

# Lead Nurturing

Turning Inquiries into Enrollments

Presented by:

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# About Us



Our goal is to empower and encourage students to pursue an international education, and provide them with the tools they need to educate themselves and experience the world.



# About Chemeketa

- Large Public institution in Salem Oregon
- 10,000 Students
- 150 International students from over 40 different countries
- 5 different locations
- A gathering place, or place of peace
- Short process for Admission
- Small office

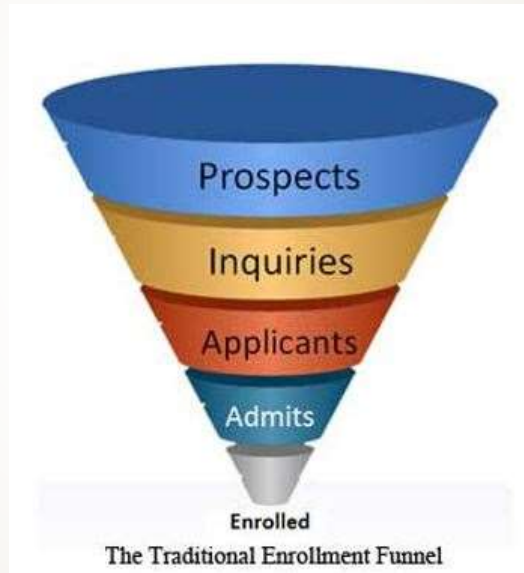




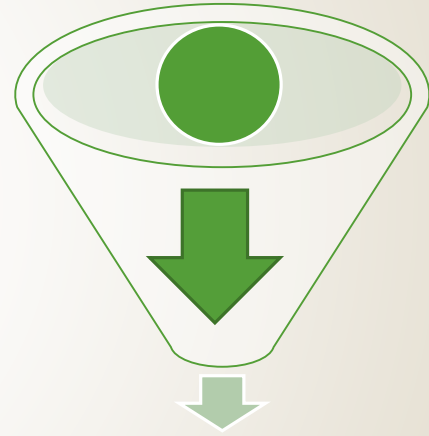
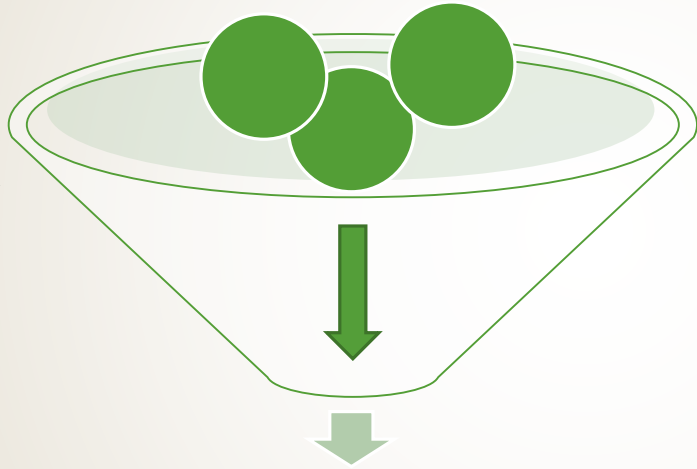
# Agenda

- The Admissions Funnel
- Filling The Funnel
- Marketing & Communication Plans
  - Best Practices
  - Methods of Communication
  - Communication content mix throughout the funnel
- Examples
- Open Discussion – How are you driving students through the funnel?

# The Admission Funnel




# The Admission Funnel



# Filling the Funnel - Prospects

- Your school's website
- Education Fairs – traditional/Online
- School/Country visits
- Online Marketing/Advertising
- Traditional Advertising
- Agents
- Alumni
- News media
- 3<sup>rd</sup> party websites





Develop a strategic plan to help move your prospects through the Admissions Funnel.

What do you need in a successful communications plan?

