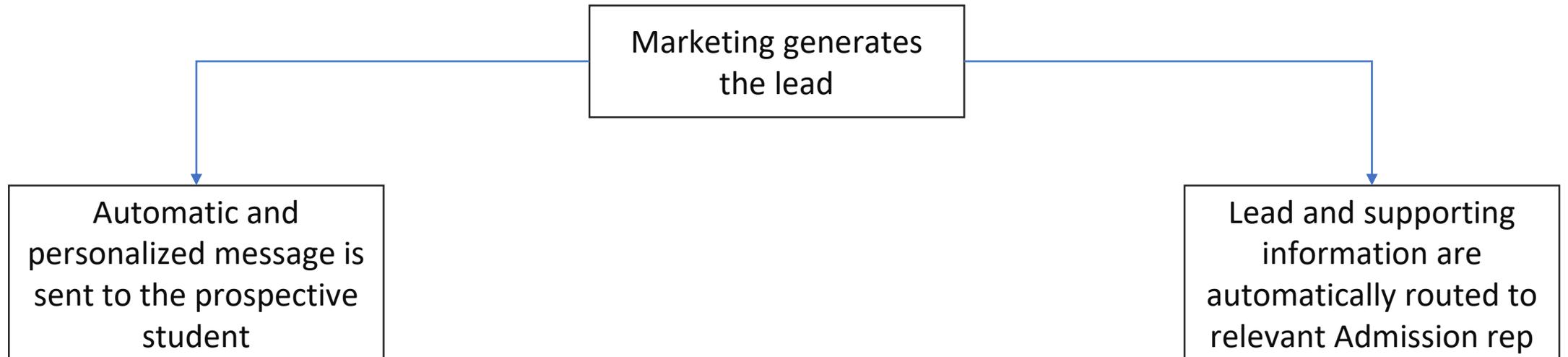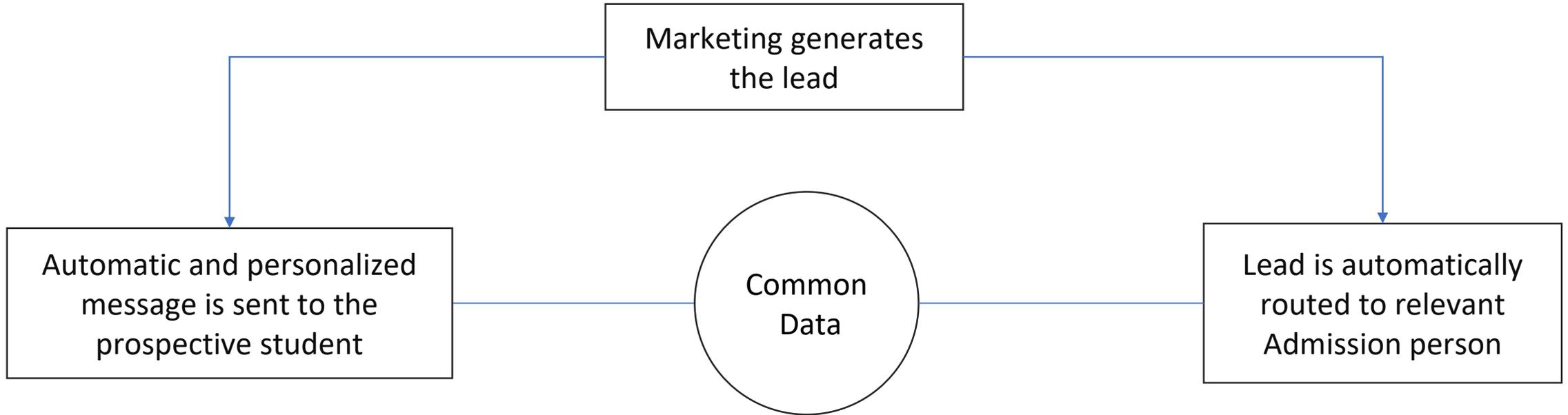| Full visibility into Admission process | Reduced response time | Contextual counselling - from vendor to trusted adviser | Powerful and relevant messaging | Meaningful Analytics |

