

MARKETING
AUDIT

FIND OUT HOW YOUR MARKETING STRATEGY STACKS UP

A smart, optimized marketing strategy is crucial to your institution's success. Ensure you're reaching best-fit students, maximizing your ROI and building the right reputation with a Marketing Strategy Audit from Keypath Education.



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WHAT IS A MARKETING STRATEGY AUDIT?

A Marketing Strategy Audit is a comprehensive, tailored review of your institution's marketing efforts performed to ensure you are reaching the right prospective students at the right time, with the right mix.

WHY INVEST IN A MARKETING STRATEGY AUDIT?

In today's global market, prospective students are overwhelmed with options. To enroll a best-fit class, you have to reach the right students at the right time – online, at home and in a way that speaks to their needs. Is your current marketing strategy up for the challenge?

Keypath Education experts determine where your marketing succeeds, where you have room to grow, and how to take your employees and their efforts to the next level.

By investing in a Marketing Strategy Audit, you'll make sure your time, energy and money result in optimized marketing campaigns that achieve the highest possible ROI.



HOW ARE AUDITS PERFORMED?

Our approach isn't one size fits all. We offer three auditing options and will work with you to determine which makes the most sense for your institution. Audits are available as one-time projects or recurring projects performed monthly, quarterly or biannually.

I. CHANNEL-SPECIFIC AUDIT:

Deep dive into the effectiveness of your efforts in any combination of channels, including:

- Digital Media – Analysis of paid search strategy (including account structure, quality scores, targeting, bid strategies, CTRs, conversion rates and more), digital creative, paid social and online display.
- Traditional Media – Review of rate assessment, share of voice comparison (including competitor data), expense per student, strategy, market allocation and creative materials.
- SEO and Content Marketing – Examination of on-page and off-page search engine optimization (SEO), conversation optimization, user experience, mobile best practices, content strategy, data review, functionality analysis and competitive position.
- Social Media – Exploration into brand mentions, competitor mentions, social channel inventory and analysis, channel health and engagement.
- Email Marketing – Assessment of workflow, creative branding and performance (including open, click-through and unsubscribe rates).
- Pay-Per-Inquiry – Examination of vendor and product, opportunities, rate vs. market by source, call center practices, landing page optimization and more.
- Creative – Breakdown of messaging strategy, consistency, saturation, and creative campaign vs. brand definition.

2. PERSONNEL SCREENINGS:

Your employees are your most valuable assets, in terms of both investment and return. A candidate skill screening of new marketing candidates and/or evaluation of current marketing employees by certified, experienced Keypath experts will confirm you have assembled the right team; that the team receives appropriate training; and that you're making the most of the team's natural abilities, skills and preferences.

3. COMPREHENSIVE MARKETING AUDIT:

This complete audit examines every aspect of your marketing strategy. From new hires to tenured employees, from digital strategy to creative consistency, we'll inspect all marketing investments and evaluate how they work together.

In addition to the specific channels outlined in options one and two, we will review KPIs, budget, enrollment data, market share, creative strategy, staffing analysis and more, to provide you with the most inclusive view of how your marketing strategy is performing and where improvements can be made.

WHAT SHOULD I DO WITH THE RESULTS OF MY AUDIT?

When we go over the results of your audit with you, we will include recommendations for improving overall marketing and channel-specific marketing efforts. Implementation of audit recommendations is also available.

HOW DO I KNOW THE INFORMATION RETURNED BY THIS AUDIT IS VALUABLE?

This third-party review of your campaigns helps you ensure you're implementing best practices in your marketing efforts – something that can be difficult to gauge on your own, since trends, metrics and industry standards change so often. Plus, your audit results are benchmarked against peer schools using Keypath's deep proprietary data, so this assessment serves as an inside look at how you stack up against the competition.

WHY KEYPATH?

For more than 26 years, Keypath Education has led the industry in providing top-notch marketing to schools and universities. As the education and marketing landscapes have grown and changed over the decades, we've been there. Our experience, research and innovative techniques mean we've accumulated expertise that translates into smart, creative, personalized marketing – with the data to back it up.

Your audit will be performed by in-house senior and higher-level employees with appropriate marketing certifications. For example, all Keypath digital media employees are AdWords, Marin and Bing certified.

SIGN ME UP!

A smart, optimized marketing strategy is crucial to your institution's success and your bottom line, and a Marketing Strategy Audit is the most efficient, data-driven way to measure and improve upon your marketing strategy. Ready to learn more about how Keypath Education audit capabilities can help you maximize ROI?

CALL Aaron Edwards, SVP of Enrollment Partnerships, at:

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