



“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

Nurture

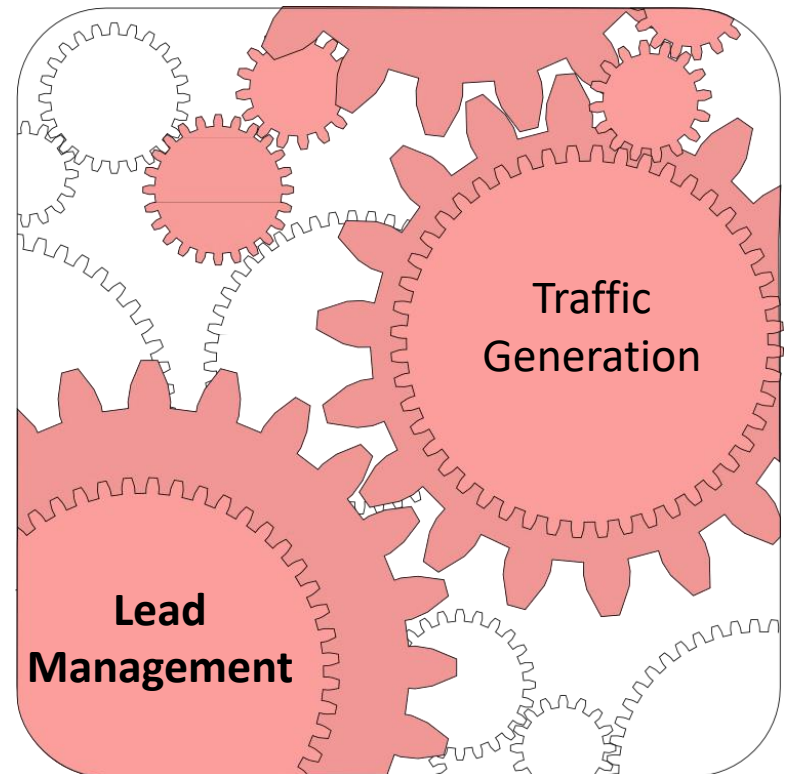
Information Sources



Presentation Topics

Nurture Key Tasks

- 1 Social Media Monitoring and Publishing
- 2 Calls-To-Action
- 3 Landing Pages
- 4 Email Campaigns
- 5 Workflows
- 6 Forms
- 7 **Information Sources**