1 **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

2 **Reduce response time**

# Connect with your leads instantly

Lead distribution
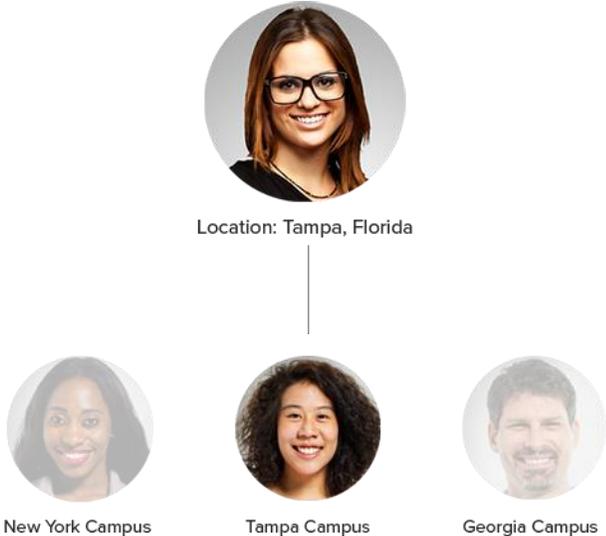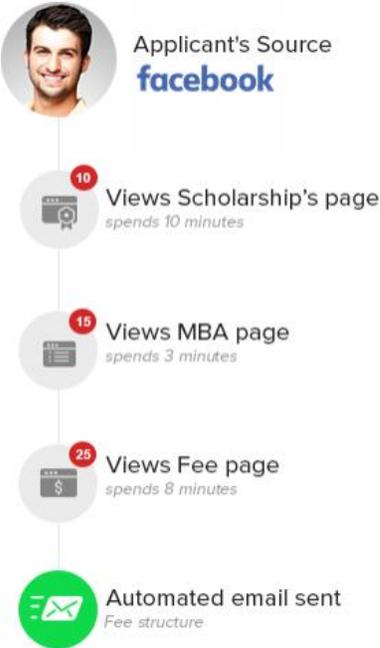
Location: Tampa, Florida

New York Campus   Tampa Campus   Georgia Campus

Autoresponders

Applicant's Source
facebook

10 — Views Scholarship's page
spends 10 minutes

15 — Views MBA page
spends 3 minutes

25 — Views Fee page
spends 8 minutes

Automated email sent
Fee structure

Enrollment signals

Hi Lisa,

Riley has checked out our fee page twice today. She is still on the website. Please contact her
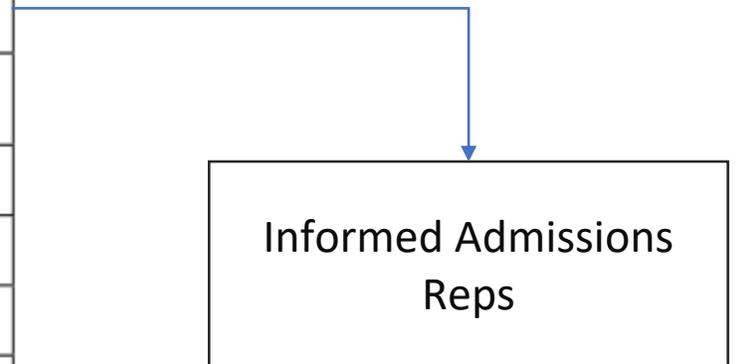
| Call | Text | Email |

Chicken or the turkey?
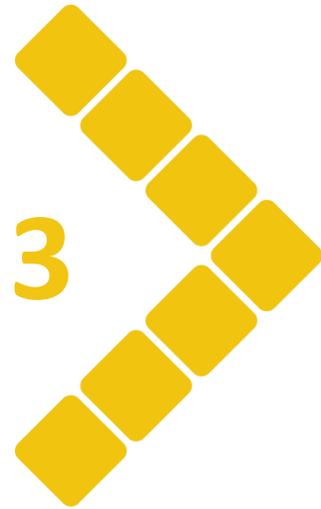
3 **Contextual counselling**