1. Contact prospective students quickly and frequently. (Timeliness)
2. Use the right method to reach your students. (Method)
3. Give the students a relevant message. (Content)





## Timeliness

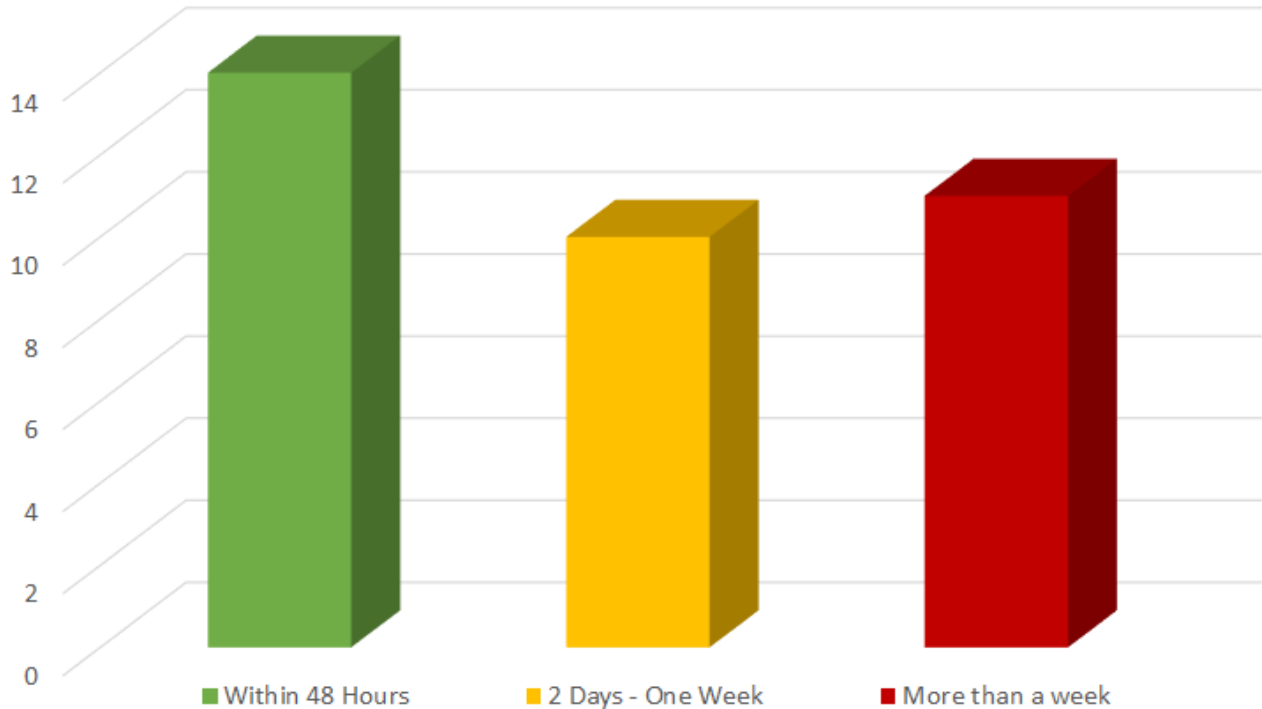
Contact prospective students quickly and frequently.


