THE PATH TO LIFECYCLE EDUCATION MARKETING SUCCESS

How to move from capturing attention to ensuring lifetime retention

FAMILY-TARGETED MARKETING · steel BRANDING

CAMPAIGN

Make email a staple in your marketing campaigns! It is the most widely used channel and an effective use of budget.

Email is the most *widely used channel worldwide*

MORE THAN **29 BILLION USERS**

WEB OPT-IN

WHEN & WHERE IN THE WEB PROCESS SHOULD YOU USE AN OPT-IN FORM?

- Home page
- During registration
- During download
- During discharge
- Throughout your website navigation

Use data you collect to personalize and target your emails. Planning blasts hinges on two elements: frequency and relevance. Which is most important? Think quality over quantity.

18 % INCREASE IN PROFITS could be gained through **PERSONALIZED** *Targeted* **EMAIL**

WELCOME

Welcome emails are highly anticipated, frequently opened, and (luckily for you) simple to automate! By automating your welcome campaign, you can increase conversions at a time when you already have the potential students attention by including classes or special offers. Tie together social media by adding Facebook and Twitter icons in your welcome emails to help subscribers connect with your brand across channels.

Remember to:

✓ Confirm your subscriber's reason for opting in.
✓ Request preference data. Simple questions like "When do you usually check email?" or "When's your birthday?" are fuel for your future engagement campaigns.
✓ Provide an incentivized offer.

INDUSTRY SPOTLIGHT

Higher education industry averages an open rate of 19.5%.

BIRTHDAY

What better time to engage with your subscribers than to celebrate a birthday? Use birthdays to engage with students in and prospective students in a more personalized way.

Birthday Emails

have a **481 % higher** TRANSACTION RATE

and a **342 % higher** REVENUE RATE

than other promotional emails

SOCIAL OPT-IN

Keep your email subscriber list growing by tapping into your fans and followers! Facebook and Twitter have lead generation tools for sign-up. Cross-promote by posting links in promotional email with sign-ups. Some email platforms will auto-publish links on your social platforms. Also drive followers to giveaway promotions, webinars, or gated content on your site that requires a sign-up. You can use LinkedIn Groups to connect with those in your industry. These are easy and efficient ways to gain subscribers who are truly interested in your brand.

17 % Conversion rates from email are 3X those from social media

NEWSLETTER

Newsletter campaigns give you the opportunity to send highly segmented and personalized messaging that keeps subscribers up-to-date on campus news and events and provides relevant information, like letting students know about open classes to fill certain credits.

80% More time IS SPENT ON YOUR WEBSITE BY **eNEWSLETTER** *Readers*

MOBILE OPT-IN

Mobile opt-in campaigns give you the opportunity to capture a customer's information at the most opportune times – while they're passing your campus or seeing your ad on the big screen. Encourage participation with a promotion or time-sensitive information, like a countdown to allications deadline, or upcoming open house event registration.

By **2020** there will be **11.6 Billion** MOBILE **CONNECTED DEVICES**

Up to **45 % of consumers** REPLY TO SMS marketing messages

SUCCESS You made it!

MARKETING AUTOMATION

Send emails automatically to your subscribers based upon their behavior on your website. Since browse data can be used to send highly personalized and targeted emails, these programs tend to significantly outperform standard blast-based promotional messages.

What's Marketing Automation?

AFTER WEBSITE VISIT *encourage your* subscriber to

★ Contact Admissions
★ Schedule a campus tour
★ Get financial aid information
★ Learn more about the topic they visited
★ Apply now

REENGAGEMENT

Reengagement campaigns send proactive messages will reinforce your email program's value proposition, determine why subscribers lost interest, and identify those who no longer wish to receive your messages.

Try this:

- Select subscribers who haven't opened your email messages in a few months.
- Develop a series of three messages with increasingly valuable offers.
- Send subscribers to a profile page where they can update their preferences.

BEST PRACTICE SPOTLIGHT

Ask the recipient to choose their email preferences. Doing this builds trust and sets expectations with your subscriber because it puts them in the driver's seat by giving them control of the types and frequency of the emails they receive.

REFERRAL

Friends and family are often overlooked as marketing opportunities for brand loyalty. When a student enrolls, it is a well-timed opportunity to introduce yourself to friends and family for email program opt-in. You can increase brand loyalty and continue to build the relationship.

REFERRAL CAMPAIGNS have a **3 TO 5 % higher conversion rate**

Be a helping hand!

Many parents aren't in the know with busy college-aged children off at school, giving you an opportunity to educate them on college or campus happenings such as:

♥ Homecoming
♥ Parents weekend
♥ Graduation

WIN-BACK

Win-back campaigns seek to re-engage students who didn't finish their degree or course, incentivizing and encouraging them to renew their relationship with the school.

45 % CUSTOMERS receiving a *Win-Back Email* will open a **SUBSEQUENT MESSAGE** from a brand.

Best practices:

BE HONEST and clear about the purpose of your email.

DRIVE A SINGLE ACTION by asking the subscriber to do only one thing.

92 % THE INBOX placement of BRANDS USING *Win-Back* CAMPAIGNS And they also receive a total read rate of **13 %**

AFFINITY

Build authentic and highly persuasive affinity for your brand with User-Generated Content (UGC) by creating a digital influencer program. You'll expand your reach and gain tremendous benefits.

Digital Influencers Can:

★ **Create** their own posts
★ **Re-tweet/post** to specific accounts
★ **Share** pictures or posts
★ **Post** to Instagram using specific hashtags
★ **Generate** memes
★ **Recruit** followers

And more!

UGC gets 28 % MORE ENGAGEMENT and 50 % of customers TRUST UGC content **MORE THAN ADS**

APPLICATION ACCEPTED

Provide a personal communication thanking and congratulating the student on being accepted. Offer information on next steps for enrollment and registration.

FOR $1 spent EVERY the average email marketing INVESTMENT BRINGS IN A **$44 25** *Return*

POST-CAMPUS TOUR

Post-tour campaigns help you shape the student experience and provide the outlets to share their experiences. Things to try:

2 DAYS
AFTER TOUR: *Thank the potential student* and ask for feedback in a follow-up survey

10 DAYS
AFTER TOUR: Invite the student to share a review about the experience