Information workflow between Admissions and Marketing

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

Informed Admissions Reps

VirtualAdviser

Understand who your prospects are
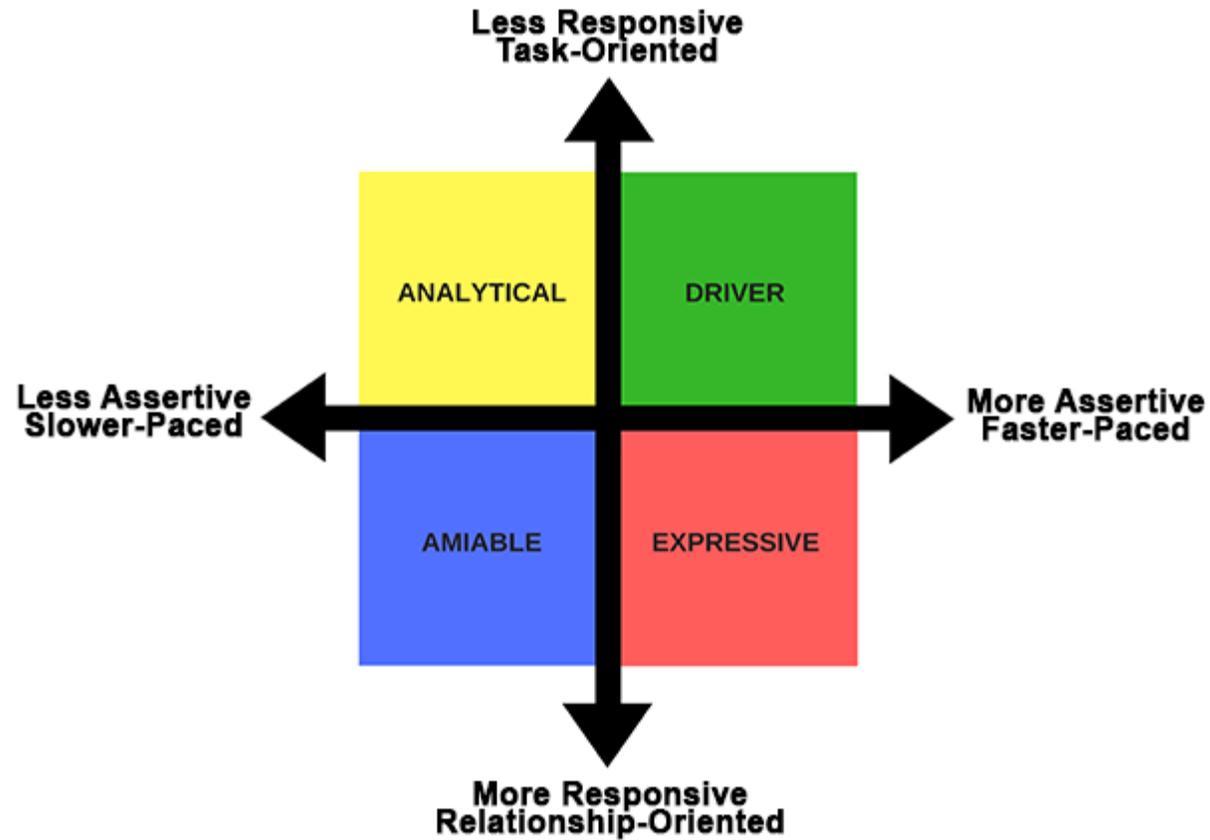
Know your prospects better

