Effective Marketing When You Have No Money
Bart Caylor, Caylor Solutions
Your School Can Do Effective Education Marketing. Period.
WARNING
NO WHINING ZONE
No Ifs, Ands, or Buts.
MUST HAVES

Enrollment-focused website

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.
Dealing with Constant Change

"YOU MUST UNLEARN WHAT YOU HAVE LEARNED"
Marketing on a limited budget takes creativity, discipline, scrappiness, and a willingness to be okay with authenticity over perfection.
Authentic vs. Perfection: Gen Z has the strongest BS filter of any previous generation because they’ve grown up in an era where information was available at all times.

#1 Way to Market
With a Shoestring
Budget is
Content
Content makes you and your organization the authority on whatever you choose to publish.
Per dollar spent, content marketing generates 3X the number of leads than paid search.

Content marketing drives higher conversion rates than traditional marketing: 6X.

http://content.kapost.com/Aberdeen-ContentChaos
Success flows to organizations that inform, not organizations that promote. – Jay Baer, YoUtility
Content makes you and your organization the authority on whatever you choose to publish.
Part One – Why Bible College?

Part One is written to friends and family who are not convinced of the need for Bible college. Part One is meant to show some of the benefits of Bible college and give a few Bible principles on why it might be for you or someone you know. Part One is wholly dedicated to building a strong case for Bible college. It is the core of why my home church emphasizes Bible college as a good idea for all who are searching for God’s direction in life.

Part Two – How Do I Prepare?

Part Two talks to prospective students about some general yet practical ways that he or she can prepare for Bible college. It is written to those who are already planning on attending Bible college and provides several different areas in which they should prepare.

Bonus Chapter – What About Heartland?
The Addendum (Bonus Chapter) talks about my Alma Mater—Heartland Baptist Bible College in Oklahoma City, OK—and discusses some aspects that are unique to Heartland. It is written to those who have already decided that Heartland is the place they want to go to Bible college, and it gives plenty of Heartland-specific advice and nuances. If you are not attending Heartland, you can skip this chapter.

In addition to the Heartland-specific discussion, the Bonus Chapter includes a few sample letters that were given to a prospective student just weeks before he entered college.

Epilogue – Your First Year

The Epilogue provides a perspective on a student’s return home after a year at Bible college. The epilogue gives some simple, practical advice on what to expect and how to react when SO much has changed in the student and not much has changed at home.
Blended Leaders Design Spaces and Care for Spaces

Is it any wonder, then, that spaces like Slack are being called the office of the future? As Scott Rosenberg points out in an article called “Shut Down Your Office. You Now Work in Slack,” Slack, which has picked up millions of users (and millions of dollars in funding) in a rather short period of time, “almost demands a certain level of casual play” (Rosenberg, 2015). Slack’s features (messaging, group conversations, attachments, API integrations) are not unique in the realm of productivity and communications platforms. What is unique is the way that Slack weaves these features together for seamless integration across multiple devices, providing app/dock notifications when there is something to which users need to pay attention. Slack works for people because it meets them where they work and it supports them in working the way they would like to work, tying them to digital spaces they can park in their pockets rather than physical spaces where they have to park themselves.

Leaders set the conditions for work, monitor them, adjust them as needed, and promote change in them when needed. Blended leaders, always on the lookout for the point of highest impact and greatest leverage, realize that you have to cast your line where the fish are. They don’t stubbornly fish in the same nook because that’s where they have always fished. And they don’t try to force the fish to return to the old nook in order to be caught.

College admissions provides a good example. If you were charged with “selling” a college to a prospective student body, you would assume that your greatest asset would be the campus itself—the manicured lawns, the student spaces, the ancient trees, the immaculate buildings, the modernized dorms, flying Frisbees, the lake next door... Yet Caylor Solutions recently released a summary of some key points from a student survey conducted with users of Chegg, an online textbook provider, and Uversity, a higher education data and communications platform. Here’s what they found: 79 percent of students “reported that they would drop a school from consideration” if their experience of the school on the school’s website did not meet their standards. And, 97 percent of the students surveyed reported that they consumed these websites via mobile devices (Caylor, 2014).

In principle, admissions directors have the same job they have always had—to attract and admit the right students—but their tactics must shift, much like the tactics of the US military, detailed in our introduction, had to shift when the state of modern warfare shifted. The same goes for school teachers and school leaders. Reshan stopped writing this book in order to care for the writing space of this book. He redefined his role for a few days to best serve the larger goal of the team. Sometimes you have to disrupt the default; sometimes you have to work in a different way; sometimes you have to add a different hat to an already crowded head.

