

THE PATH TO LIFECYCLE EDUCATION MARKETING SUCCESS

How to move from capturing attention to ensuring lifetime retention



CAMPAIGN

The success of your promotional email campaign hinges on two elements: frequency and relevancy. Which is most important? Think quality over quantity.

77% CONSUMERS Prefer EMAIL for permission-based promotional messaging



WEB OPT-IN

Minimize the number of required fields. If you need more customer data, try asking for it in a subsequent screen or a follow-up interaction such as an email, survey, or phone call.

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

- Home page
- During registration
- Persistent in your website navigation

95% of those that opt-in to email find the messages SOMEWHAT or VERY USEFUL



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 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.



BIRTHDAY

What better time to engage subscribers than in the weeks before their birthday? Use birthdays to engage with students and prospective students in a more personalized way.

TARGETED ENGAGEMENT CAMPAIGN (such as a birthday or wish list email) has been known to boost open and click-through rates by **113 = 132%**



SOCIAL OPT-IN

If your email subscriber list has hit a plateau, you may be overlooking a captive audience: your fans and followers! Use a simple sign-up form to drive email opt-ins and collect customer information on Facebook—and cross-promote via Twitter too! It's an easy and efficient way to gain subscribers who are truly interested in your school.

40% Nearly OF CONSUMERS who click the "like" button on a company's Facebook page

DO NOT THINK companies SHOULD market to them via their News Feed



PROMOTIONAL

Campaigns give you the opportunity to send highly segmented and personalized information, like informing students of open classes to fill certain credits.

36% marketers DYNAMICALLY PERSONALIZE EMAIL CONTENT TO IMPROVE relevance & engagement



MOBILE OPT-IN

Mobile opt-in campaigns allow you to capture customer 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 application deadlines or upcoming open house event registration.

11.6 BILLION MOBILE-CONNECTED DEVICES BY 2020



SUCCESS
You made it!



BROWSE RETARGETING

Browse retargeting campaigns explore ways to track and reengage your website visitors. 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 browse retargeting? **AFTER VISIT** 1 DAY Alert the potential student of a CLASS related to the category they've browsed & recommend similar products. **SALE**

66% STUDENTS say they've made a PURCHASE as a result of receiving AN EMAIL



REENGAGEMENT

Reengagement campaigns send proactive messages to 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 in a few months.
- Develop a series of three messages with increasingly valuable offers.
- Send subscribers to a profile page where they can update 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.

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.

Best practices:

- ♥ **BE HONEST**
Be clear about why the subscriber is receiving the email (e.g., "We miss you" or "You can still graduate").
- ✓ **DRIVE A SINGLE ACTION**
Whether it's to "visit campus" or "register for class" make sure you're only asking the subscriber to do one thing.

92% THE INBOX placement of BRANDS USING Win-Back CAMPAIGNS And they also receive a total read rate of **12%**



SCHOOL PRIDE

Using a platform such as Social Toaster makes it easy to engage students and fans and to syndicate content from the brand through each followers' personal social networks on a regular basis.

Superfans EARN POINTS for SHARING CONTENT

- ★ Creating their own posts
 - ★ Re-tweeting specific accounts
 - ★ Sharing pictures or posts
 - ★ Posting to Instagram using specific hashtags
 - ★ Generating MEME's
 - ★ Recruiting friends
- And more!

30% to 40% SHARE RATE on content sent to fans
Every 2,500 FANS in the program will reach approx 1 MILLION PEOPLE



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