Name : Josh Smith

Email : josh2k4@gmail.com

Phone number : 776-989-8762

Interested in : Cosmotology

VS

Loves mathematics

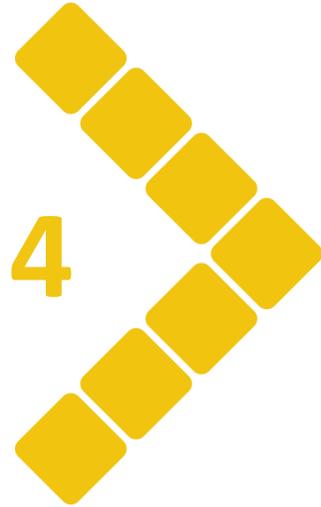Plays football

Eligible for scholarship

88

7:34 AM Sent Program details email with the subject "View...   +0

8:20 AM Opened Program details email and clicked the link   +5

10:37 AM Sent text message Hi, your application deadline is approach...   +0

2:21 AM Opened text message Hi, your application deadline is app...   +5

4

Powerful and cohesive messaging

Information workflow between Admissions and Marketing

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

Relevant and persuasive Marketing messaging

VirtualAdviser

5 **Meaningful analytics**

The full picture

Visitor to Student Conversion Analysis

Show distribution by: Lead Source | Duration: Last 180 days | ▶ Run Report

Source	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
Organic Search	170,941	131,887	2,729	53	29,639,805	2.07%	21 hr, 38 m, 22 s	0.04%	27 days, 23 hr, 22 m, 58 s
Direct Traffic	83,272	63,065	1,331	31	6,444,411	2.11%	21 hr, 05 m, 28 s	0.05%	19 days, 14 hr, 04 m, 25 s
Purchased List	4,609	1,001	1,001	7	15,727,565	100.00%	00 hr, 00 m, 00 s	0.70%	49 days, 11 hr, 25 m, 15 s
Inbound Phone call	385	31	31	3	1,550,860	100.00%	00 hr, 00 m, 00 s	9.68%	25 days, 21 hr, 25 m, 50 s
Lead Sites	244	63	54	3	112,084	85.71%	17 hr, 11 m, 42 s	4.76%	13 days, 21 hr, 28 m, 16 s
Virtual Advisor	144	33	14	2	1,606,250	42.42%	23 hr, 59 m, 31 s	6.06%	49 days, 20 hr, 36 m, 44 s
Pay per Click Ads	21,229	15,024	539	1	2,577,900	3.59%	22 hr, 21 m, 52 s	0.01%	25 days, 20 hr, 18 m, 57 s
High School Fair	183	4	4	1	648,000	100.00%	00 hr, 00 m, 00 s	25.00%	79 days, 17 hr, 43 m, 11 s

The drop-off points

Automation Report

Unique Leads Entered
All Time
(Account Timezone)

