



*“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”*

--- Seth Godin

## Understand



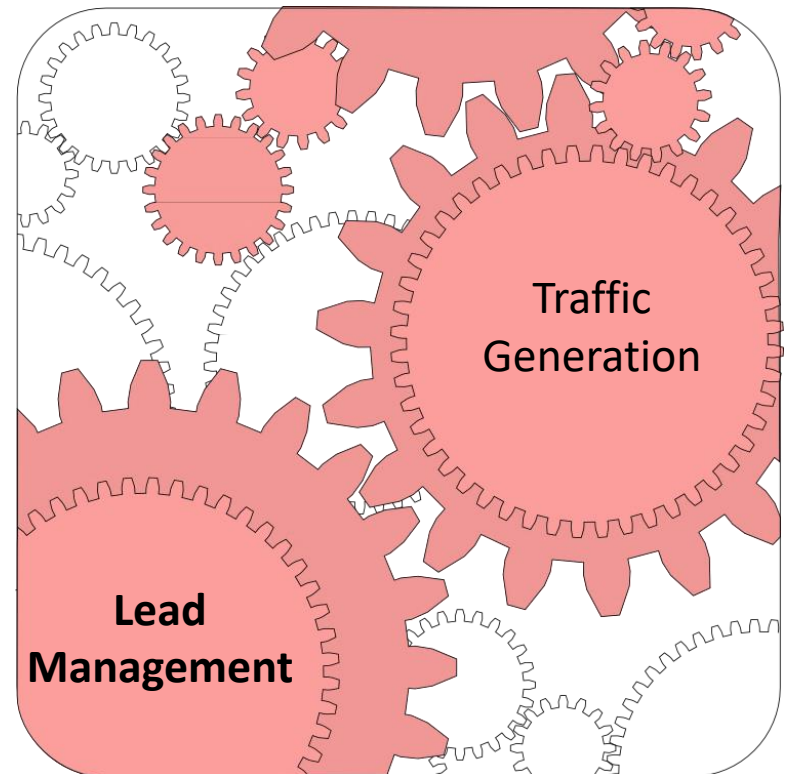
# Presentation Topics

## Understand

- ✓ Overview
- ✓ Traits
- ✓ Stages
- ✓ Matrix

## Understand Key Tasks

- 1 Understand Traits
- 2 Understand Stages
- 3 Develop Matrix



Do some **snooping...**



Prospective  
Students are not  
the same





they have  
different  
traits



they are at  
different  
steps in  
their  
lifecycle  
stages



The same  
message  
won't work  
for every  
contact.