Lead Management



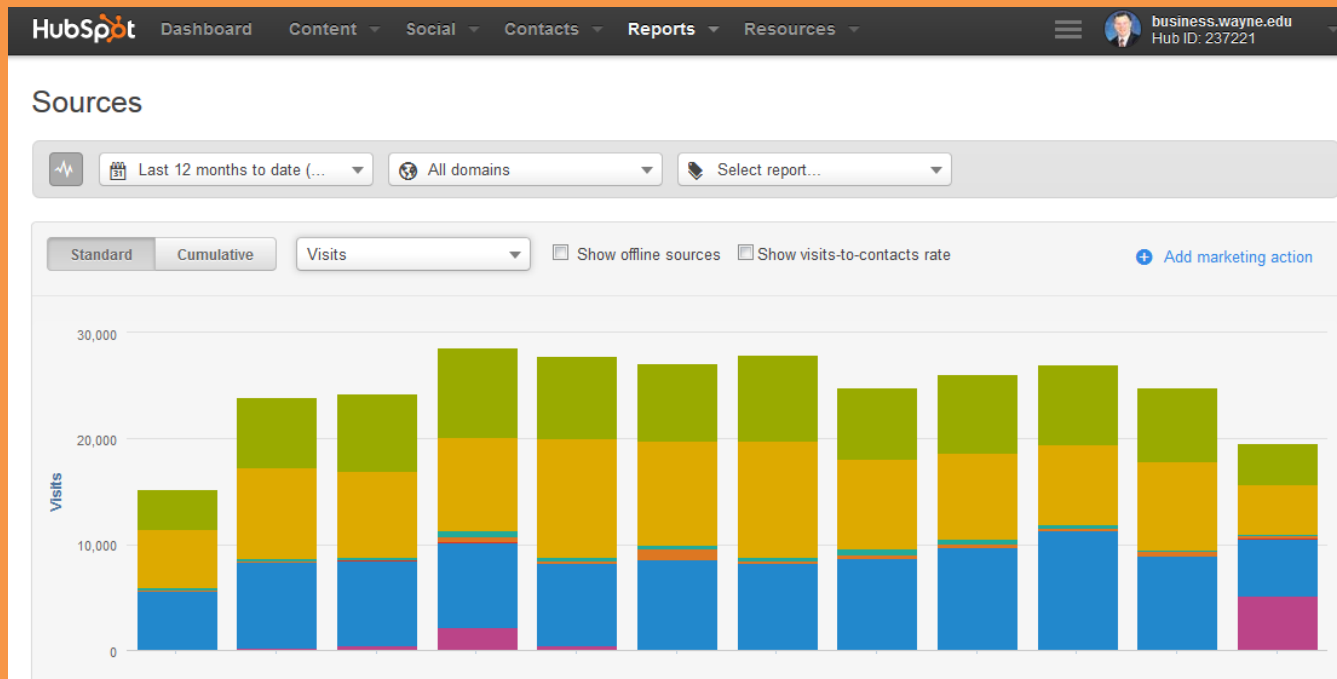
Understand










Segment

Nurture

- ✓ Social Media
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ *Email*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*


Information Sources



Source	Visits	%	Contacts	%	Customers	%	
 Organic Search Google, Bing, Yahoo, etc.	82,369	0.0%	25	0.0%	0	0.0%	
 Referrals Links on other sites	100,589	0.0%	49	8.2%	4	0.0%	
 Social Media Facebook, Twitter, LinkedIn...	3,966	0.1%	2	0.0%	0	0.0%	
 Email Marketing Email links	3,722	0.0%	1	0.0%	0	0.0%	
 Paid Search Paid search advertisements	221	0.0%	0	0.0%	0	0.0%	
 Direct Traffic Manually entered URLs	98,198	0.1%	71	0.0%	0	0.0%	
 Other Campaigns Other sources	8,395	0.0%	2	0.0%	0	0.0%	
 Total	297,460	0.1%	150	2.7%	4	0.0%	

Traffic Sources

Traffic Sources ▶ Referrals

Referrer	Visits	▲	%	Contacts	%	Customers	%	
wayne.edu	89,517		0.0%	41	7.3%	3	0.0%	
gradschool.wayne.edu	14,678		0.0%	7	14.3%	1	0.0%	
scholarships.wayne.edu	2,462		0.0%	1	0.0%	0	0.0%	
online.wayne.edu	2,083		0.1%	3	33.3%	1	0.0%	
transfercredit.wayne.edu	1,509		0.1%	1	0.0%	0	0.0%	
schoolcraft.edu	1,102		0.0%	0	0.0%	0	0.0%	
advising.wayne.edu	1,079		0.0%	0	0.0%	0	0.0%	
lumpapp1.wayne.edu	877		0.1%	1	0.0%	0	0.0%	
today.wayne.edu	838		0.0%	0	0.0%	0	0.0%	
find-mba.com	803		0.0%	0	0.0%	0	0.0%	

Traffic Sources

- Referrals

Traffic Sources ▶ Referrals ▶































schoolcraft.edu

Search...

Url	Visits	%	Contacts	%	Customers	%
http://www.schoolcraft.edu/sc-to-u/programs/wayne-state-university-partner	947	0.0%	0	0.0%	0	0.0%
http://schoolcraft.edu/sc-to-u/programs/wayne-state-university-partner	137	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/ws-u-program-req...	9	0.0%	0	0.0%	0	0.0%
http://schoolcraft.edu/docs/default-source/sc-to-u/ws-u-program-requirem...	4	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/ws-u-program-req...	2	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/sc-to-u/about-sc-to-u/wayne-state-university-p...	2	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/ws-u-program-req...	1	0.0%	0	0.0%	0	0.0%
Total	1,102	0.0%	0	0.0%	0	0.0%

Traffic Sources

- Referrals

Sorted by: Facebook Fans		Showing: Marketing Grade		Twitter Followers	Facebook Fans	Traffic Rank	Linking Domains	
	marshall.usc.edu Updated 6/14/14	59	3,588	11,288	5,099	1,545	 	
	fox.temple.edu Updated 6/14/14	81	4,550	10,924	22,342	30	 	
	bus.wisc.edu Updated 6/14/14	50	1,191	2,256	3,926	1,121	 	
	business.uc.edu Updated 6/14/14	60	2,367	1,452	30,837	256	 	
	bloch.umkc.edu Updated 6/14/14	52	860	1,436	41,061	109	 	
	cob.emich.edu Updated 6/14/14	54	4,314	1,335	132,319	6,012	 	
	mgt.buffalo.edu Updated 6/14/14	67	305	1,128	13,166	294	 	
	business.ucdenver.edu Updated 6/14/14	46	11	1,103	37,282	6,127	 	
	business.louisville.edu Updated 6/15/14	66	216	630	76,613	179	 	
	business.wayne.edu PRIMARY Updated 6/8/14	88	339	613	26,554	158	 	

Competitors Legend Where exactly does all this data come from?

