Reports To BOOST Enrollment

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Hosted by Leadsquared
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Quick definitions

- ROI – Return on investment
- CPL – Cost per lead
- PPC – Pay per click
- YOY – Year over year
- Landing pages
Why even pull reports?

- Evaluate performance
- Distribute marketing budget
- Find holes in your recruiting process
Reports tell a story
Reports tell a story

Weekly

Quarterly
Where to pull reports
Leadsquared dashboard
Overview

- Weekly
- Monthly
- Quarterly / Annually
- After a class start
- By admissions rep.
REPORTS TO PULL WEEKLY
Number of Leads by program (YOY)

- Know the trends of your programs
- Know the programs that might need a boost in your marketing spend
- Compare multiple campuses
- I like to pull this report every Monday morning, comparing Mon – Sun of previous week
Media Source of Leads

- Sources of leads will change your talk track for admissions
- See what’s working in your budget

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quora</td>
<td>1</td>
</tr>
<tr>
<td>Google Ads</td>
<td>2</td>
</tr>
<tr>
<td>Email</td>
<td>2</td>
</tr>
<tr>
<td>Social Media</td>
<td>7</td>
</tr>
<tr>
<td>adwords</td>
<td>20</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>25</td>
</tr>
<tr>
<td>Facebook</td>
<td>51</td>
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</tbody>
</table>
REPORTS TO PULL MONTHLY
Overarching glance of lead flow month-over-month
If campus 3 is declining YOY, how is your budget being split up? Does your message need to be different in that market?
CPL by Media Source

- Lower the better
- Is your cost going up? What’s changed?
  - Landing pages
  - Verbiage on ads
  - Targeted demographics
- Indirect Marketing – not as easily measured
Landing Page Conversion Rate

Landing Page Conversion Analysis by Weekday

- Landing Page: Any Page
- Select date range: Last 30 days
- Run Report

Graph showing visits, submissions, and conversion rate by weekday.

- Sunday: 12.02%, 100 visits, 1 submission
- Monday: 11.09%, 120 visits, 3 submissions
- Tuesday: 7.62%, 200 visits, 2 submissions
- Wednesday: 9.70%, 250 visits, 2 submissions
- Thursday: 9.25%, 150 visits, 1 submission
- Friday: 12.98%, 300 visits, 5 submissions
- Saturday: 7.83%, 200 visits, 4 submissions
Website Traffic

- Number of new visitors
- Where are they coming from?
- Average time spent on your page
- Most visited pages
- Desktop vs. mobile users
Email Open Rates

Email Campaign Subject Line Analysis

<table>
<thead>
<tr>
<th>Subject</th>
<th>Sent on</th>
<th>Messages Delivered</th>
<th>Open Rate</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar: Tomorrow We reveal the hidden motivations of your prospective students</td>
<td>25-Jul-2018 21:19</td>
<td>1,531</td>
<td>56.30%</td>
<td>0.85%</td>
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<tr>
<td>Did You Find Your Applicants’ Motivation?</td>
<td>01-Aug-2018 23:16</td>
<td>164</td>
<td>43.42%</td>
<td>1.83%</td>
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<td>Webinar: Recordings and other goodies (Inside)</td>
<td>31-Aug-2018 12:44</td>
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<td>6.09%</td>
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<td>Webinar: Recordings Attract and Engage Prospective Students</td>
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<td>16.52%</td>
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<tr>
<td>Webinar: Recording - thanks for signing up!</td>
<td>09-Jul-2018 16:30</td>
<td>193</td>
<td>39.90%</td>
<td>10.36%</td>
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<tr>
<td>You Missed Your Applicants’ Hidden Motivation Last Thursday!</td>
<td>01-Aug-2018 23:08</td>
<td>136</td>
<td>38.97%</td>
<td>2.21%</td>
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<td>@Lead/FirstName_1 -- Bhavya</td>
<td>09-Jul-2018 13:00</td>
<td>110</td>
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<td>@Lead/FirstName_2 -- Bhavya</td>
<td>23-Aug-2018 16:20</td>
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<td>5.70%</td>
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<td>@Lead/FirstName_3 -- Bhavya</td>
<td>01-Aug-2018 19:54</td>
<td>712</td>
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<td>1.54%</td>
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<td>Simplifying Field Sales - Sell More on the Go!</td>
<td>30-Jul-2018 18:27</td>
<td>316</td>
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<tr>
<td>How Jeni Reduced Beauty Schools’ Admission Cost</td>
<td>23-Aug-2018 18:41</td>
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<td>5.41%</td>
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<td>Attract and Engage Prospective Students</td>
<td>01-Aug-2018 23:56</td>
<td>133</td>
<td>29.22%</td>
<td>3.01%</td>
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</tbody>
</table>
REPORTS TO PULL QUARTERLY + ANNUALLY
Number of Leads (YOY)

- Again, compare your trends
  - You may need to spend more in certain months based on search volume

- If Q1 is behind in lead flow, you may have to pump more ad spend in Q2

- Gauge realistic start goals using your lead flow trends – don’t come up with a random number!
Media Source of Leads

![Bar chart showing top sources of leads]

- Quora: 1
- Google Ads: 2
- Email: 2
- Social Media: 7
- Adwords: 20
- LinkedIn: 25
- Facebook: 51
Ad Analysis of Campaigns

- Which FB/Instagram ads are getting more clicks?
- Which demographics seem to be engaging with you more?
- Have you tried targeting military, moms, Gen Z – how did those perform?
REPORTS TO PULL AFTER A CLASS START
Time to Enroll

- Eye-opening for admissions
- Helps your team focus on old leads!
Media Source of Starts

- Know what actually worked!
- Referrals down? Could be a culture problem
REPORTS TO PULL BY REP
Contact Activity

- Calls
- Texts
- Emails
- Appointments and show rate
Conversion Rate

- You should have this number at the top of your head!
  - How many enrollments by leads?
  - Average is 12-15%
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