**Responding to Leads Within an Hour  
Generates 7x the Conversations**

\*Harvard Business Review

# We Went Secret Shopping

Lead Response Times





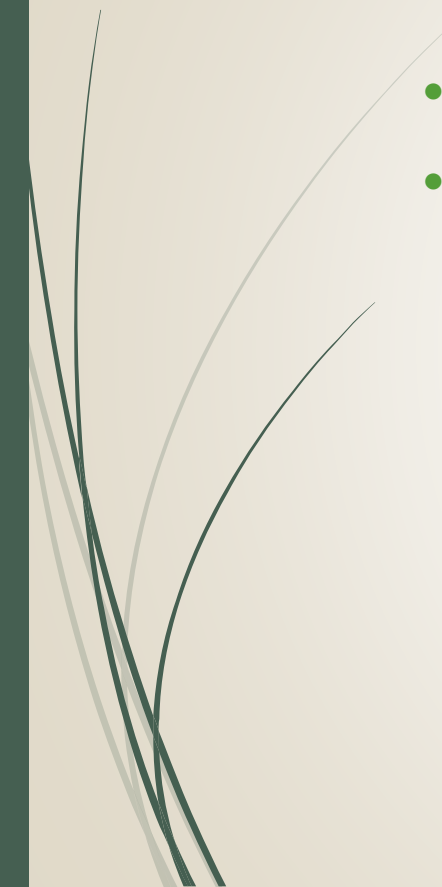
# Methods of Engagement

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"><li>• Email</li><li>• Social Media</li><li>• Webinars</li><li>• Google Hangouts</li></ul> | <ul style="list-style-type: none"><li>• Direct Mail</li><li>• Print Media</li><li>• Phone/Skype</li><li>• Fairs</li></ul> | <ul style="list-style-type: none"><li>• Website (SEO, PPC)</li><li>• School Visits</li><li>• Messaging App</li></ul> |
|---|---|--|

- People spend on average 10-25 second on an email
- Over 50% of emails are now open with a mobile device
- Adding personalization increase engagement rate



# Content

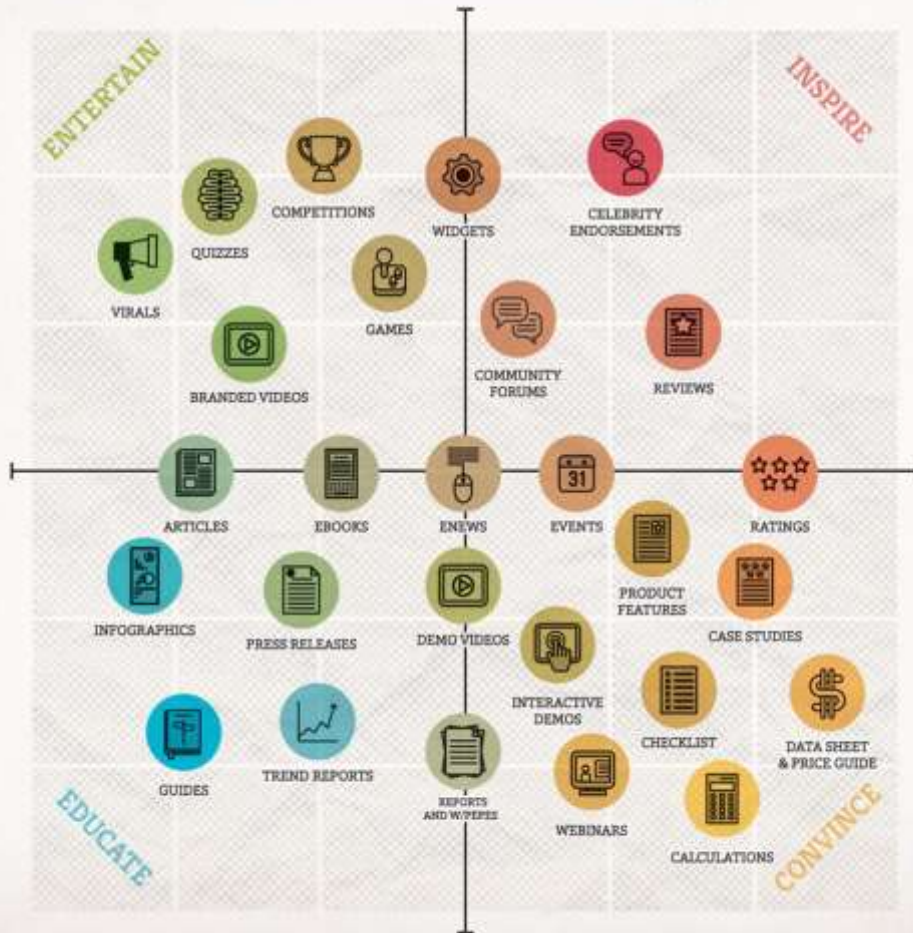
- Base your marketing and recruitment strategy around the expectations of your target audience.
  - Expectations differ depending on the level of the Funnel – so should your messages.
- 