Some of this thinking came from an analogous experience Steve had while working with a communication and marketing professional who
DATA FOR WEB & SOCIAL MEDIA FOR HIGHER EDUCATION

We recently came across a set of new data from the U.S. News and World Report ranking. The complete deck can be downloaded directly from the U.S. News site, but we thought a quick overview in the form of an infographic would be helpful to illustrate the data for web and social media for higher education.

DIGITAL MARKETING HIGHER EDUCATION
CRITICAL DATA FOR YOUR WEB & SOCIAL MEDIA PLANNING

79%
Students who reported that they would drop a school from consideration if they have trouble finding information on the institution’s website.

45% of users make judgements about the credibility of a website within 3.2 seconds based upon initial impressions including design, layout and formatting.

97%
View College Websites on Mobile Devices

Download our FREE Caylor Solutions Education Resource: Guide to Website Redesign Planning by filling out your information below. Learn more here.

First Name *
Josh

Last Name *
Dabik

Organization Name
South Florida State College

Email *
webmaster@sflcc.edu

Submit
Claim Your Authority

- Subject
  - Bible College
  - Scripture Expertise
  - Apologetics/Other Interest or Specialty
  - Type of Ministry (Urban, Rural, etc.)
  - Google Trends

- Location

- Methodology/Approach

- Individuals (Professors, President, etc.)
+$2500 Budget

$10 Per Day x 250 Working Days = $2500 Per Year
BombBomb

- Interactive video email.
- Admissions and Development Use
- Personal Touch for GenZ
- bombbomb.com?bbref=CAYLORSOLUTIONS
360° Camera

- Virtual Campus Tours (photos/videos)
- Explainer Video
- Virtual Reality Applications
- Ricoh Theta S Digital Camera

Resources:
- CNET reviews
- Theta360.com
- Forbes Article January 2017

Balance: $1673
Selfie Stick

- Use with 360° Camera
- Use with SmartPhone recordings
- Other cameras (GoPro)
Stabilizer & Mic

- Use with SmartPhone recordings
- Professional video and audio

Caylor-Solutions.com | 317-985-7375

Balance: $1446
Lavalier Mic

- Use with SmartPhone recordings
- Other cameras (GoPro)
- Professional sound for videos
Light Kit

- Home Depot Materials
- Use for SmartPhone recordings
- Testimonials
- Interviews

Resources:

- Wistia.com

Full list of tutorials on creating video-based content.
Backdrop

- Use for Smartphone recordings
- Testimonials
- Interviews
- Instant studio in empty or unused room
- Backdrop Kit: $36 Paper: $70 Cloth: $20

Caylor-Solutions.com | 317-985-7375

Balance: $1191
iMovie/Clips

- Simple videography
- Use on SmartPhone as App
- Also consider options for Android
Mevo

- Livestreaming broadcasts (Facebook Live)
- Multiple cameras in one
- Control from SmartPhone

Resources:
- GetMevo.com
- Tutorials, Ideas

Balance: $935
Blue Yeti Mic

- Podcasts
- Voice Overs
- Screencasts

Resources:
- Podcast tutorials
- Soundcloud

Balance: $806
Wordpress Blog

- Year Hosting
- Weekly blog answering the questions prospects and parents have
- Newsletter automation with Mailchimp
- Best SEO

Resources:
- Wordpress.org
- Yoast SEO

Balance: $656
Mailchimp

- Email distribution
- Newsletter Automation
- Blog Automation
- Free up to 2000 subscribers
- 25,000 email credits = $250 – 15% nonprofit

Balance: $443
Snagit

- Screencasts
- Screen captures
- Explainer Videos/Demonstrations
- How to fill out an application, using the net price calculator, etc.

Resources:
- Techsmith.com
- Snagit Tutorials

Balance: $393
Piktochart.com

- Infographics
- Explainer Graphics
- Instructographics
- Non-profit discount on pro package
Syndication

- Syndicate original content
- LinkedIn
- Medium.com
- YouTube
- Vimeo

Resources:
- LinkedIn
- Medium.com
- YouTube
- Vimeo
- Others

Balance: $353
Automation

- Hootsuite/Buffer
- Coschedule
- Feedly.com
- Zapier.com
- Automate content into social media

Resources:
- Buffer
- Hootsuite
- Zapier
- IFTTT
- Feedly
- Coschedule

Balance: $113
Fiverr

- Freelance marketplace
- “Gigs” $5 each
- $100 = 20 gigs

Resources:
  - Fiverr.com

Balance: $13
Starbucks

- Coffee for your planning session.
Content doesn’t just happen. You must have a plan and do the work.
Three Exercises

1. Think through ideas for content based upon what prospects want. What are the questions?

2. How can you create original content that prospects will consume?

3. What resources do you need to create and manage content?
Question & Answers

Media & Websites That Empower Enrollment Growth
Bart Caylor

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

caylor-solutions.com
@bartcaylor

slideshare.net/bartcaylor