

Responding to Student Enquiries

STUDENT RECRUITMENT BEST PRACTICES

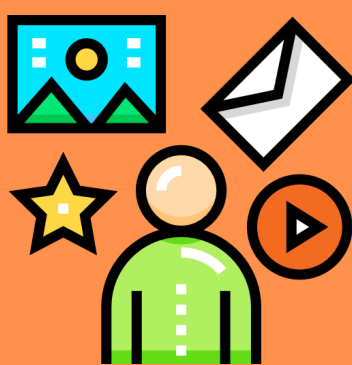
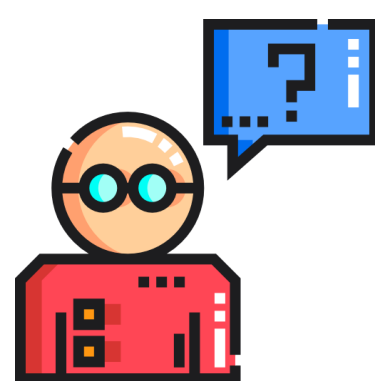


1.) BE CONCISE WITH YOUR INITIAL RESPONSE

Be brief, aim to keep your first response between 100-200 words. This is your first chance to capture the interest of the student, so leave specifics for later. If questions are asked, answer directly. Use a personable writing style even if using mass email.

2.) ASK QUESTIONS

Questions promote engagement and increase the chance that you will receive a response from a student in the early information-gathering stages. Be active as early as possible and you will likely see improvements at the end of the recruitment funnel.



3.) CONSIDER BREAKING UP YOUR COMMUNICATIONS

If your email feels too long, it probably is. Decide which information is most important now and plan your communications in different stages.

4.) INCLUDE A CONTACT PERSON IN SIGNATURE

When emailing students, always sign off with a contact person. Avoid use of impersonal signatures such as the Faculty of Institution. Make it personal!



5.) ADD LINKS TO SOCIAL MEDIA

Give students more than one way to discover your school and make their evaluations. Also, make it easy for them to reach out when they want to - think WhatsApp, Skype, Facebook Messenger.

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