Awareness

Purchase

Emotional

Rational



# Content Mix

Source: <http://www.smartinsights.com/>

# Inquiries

- **Who:** Inquiries have expressed interest in your institution
- **Characteristics:** Looking at a few institutions, limited/mixed knowledge about your school
- **Interests:** Student Life, campus events, facilities, cost, admission standards/requirements, ranking
- **Message:** Educate and Entertain – Focus on the unique experience that your institution provides

- **Methods you can use:**

- Email Marketing
- Content Marketing
- Events
- Print Materials
- Personal Calls



# University of Rochester



- ▶ Methods
  - ▶ Content Marketing
  - ▶ Social Media
  - ▶ Viral Video
- ▶ Almost 200,000 views on YouTube







June 21st  
14:00-18:00

Le Meridien Hotel  
in Pune, India



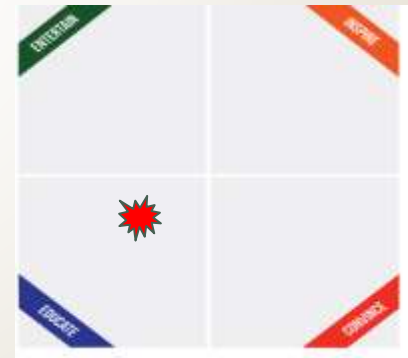
Karin Lee  
Director, International Relations  
Mississippi State University

To register for the event, contact **Mukti Patel** at [mup4@msstate.edu](mailto:mup4@msstate.edu)



**You're Invited**  
Information Session About  
Mississippi State University

- Methods
  - Event/Country visit
  - Email Marketing
  - Social Media
  - Personal Contact
- Cost effective
- In home visits include parents and family
- Students tell their personal experiences







## Subject Lines

Start the New Year off Right, Alijandro

Thinking about a Grad School Degree,  
Alijandro

Get the Grad School Advantage, Alijandro

There is Still Time, Alijandro

Happy Easter!

You May Qualify for a Scholarship

Dear Alijandro,

Studies have proven that people with a graduate degree earn more than those with a bachelor's degree. I urge you to take a graduate degree to further your career and educational goals by joining us in the Castle on our Rutherford Campus on Monday, March 16, from 5 pm to 7 pm.

In an informal, comfortable setting you will have the opportunity to chat with admissions counselors to learn more about our programs, the application process and the financing of graduate degrees. This is an opportunity for you to gain information about the program that interests you the most. If you already applied, drop off your application materials that remain outstanding.

Light refreshments will be served and if you decide to apply, your application fee will be waived.

You can register at [think.felician.edu/AlijandroPerez](http://think.felician.edu/AlijandroPerez) or by calling [201-355-1465](tel:201-355-1465). Or just simply drop by.

I look forward to meeting you!



Daniela Gonzalez  
Associate Director of Admissions Processing  
[\(201\) 355-1452](tel:201-355-1452)  
[GonzalezD@felician.edu](mailto:GonzalezD@felician.edu)



Home

Undecided Adult & Graduate  
Degree

Apply Now!

Visit Us

Commuter Life

Location

Getting to Campus

Complete Your Profile

### Graduate Monday Information Session

Sign up for the next available date: 10/19/2015

## Welcome To Your Personal Felician Page, Alijandro!

I am happy that you are interested in Felician College. As the only Franciscan College in the state of New Jersey- just 10 miles from New York City- Felician has a lot to offer.

Whether you want to learn about our pre-professional programs, get help choosing a major or apply for an internship in New York City, our faculty and administrators will work with you one-on-one.

