A Simple Approach to Elevating Higher Ed Marketing Efforts

Eric Greenberg
HE Connect Liverpool 23

Eric Greenberg

linkedin.com/in/emgreenberg/

- 20+ years in technology

- 16 in Higher Ed Marketing/Marketing Technology

- Senior Director, Marketing Strategy and Operations at The Wharton School, University of Pennsylvania
  - Web Technologies
  - Admissions CRM (Salesforce)
  - Marketing Automation
  - Marketing Analytics

- Higher Ed Marketing Consulting

- Creator of HeadStart Marketing Platform (built for Higher Ed)

First: A Short Story

Increased Competition + Declining Enrollment = "Looking for Solutions"

"360 Degree Campus!"

"Cradle to Grave
Data-Informed Decisions!"

"But you must act now!"

Let the Spending Bacchanalia Begin!

User Licenses (annual and often unused!)

Contact bundles

Initial Implementation Fees

Support Fees

Integration Fees

Implementation Support from a third-party vendor

Meetings and more meetings and yet more meetings

And the townspeople were happy…

As time passed

What the agency delivered was exactly what the school had asked for…

    But it wasn't what they needed

Commitments between departments started to fray

User licenses went unused

Data normalization between systems were "out of scope"

The Admissions team still didn't like the prospects that Marketing delivered

The Marketing team used their enterprise platform like it was Mail Chimp™

And the townspeople were not happy…

The School Stopped to Reflect..

To think about the experiences they had and everything they had learned so as not to repeat the mistakes of the past.

Gotcha!

Let the Spending Bacchanalia Begin V2!

User Licenses (annual and often unused!)