*Enroll  
Now!!*



By Caleb George Morris

# Ready?



# Lead Management



## Understand

- ✓ Traits
- ✓ Stages

Segment

Nurture

segment  
by  
contact  
**traits**





Geography





Undergraduate

Major



Role or  
decision  
maker  
status



segment  
by  
lifestyle  
**stage**





Visitor



# Prospective Student





Qualified  
Prospect



Opportunity





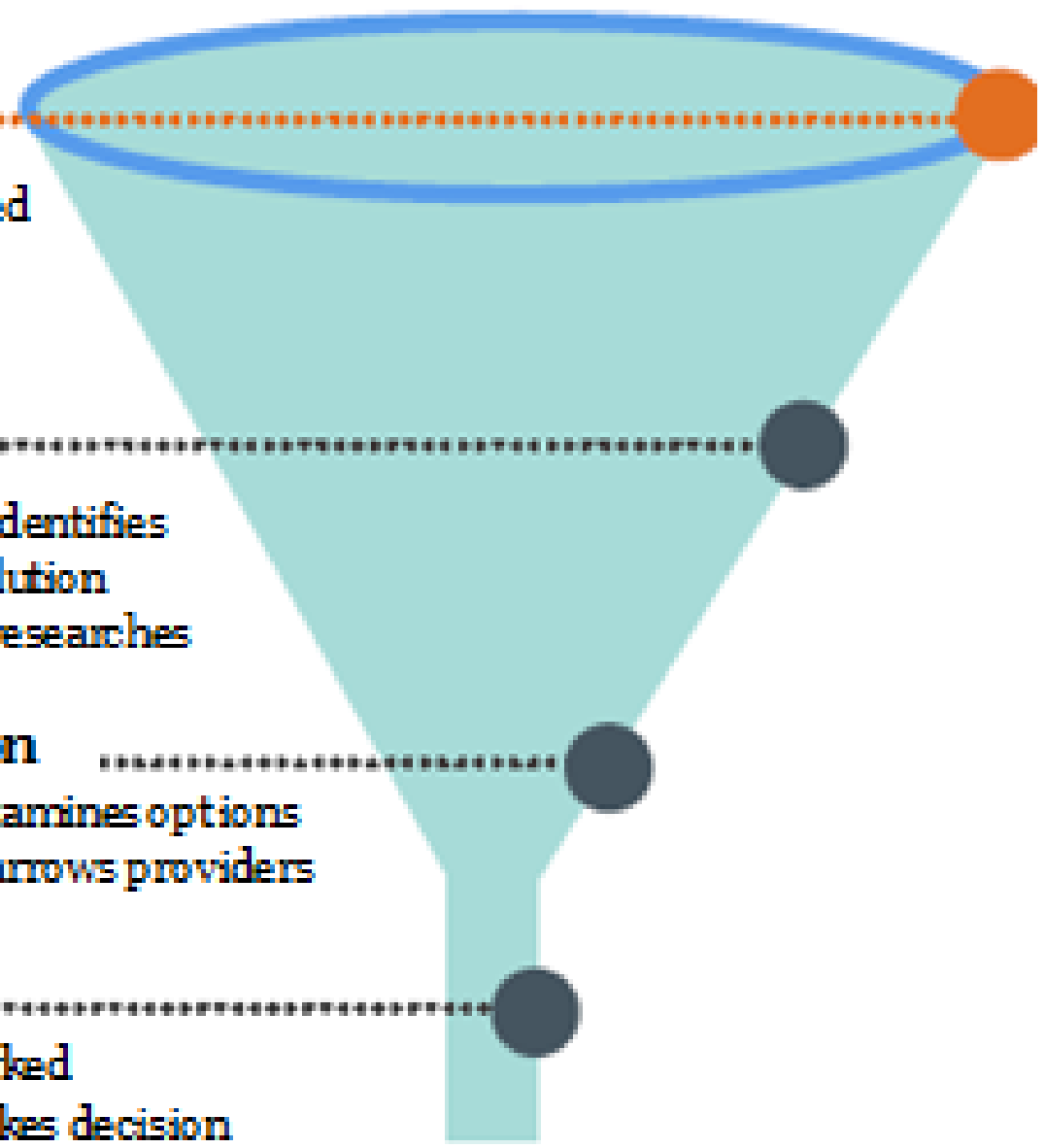
Enrolled  
Student

Mix  
and  
Match

Traits  
and  
Stages

Develop Content Offers





## **Awareness**

- Visitor gets acquainted with the brand
- Visitor realizes they need service

## **Research / Education**

- Prospective Student identifies problem requiring solution
- Prospective Student researches potential solutions