This personal page makes it easy for you to access information that matters to you most - information about your application, academics, financial aid, NCAA Division II Athletic Teams (go Golden Falcons!), student life and more!

I'm your direct connection from your home town of Jacksonville to ours in Rutherford and Lodi, New Jersey. If you ever have any questions about the college, our application process, or upcoming events, please feel free to contact me.

I look forward to getting to know you, Alijandro!



Daniel Flores  
Assistant Director Felician College  
for Alijandro Perez  
(201) 355-1456  
FloresD@felician.edu



### Application Checklist

Take these steps to complete your application! Once your application materials have been received in full, you should expect to receive an admissions decision within approximately four weeks. Admissions is rolling. If you are an international student or interested in our ACES program, please check the tabs on the left for more information about specific requirements.

- Submit your Application for Admission
- Submit your official high school transcript or GED
- SAT or ACT scores
- Submit Personal Statement
- Submit two letters of recommendation from an academic teacher or school-based counselor

# Lead Generation Email Sample from Chemeketa

Hi **\$(Contacts.First Name)**,

My name is Thobile and I attended Chemeketa Community College. I am an international student from Swaziland studying Psychology in the USA.

For me Chemeketa Community College has been a home away from home. International students and anyone who has moved away from their family understands what it is to be away from home and how important it is to have a good support system.

At Chemeketa I learned a lot about different cultures and how to love and accept the uniqueness of my own culture which I had taken for granted. The international advisors are really good and they taught me about culture shock and how to deal with it effectively. The class sizes at Chemeketa are really good and as a student this gives us enough time with the instructors when we need it.

I also have had the opportunity to meet many students from different countries which has increased my circle of friends. Chemeketa is indeed a great community! That's why I would encourage everyone to attend Chemeketa and I hope that you begin your college career there, you will love it!

#### Want to get Started?

Just complete the online application by following the link below.

1. [Apply for admission](#)  
Complete and return the admissions application. There is no application fee.

#### Completing the application

The application has four numbered pages. The deadlines for each term are on the first page of the application package. Make sure to complete the entire application.



#### Have more questions?

Please contact us via [email](#) or at +1.503.399.2527. We hope to hear from you soon!

# Applicants

- **Who:** Applications have submitted an application form, essay, test results, etc.
- **Characteristics:** They are afraid they may not get it and anxious the result
- **Interested:** Being accepted, help and guidance, time-line, personal connection
- **Message:** Focus on guiding them through the application process and the next steps in a personal, assuring and helpful way

