7 steps to dramatically increase your enrollment rates

1. Understand motivation
2. Tell a compelling story
3. Focus on Quality leads
4. Reduce Response time
5. Keep them Engaged
6. Embrace Technology
7. Analyze & Improve

Actionable tips and tricks to increase admission efficiency

Presented by:

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Founder and CSO
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Nilesh Patel
Founder & CEO
LeadSquared
I am your host

Nilesh Patel
Founder

LeadSquared is an admissions acceleration and student engagement platform for colleges and universities which helps to fill seats faster
Today’s special guest

Dr. Ajay Shukla
Co-Founder

Ajay heads strategy, consulting and digital services for the firm and has worked with over 30 universities in UAE in the areas of branding, marketing, innovation and international student enrollments. He hold a Ph D in Education Management from US.
Life of Admission Team is Tough

Admission teams worldwide are under tremendous pressure to fill more seats with limited resources and shrinking pool of applicants.

- 34% of colleges met new student enrollment targets
- 55% of the admission directors are very concerned about the target
- 95% of all call center activity by colleges results in no answer.
- 30% Increase in institutions from 1980 to 2015
I am working so hard but am struggling to meet my enrollment targets.
Understanding Motivation
Why student motivation is important for a school?
Motivation influences decision making and motivated applicants are more likely to make a decision to enroll and stick with your programs for longer term.

Why it is important for schools to understand student's motivation?
By learning applicant's motivations schools can better connect with the applicants.
My brand positioning doesn’t seem to connect with my audience
Landing page case study
Conversion optimization landing page test for Sunstone Business School
Conversion = 18%

350% more signups
Decision-making isn’t logical, it’s emotional

In fact even with what we believe are logical decisions, the very point of choice is arguably always based on emotion.
Compelling Story-telling
Tell a compelling story

Story can be told in one line
Tell a compelling story

Your Story distinguishes your school

1 in 5 teenagers will experiment with art.

Know the warning signs of art.

"Do you want to end up an illustrator like your sister?"

"Your son has been sculpting again."

Talk to your kids about art school. Cement for Creative Success.
The story is often around us
This is their 2017-2018 viewbook, which won a Best in Show distinction at this year’s Educational Advertising Awards.
Story about a single mother with no real education or career experience, who works as a restaurant manager, decides that’s not the life she wants for her and her daughter. Returns to Moraine Valley, where she’d previously taken a few classes, and trains to become a nurse, while working two jobs and raising her daughter. Impactful quote about how she wants to be a good role model for her daughter. She ended up getting a job as a hospital operating nurse, and now plans to go back to school to further her nursing education.
Why Storytelling?

**Stories inspire action**

- learn about your institution
- contact the school for information
- attend information sessions
- follow your school on social media
- apply to a program
- accept an offer to attend your school
- refer your school or program to others
Generate high quality leads
I have no/partial control on the website/social media
Generating quality leads

Have you defined a good quality lead?
Have you assigned the stages to your leads? Do you have a visibility into your admission funnel?

Do you know the sources generating the best quality leads for you?
The bad leads are likely to cause more damage than just the money spent to acquire them. The further they go into the admission funnel, the more resources they eat up.

Best Source
- Inquiry Stage = 23
- Interview Scheduled= 20
- Interested = 19
- Not contacted = 19
- 83 leads

Worst source
- Inquiry Stage = 5
- Interview Scheduled= 3
- Interested = 2
- Not contacted = 15
- 25 leads
Use of technology to identify quality lead

- Completes an request for information form
- Spends 5 minutes on financial aid page
- Email opened and link clicked
- Sent email with financial aid details
- Visits athletics page
- Read news article
- Sent the schedule for the upcoming football season
- Did not open the email
Align your strategy and operations
Reduce response time
Route enquiries to appropriate team members

Location: Tampa, Florida

- New York Campus
- Tampa Campus
- Georgia Campus
Send relevant information instantly

Applicant’s Source

Views Scholarship’s page
spends 10 minutes

Views MBA page
spends 3 minutes

Views Fee page
spends 8 minutes

Automated email sent
Fee structure
Notify admissions team as soon as any important event happens

Hi Lisa,
Riley has checked out our fee page twice today. She is still on the website. Please contact her

[Call] [Text] [Email]
Keep them engaged
My prospects are not engaged
Easy to create workflows
Identify the dropout points
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 Times</td>
<td>Average person checks their phone 46 times per day</td>
</tr>
<tr>
<td>67 Texts</td>
<td>The average Millennial exchanges an average of 67 text messages per day</td>
</tr>
<tr>
<td>77%</td>
<td>77% of students want relevant information from colleges via text</td>
</tr>
<tr>
<td>59%</td>
<td>59% of students say a college can text them first</td>
</tr>
<tr>
<td>91%</td>
<td>91% of people who text prefer it over voicemail</td>
</tr>
<tr>
<td>91%</td>
<td>91% of teens with cell phones actively text</td>
</tr>
</tbody>
</table>
Embrace Technology
Do you really have a choice?

The three R’s

Rapid
Relevance
Reach
The power of data
Learning new technology is a challenge. Isn’t it?
Analyze & Improve
My targets are being raised and my budget is being reduced. Help!
Full visibility with LeadSquared reports
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.

Any questions for us?
Thank you

Enrollment Acceleration Platform

1. **Ease of use**
   - Forget bulky CRM implementation and steep learning curve. We will get you 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