Contact bundles

Initial Implementation Fees

Support Fees

Integration Fees

Implementation Support from a third-party vendor

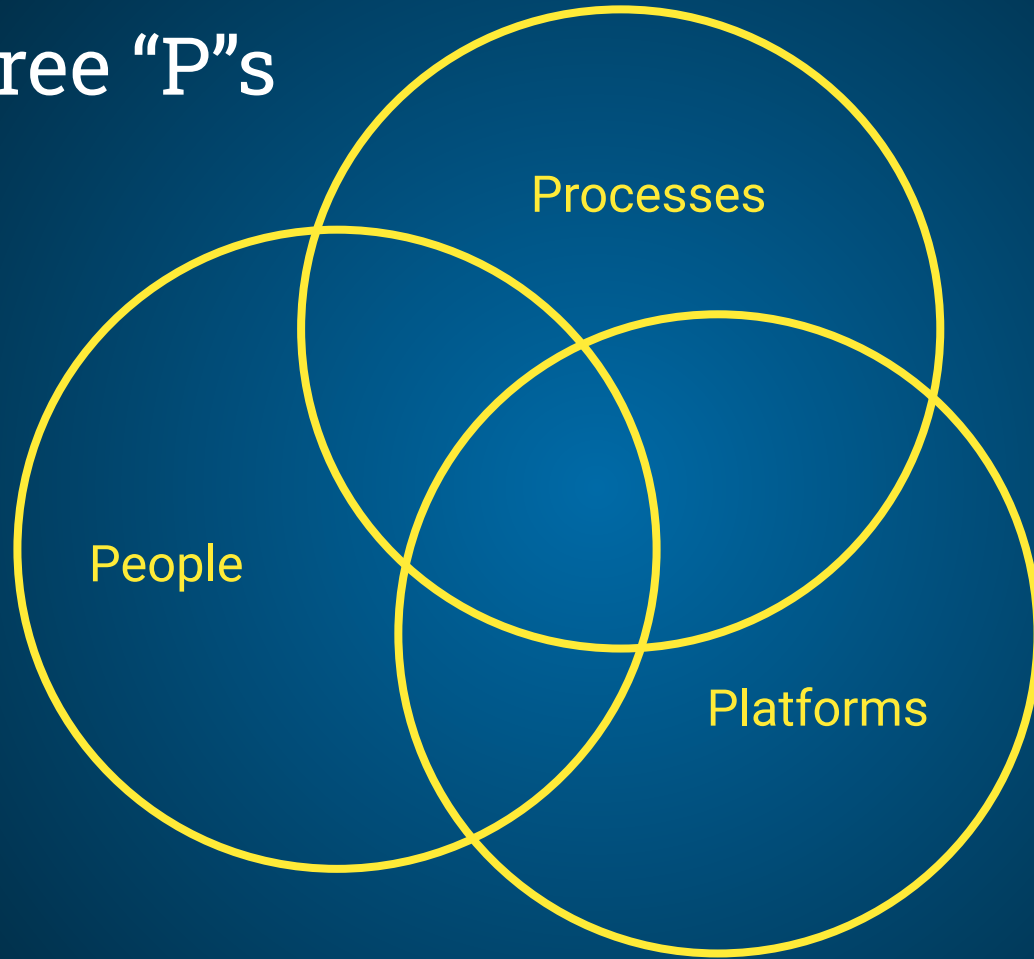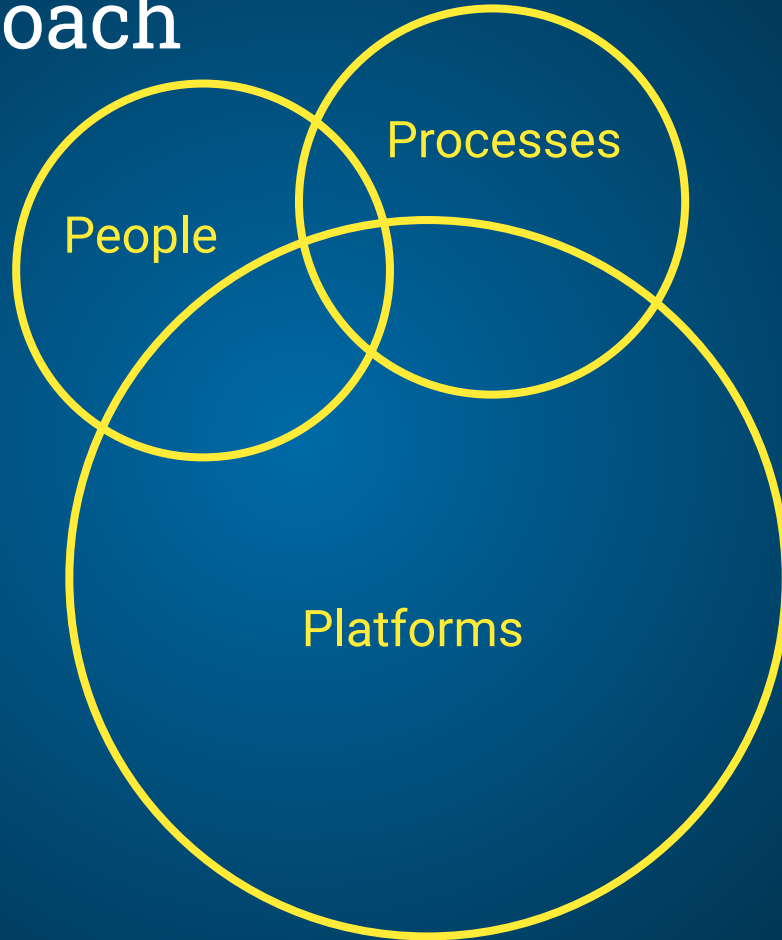Meeting and more meeting and yet more meetings