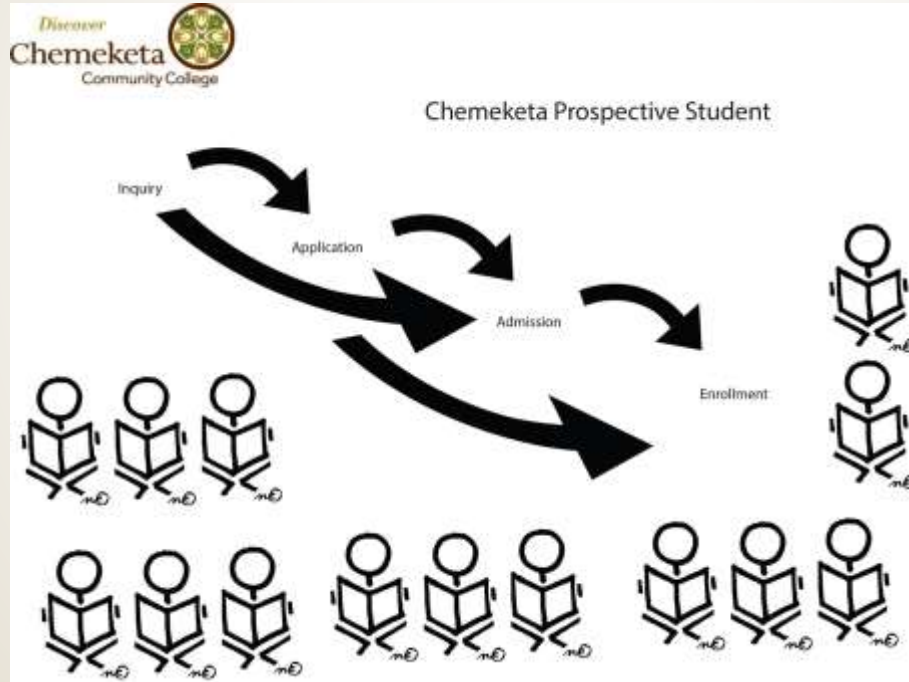
- **Methods you can use:**

- Video Calls
- Webinars/ Google Hangout
- Email
- Personal call
- Messaging Services
- Direct Mail





# Prospective Student Flow



# Sample Message for Applicants



Hi **\$(Contacts.First Name)**,

It is time to complete your Chemeketa International Application today! The Chemeketa application is easy to complete and submit.

**The Application package has:**

1. A page with instructions on what documents you must submit and the deadline for every term.
2. A page with a list of the programs offered at Chemeketa
3. Four pages with the application to be completed by you
4. A page (5) with a form for transfer students joining Chemeketa
5. A page with instructions on how to transfer your credits to Chemeketa (both international and domestic credits)

Ready to complete your application? [Click here to apply!](#)

**Paying for college**

Bank documentation is required. You must provide an officially signed statement, showing a balance of at least \$19,200 USD. The statement must be dated *within the last 60 days* to be accepted.



**Have more questions?**

Please contact us via [email](#) or at +1.503.428.0399. We hope to hear from you soon!

# Admits, Confirms and Enrollees

- **Who:** Admits have submitted been accepted, confirms have accepted your admissions offer and enrollees have made a deposit
- **Characteristics:** May have been accepted into many schools they are now evaluating their options again.
- **Interests:** Financial aid, and other benefits
- **Message:** Focus on welcoming the student to the college family and check in often until the student arrives on campus. Earn their commitment

- **Methods you can use:**

- Video Calls
- Webinars/ Google Hangout
- Email
- Personal call
- Messaging Services
- Branded Gear
- Direct Mail



# Sample email for Admitted students



Hi \${Contacts.First Name},

We are so excited to meet you at Chemeketa this term! I am sending you this email to tell you about some **housing options** you have for when you arrive, as well as to notify you of some important details to take into account before your arrival.

Please see the forms for housing and arrival that I have attached to this email. These services are assigned on a first come first served basis, so you should fill them out and send them back to us as soon as possible.

Please note that **you must attend orientation on December 14-16, 2015.**

We need to hear from you about your housing and arrival plans and your visa status **no later than December 1st, 2015.** If we do not hear from you, we will assume that you no longer intend to attend Chemeketa, your sevs record will be canceled, and your I-20 will no longer be valid. This means that you will not be able to enter the USA on your current visa.


As always, I will be happy to answer any questions you may have!

Sincerely,  
William

**William Velez | International Admissions and Recruitment Specialist**  
Chemeketa International Programs  
1.503.365.4586 Desk | 1.503.365.4708 Fax  
william.velez@skype  
[www.chemeketa.edu/international/](http://www.chemeketa.edu/international/)







# Best Practices for Your Communications Plan

1. Plan should include at least 5 to 7 direct pieces.
2. Build messaging that sets your school apart from others.
3. Enhance your web presence.
4. Timeliness should be a top priority.
5. Don't stop when you receive an application - reinforce his/her commitment.
6. More inquiries equals more conversions.
7. Don't be afraid to call.

(Noel Levitz, 2013)

1. Communicate relevant message to your target audience
2. Send it at the appropriate stage of the funnel
3. Continuous improvement (Not set it and forget it)



# Discussions

- How are you driving students through the funnel?



# Thank you



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- ▶ **William Velez:** [William.velez@chemeketa.edu](mailto:William.velez@chemeketa.edu)