Marketing Grade

A holistic measure of a site's online presence as measured by HubSpot's Marketing Grader on a scale of 0-100.

Source:
[HubSpot Marketing Grader](#)

Twitter Followers

Number of followers found for the Twitter account associated with this URL.

Source:
[Twitter](#)

Facebook Fans

Number of fans found for the Facebook page associated with this URL.

Source:
[Facebook](#)

Traffic Rank

Rank as compared to millions of other sites on the Internet. A lower rank is better.

Source:
[Alexa](#)

Linking Domains

The number of domains currently linking to a site as recorded by Moz.

Source:
[Moz](#)



fox.temple.edu

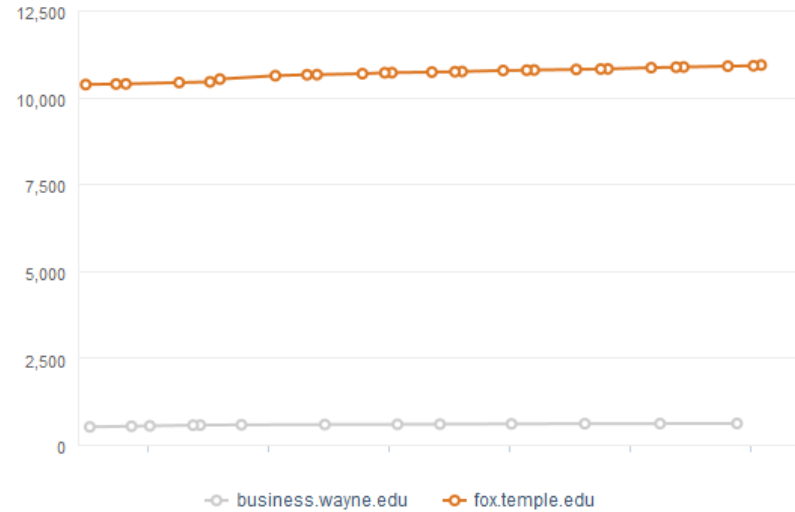


Head-to-Head

fox.temple.edu		business.wayne...
81	Marketing Grade	88
22.3k	Traffic Rank	26.5k
1.9M	Indexed Pages	3.9M
30	Linking Domains	158
4	mozRank	4.9
10.9k	Facebook Fans	613
4.5k	Twitter Followers	339

Trends

Facebook Fans Select range



- Back to Competitors
- Marketing Grader Report

Recent Tweets From @foxschool

Congrats @courtneyob91! That is a serious achievement! RT #rockfox bc I made #deanslist @templeuniv and @foxschool ...again! #onaroll

Recent Blog Posts From Fox School of Business | Temple University |

Philadelphia, PA

Conversion Assists


[Tutorial](#) [Tour](#)

All Pages Viewed By Contacts This year to date

Page	Assists
Post Baccalaureate Certificate in Information Systems and Management http://inbound.business.wayne.edu/post-baccalaureate-certificate-in-information-systems-and-management	59
Post-Bachelor Certificate in Information Systems Management - School of Business Administration... http://business.wayne.edu/certificates/ism.php	56
Welcome - School of Business Administration - Wayne State University http://business.wayne.edu/	40
Degree Programs - School of Business Administration - Wayne State University http://business.wayne.edu/degrees	37
Certificate Program Admissions - School of Business Administration - Wayne State University http://business.wayne.edu/admissions/certificates.php	34