Frequent Results

- 10% usage, 100% of the cost
- Multiple lost years performing the 'rinse and repeat' of new platforms, new agency
- Poor optics for the platforms and the implementation team
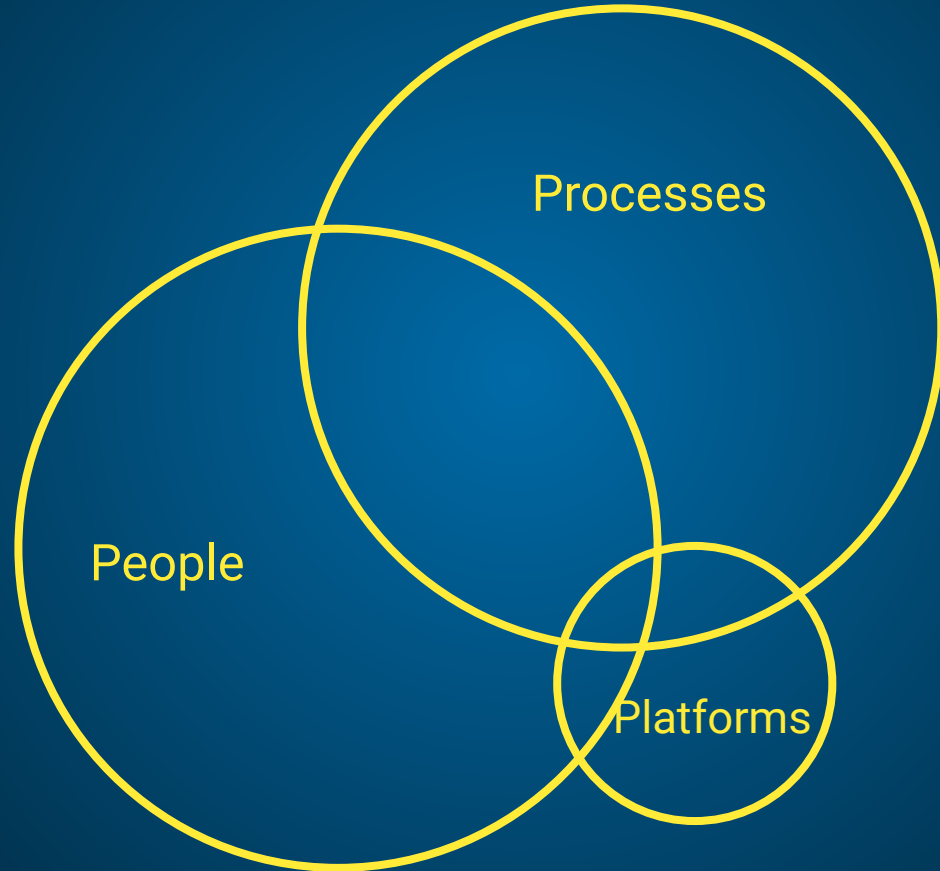- Little change to the decreasing enrollments problem

But why?

The Usual Approach

People

Processes

Platforms

What it probably should be

What is an Antidote for this Madness?
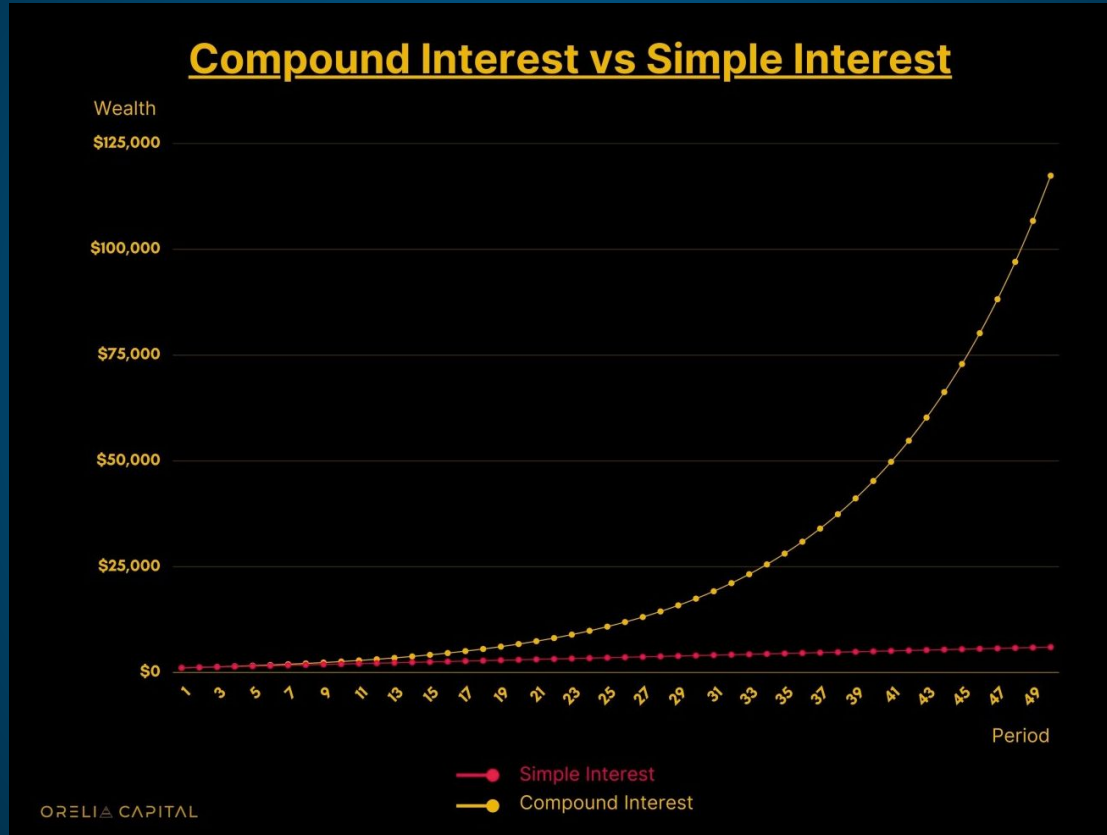
Simplicity and Consistency