50

Exit Actions Completed

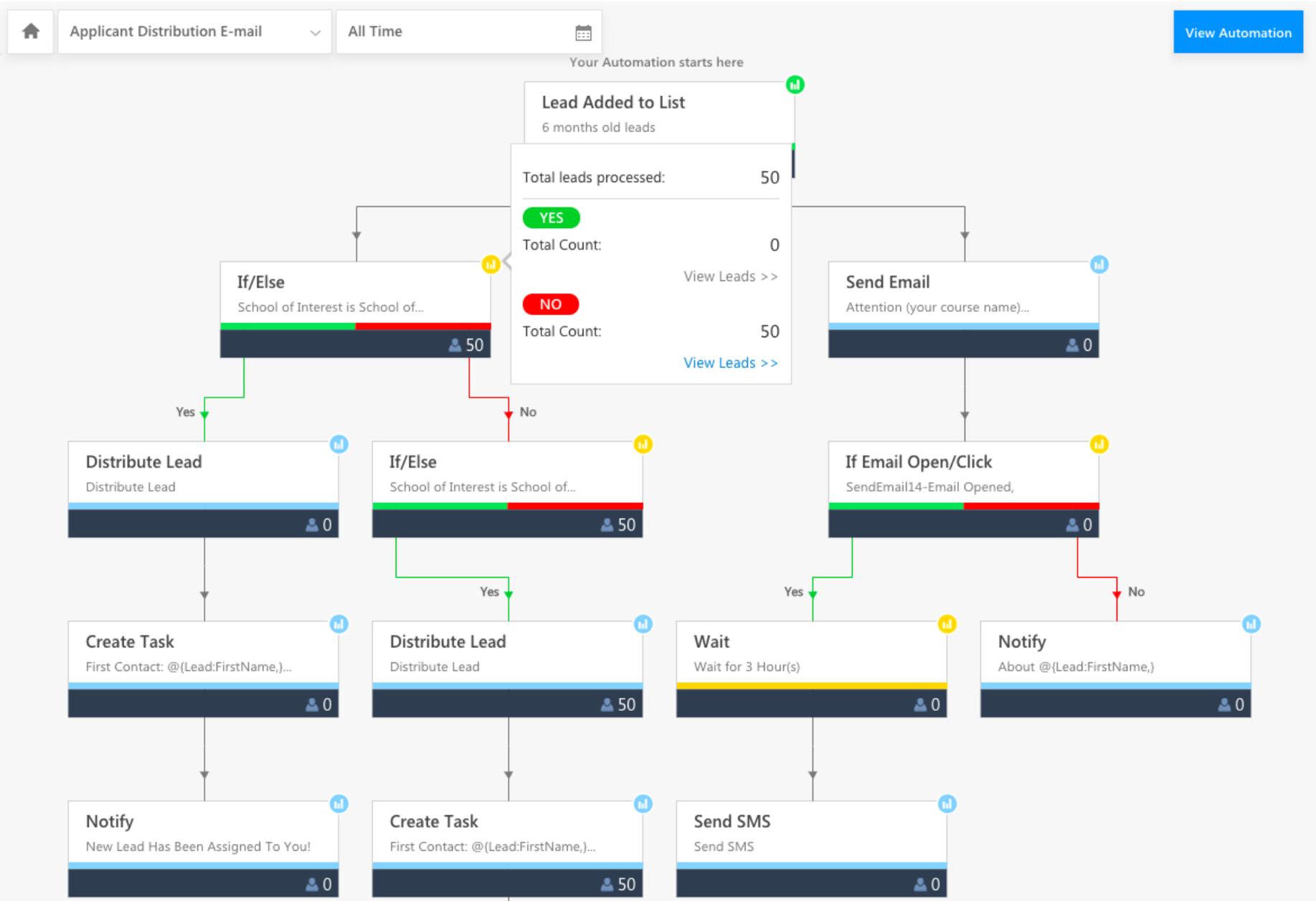**50**
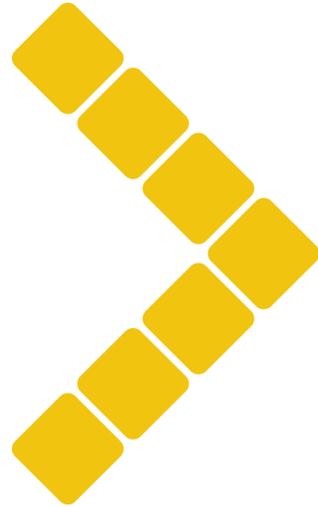
Published On : 05 Sep, 2018 07:21 AM
Created On : 05 Sep, 2018 07:20 AM
Created By : System
Modified By : Milan Admission Head

Applicant Distribution E-mail · All Time · View Automation

Your Automation starts here

Lead Added to List
6 months old leads

Total leads processed: 50

YES
Total Count: 0
View Leads >>

NO
Total Count: 50
View Leads >>

If/Else
School of Interest is School of...
👤 50

Send Email
Attention (your course name)...
👤 0

Yes — No

Distribute Lead
Distribute Lead
👤 0

If/Else
School of Interest is School of...
👤 50

If Email Open/Click
SendEmail14-Email Opened,
👤 0

Yes — No

Create Task
First Contact: @{Lead:FirstName,}...
👤 0

Distribute Lead
Distribute Lead
👤 50

Wait
Wait for 3 Hour(s)
👤 0

Notify
About @{Lead:FirstName,)
👤 0

Notify
New Lead Has Been Assigned To You!
👤 0

Create Task
First Contact: @{Lead:FirstName,}...
👤 50

Send SMS
Send SMS
👤 0

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

Try it Free

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

Connected
Maintain effective, personalized messages with applicants throughout the journey

5

Cost effective
Achieve a high ROI with LeadSquared's competitive pricing model