

Marketing for Higher Education
Driving enrolment growth

Do you know how?



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Driving enrolment growth

1. Follow up with new leads ASAP

Most institutions don't do a very good job at this because they generally are not set up with adequate call centre resources to follow up on leads quickly.

Regardless, the research is quite conclusive in general marketing, as well as in the higher ed vertical. If you follow up quickly you will get better results. Following up within an hour is optimal but even within that period you can see how quickly the quality of leads erode (see chart). It may take a student six months to ultimately register with your institution but the simple truth is that if you don't establish a relationship with him or her within the first hour of their inquiry, one of your competitors might just get there first.



Source: Lead Response Management Study

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2. Leverage student communication preferences

Understand how your students prefer to communicate with you. Could it be a combination of digital connection and direct phone contact? Once you know their preferences, adapt follow up processes leveraging digital tools to connect more effectively with prospects to influence their final enrolment decisions.

Communication choices	Seniors	2013 Seniors	Parents
Web-based resources are better for me to learn about colleges and universities.	62%	59%	51%
I prefer phone calls and print materials to learn about colleges and universities.	38%	41%	49%
I'm more likely to consider schools that use traditional ways to communicate with me, like brochures and phone calls.	41%	51%	58%
I'm more likely to consider schools that use email, text messages or social media to communicate with me.	59%	49%	42%
Schools should put more effort into getting prospective students to campus for visits and admissions events.	76%	73%	78%
Schools should put more effort into virtual tours and interactive maps.	24%	27%	22%
If I have to choose between looking at a school's website or Facebook page, I'll opt for the website.	94%	90%	90%
If I have to choose between looking at a school's website or Facebook page, I'll opt for the Facebook page.	6%	10%	10%

Source: 2014 Noel Levitz E-expectations report

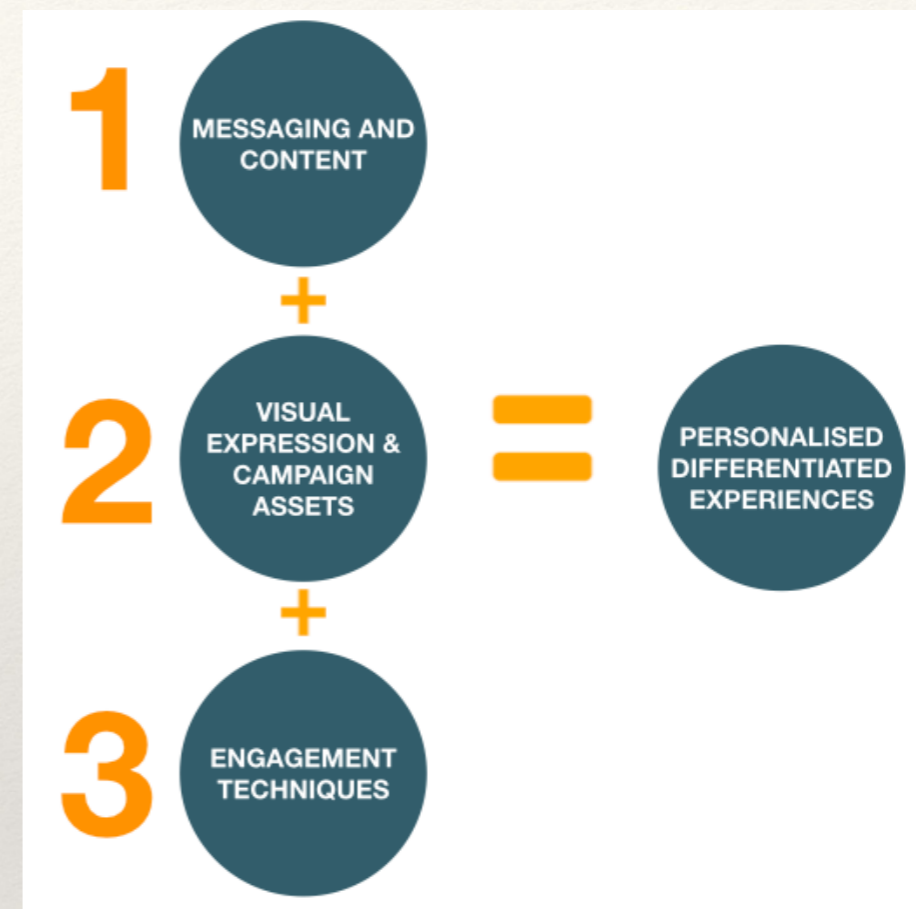
What types of communications do students prefer?