Conversion Assists

Events Tutorial

 PBISM All types This year to date

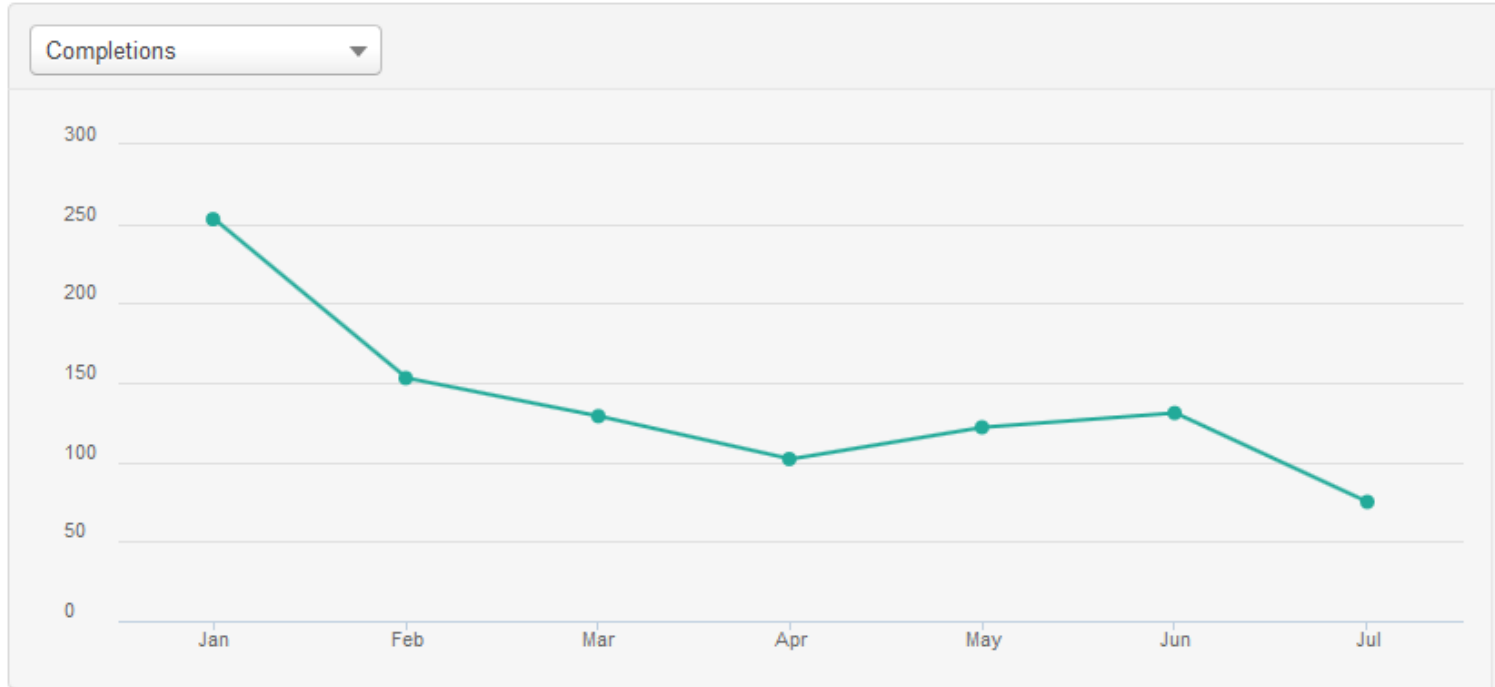
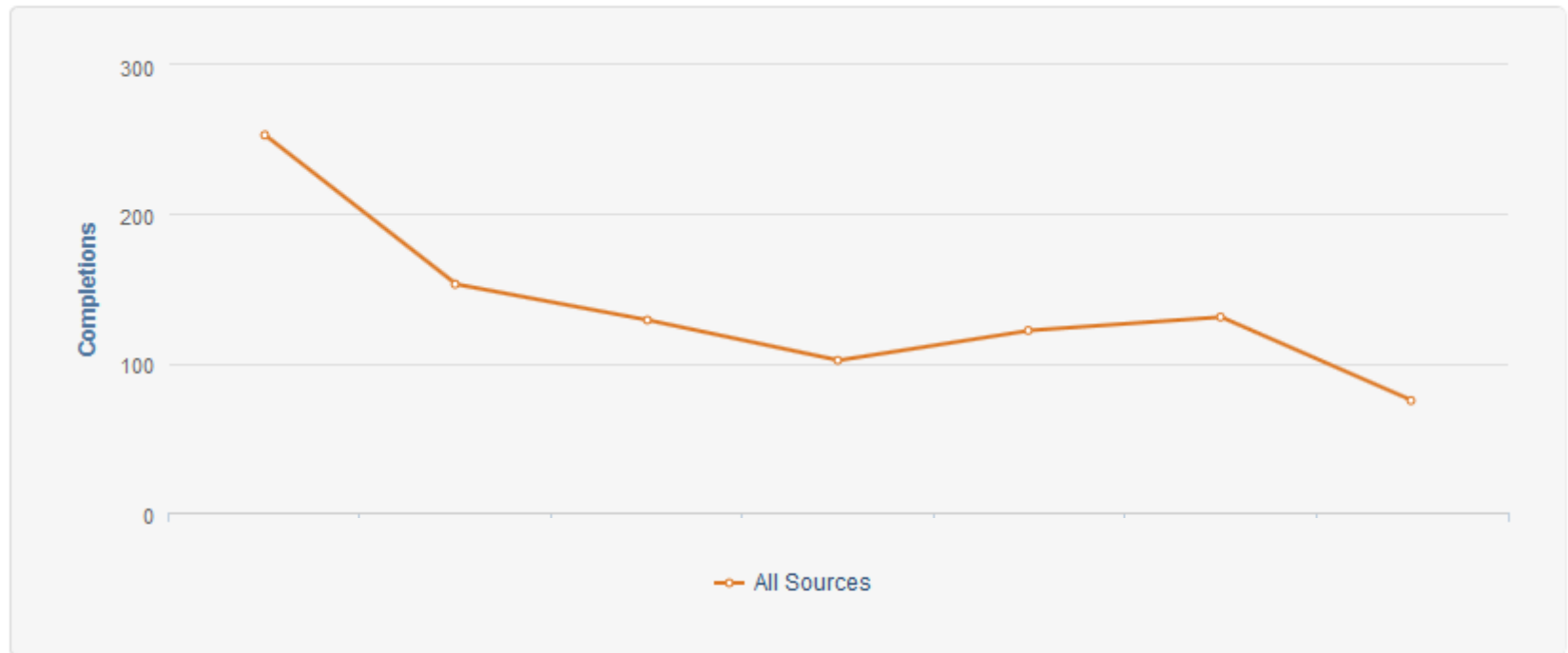


