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ONLINE UNIVERSITIES CHEAT SHEET

You want to attract the brightest, most curious minds to study with you.
But if you don't know what's leading to applications, how will you get more?
Like Aerosmith, you don't want to miss a thing.

Clarity *from* conversation

5-point cheat sheet

Get your marketing attribution right from the start to continuously improve your results. When planning your marketing tactics, keep this attribution cheat sheet handy to ensure you know where prospective students are coming from, and how to attract more.



ONE: Decide on the attribution model that suits you the best



TWO: Pick and monitor the metrics that will indicate success



THREE: Track outcomes for every channel you're using



FOUR: Pick how to attribute students returning for further courses



FIVE: Connect customer journeys across channels as much as possible

Clarity *from* conversation

Knowing the clicks that lead to calls

Setting up call tracking for your paid search is a straightforward task that will link your digital activity to those all important phone calls. With good prior planning, these are the steps you should aim to hit before you reach peak calling periods.

Interested?

Infinity is trusted by online universities all over the United States. Start a conversation with us today to ensure no student journey is missed again.

GOOD

Tracking calls that came from PPC and adjusting your keyword bids accordingly.

BETTER

Connecting your CRM system to your call tracking provider so you can manually adjust your PPC tactics for outcomes you desire...

BEST

Fully automated PPC feedback loop linking your CRM system to Google Ads.

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