TINY HABITS

The Small Changes That Change Everything

BJ FOGG, PhD

Founder of Stanford's Behavior Design Lab

Tiny Habits Compound Over Time

Compound Interest vs Simple Interest

Exploring a "Tiny Habit" Approach with Marketing Automation

What is Marketing Automation?

Marketing Automation Platforms automate routine marketing tasks.

Common marketing automation workflows include email marketing, behavioral targeting, lead prioritization, and personalized advertising.

By automating these tasks, marketing teams can provide more personalized and relevant content to prospects "at scale."

WEB TRACKING

Track which pages your prospects visit to determine their interests. See what forms they fill out and which emails they open

TEXT MESSAGING

Send bulk SMS to contacts via campaigns or even one-on-one. HMP also accepts replies which enable you to store communications in one place

LIFE CYCLE STAGES

Keep track of the relationship between your contacts and your school with Life cycle stages

CUSTOM FIELDS

Custom fields let you capture and utilize the data that is meaningful to your marketing efforts.

LEAD SCORING

Lead scoring is a great solution for education products (versus programs). Shorter buying cycles make lead scoring a powerful tool.

FORMS

Create and embed forms on your pages to capture data for newsletters and for nurturing your prospects

GEO-LOCATION

Identify where your prospects are coming from...down to the city/town in order to drive decisions about where to market

INTEGRATIONS

HMP can integrate with a variety of platforms either natively via a plugin or by using an api tool such as zapier or integromat

SEGMENTATION

Segment your contacts manually or dynamically depending on criteria you set. Send emails to segments or use them as the basis for workflows