Chart	Name	Completions	Contacts	Customers	Create Date
	PBISM Home Page Visits	965	39	3	

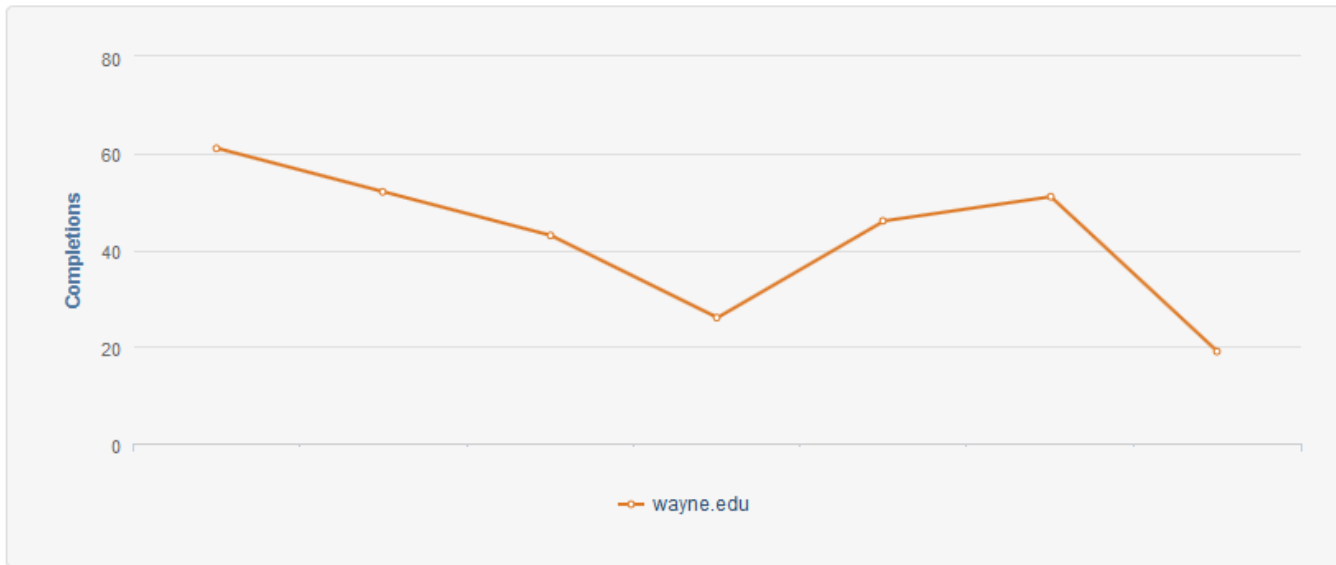
First touch sources for people who completed the event "PBISM Home Page Visits"



First Touch Sources

Chart	People	Percentage of people
📊 Referrals	446	46.22%
📊 Direct Traffic	272	28.19%
📊 Organic Search	200	20.73%

First touch sources for people who completed the event "PBISM Home Page Visits"



First Touch Sources ▶ Referrals ▶ wayne.edu

Chart	People	Percentage of people
http://wayne.edu/programs	146	15.13%
http://wayne.edu/search?type=all	40	4.15%
http://wayne.edu/about/schools	19	1.97%
http://wayne.edu/programs/undergrad	19	1.97%
http://wayne.edu/academics/programs.php	16	1.66%
http://wayne.edu/programs/graduate	14	1.45%



By Caleb George Morris

Ready?



Thank You!

innovation