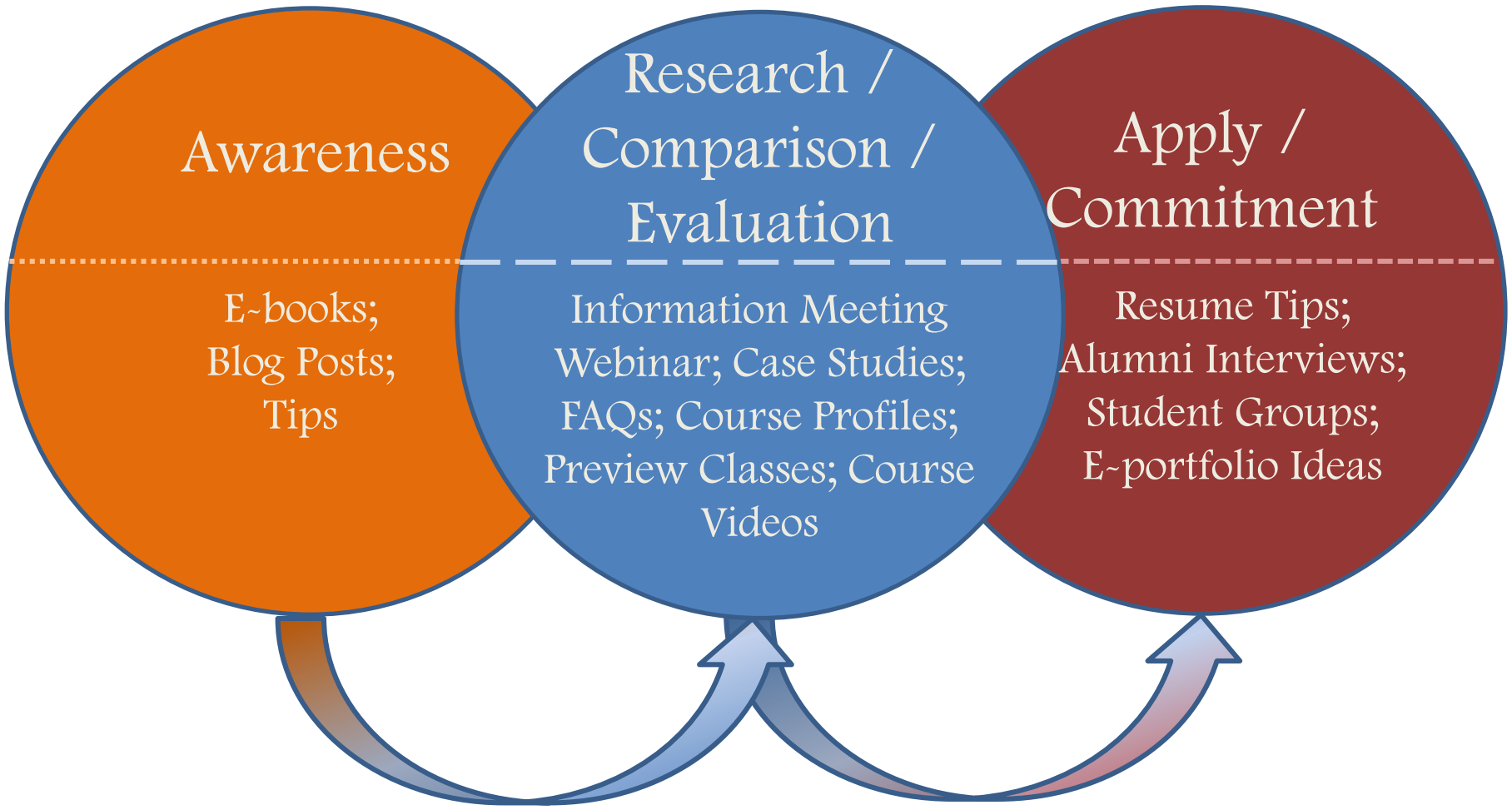
## **Comparison / Evaluation**

- Qualified Prospect examines options
- Qualified Prospect narrows providers

## **Apply / Commitment**

- Opportunity gets worked
- Potential Student makes decision

# Offers for Various Lifecycle Stages



# Matrix

## Offers for Various Traits / Lifecycle Stages



Lifecycle Stage / Trait	Visitor	Prospective Student	Qualified Prospect	Opportunity	Enrolled Student
<i>People</i>	Blog Posts		White-paper		Alumni Interviews
<i>Geography</i>		Video on specializations		Contact ASO	
<i>Degree / Certificate</i>	EBook about careers				Student Groups
<i>Influence</i>		Webinar	Informational Meeting		E-Portfolio Rqmts
<i>Degree</i>	3 Tips for Success				Resume Writing Tips
<i>Other</i>		Vision Statements	Preview Courses		Financial Aid
<ul style="list-style-type: none"> <li>➤ <i>What we do?</i></li> <li>➤ <i>Why from us?</i></li> <li>➤ <i>Why now?</i></li> </ul>	<ul style="list-style-type: none"> <li>○ Need</li> <li>○ Want</li> <li>○ Problem</li> <li>○ Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>○ Solutions</li> <li>○ Schools</li> <li>○ Tuition</li> <li>○ Degree Requirements</li> </ul>	<ul style="list-style-type: none"> <li>○ Contact</li> <li>○ Financial Aid</li> <li>○ Admissions</li> <li>○ "Trial" / "Demo"</li> </ul>		
	Awareness	Research / Education / Comparison / Evaluation		Apply / Commitment	



Page 6-7 of the workbook

- ❑ Understand Traits
  - ❑ *type of student; geographic locations; degrees; job titles; goals*

Page 8-9 of the workbook

- ❑ Understand Lifecycle Stages
  - ❑ *reasons for visits; classify prospective students; factors for qualification; opportunity to pursue; attributes of enrolled students*

Page 10-11 of the workbook

- ❑ Develop Matrix of Offers
  - ❑ *Brainstorm content offers for matrix of traits, lifecycle stages*

# workbook exercise #1

## ?? minutes

Develop various traits & lifecycle stages to create a matrix of content offers



Thank You!

*innovation*