The above report clearly indicates that students prefer digital communications. Direct phone contact with high school seniors continues to drop in preference but many institutions still rely heavily on advisers speaking directly with prospective students in person. Shouldn't they change their communication tactics?

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3. Personalise each student's journey

Nurture each lead by cultivating a relationship with the prospective student instead of selling a product to them, which shortens sales cycle by 23% (Source: Market Net). Use personable engagement techniques, relevant content and consistent brand messages to build trust, educate, inform, engage and convert them by orchestrating the students' journey with you.



Source: Vermilion Marketing

Personalised and differentiated experiences are dependent on research and analytics, marketing technologies and the power of emotion led by consistent brand messages working holistically within the campaign map.

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4. Automate, track and continuously orchestrate the students' journey using S.C.A.M.S.

Align your business with an agile and responsive marketing **Strategy**.

Use relevant **Content** with consistent brand messaging to attract and engage students.

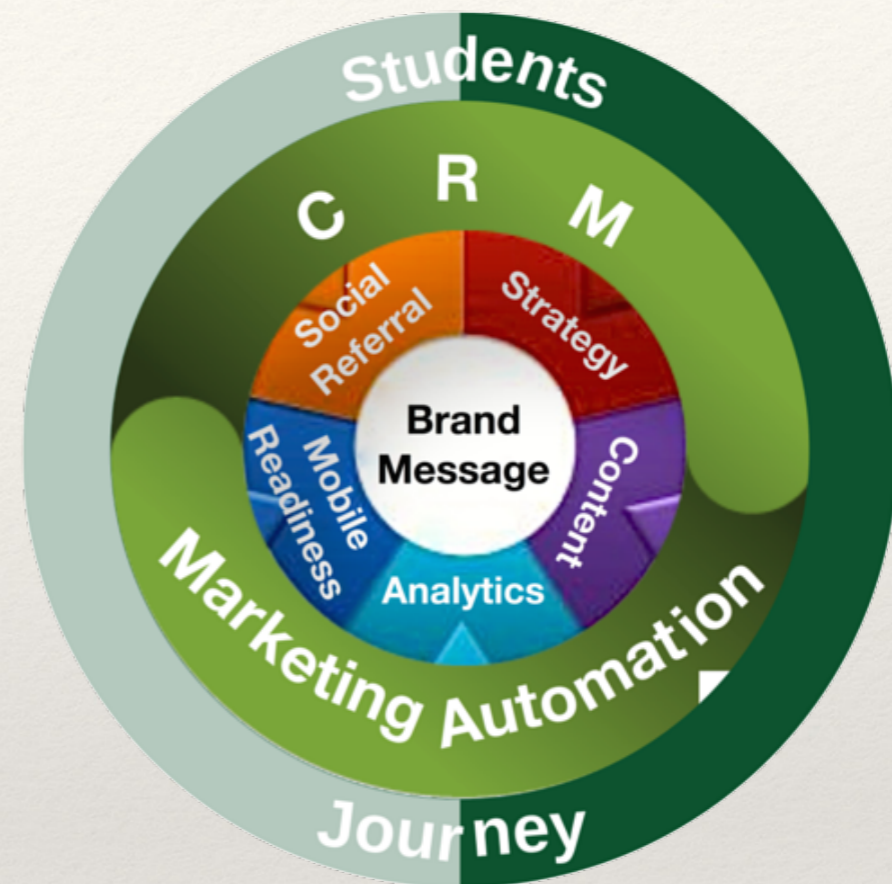
Use **Analytics** to make thoughtful marketing decisions.

Leverage **Mobile** technologies to continuously orchestrate the students' journey with you.

Trigger emotions and advocacy via **Social Media**.

Power your marketing efforts with marketing automation tools.

Align to sales processes using CRM.



Source: Vermilion Marketing

Higher Education who fall behind in these capabilities, either through lack of knowledge or budget, will fall seriously behind in their competitiveness and ultimately in their enrolments.



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Learn these techniques at the Faculty Marketing Innovation Workshops

Enquire:

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