EMAIL MARKETING

Use the drag and drop email builder, build your own themes, add personalization, and use in automated campaigns or as one-off emails
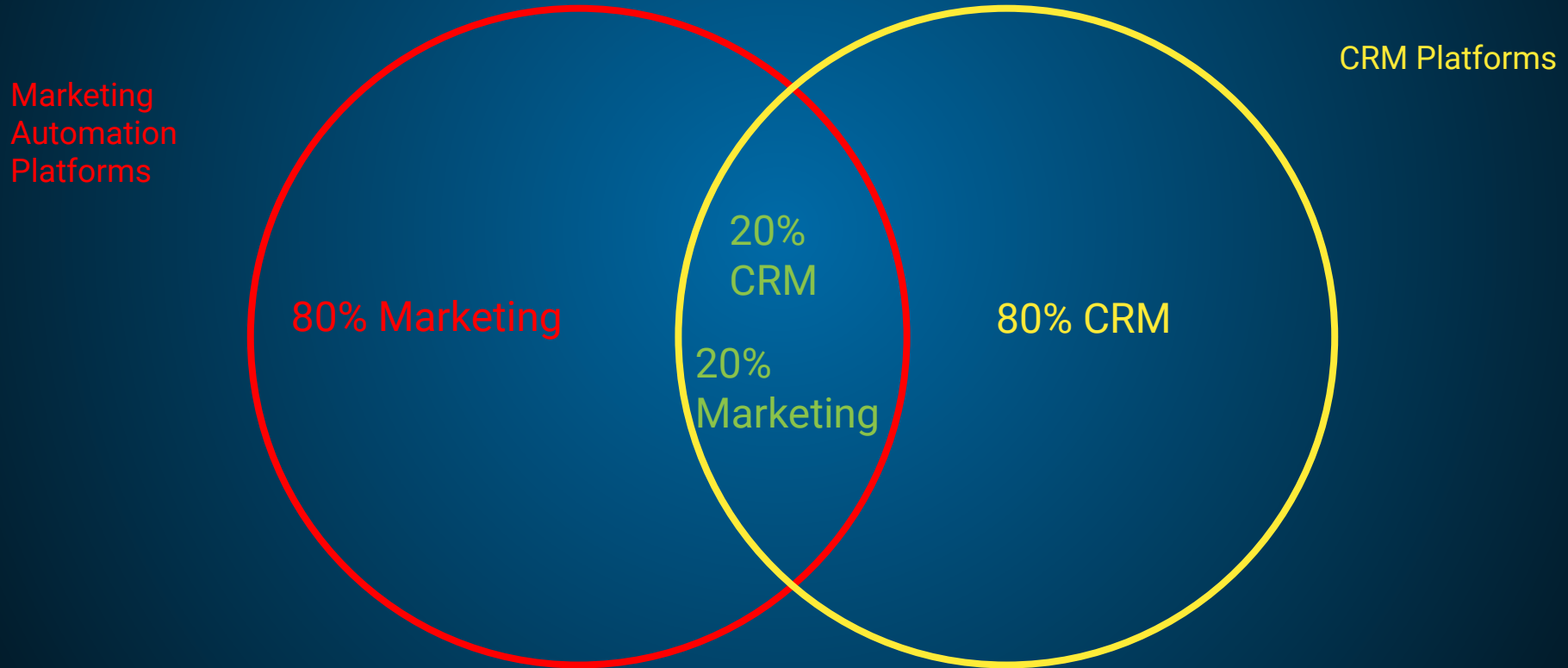
PERSONALIZATION

Personalization can be utilized in emails, SMS, landing pages, and emails. Stop sending generic messages and start getting personal

DYNAMIC CONTENT

Create dynamic content to provide the right message at the right time to a prospect in their journey to become a student. Works on web pages and emails

Marketing Automation Boiled Down:

Personalization

Understanding enough about a prospect to communicate the right message at the right time in the right channel. "At Scale."

Qualification

Creating "Qualification Rules" by combining tracked digital activities, such as web pages visited, emails clicked, forms filled, etc., with data provided by the prospect (usually using embedded forms) to help determine which candidates are serious prospects versus "tire kickers". Once again "At scale" - and automated!

Let's Focus on Personalization

- Prioritize your programs or products in a way that makes sense for your institution.

- We are now going to build out a simple drip campaign for this *specific* program or product.

- In four simple steps…

1. Add Tracking Code

```
<script>
    (function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
        w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
        m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
    })(window,document,'script','https://outreach.headstartmarketingplatform.com/mtc.js','mt');

    mt('send', 'pageview');
</script>
```

This only happens one time!

2. Build a Form

- Embed the form on the program/product page we prioritized.

What is Nursing?

The Nursing field focuses on the care and health of people across the life span. If you enjoy helping others regain and maintain their health, this could be the career path for you.

Students in this program learn to provide safe, quality, compassionate care to diverse populations, engage in clinical judgment, and participate in quality improvement processes to improve patient outcomes. The students also participate in team work and collaboration, and use leadership, management, legal and ethical principles to guide practice. At Terra State, our Nursing students learn to think critically, develop interpersonal skills, and prepare to care for people of all ages. Does this describe you?

Sign up to receive more information about how Terra State's Nursing program can advance your career:
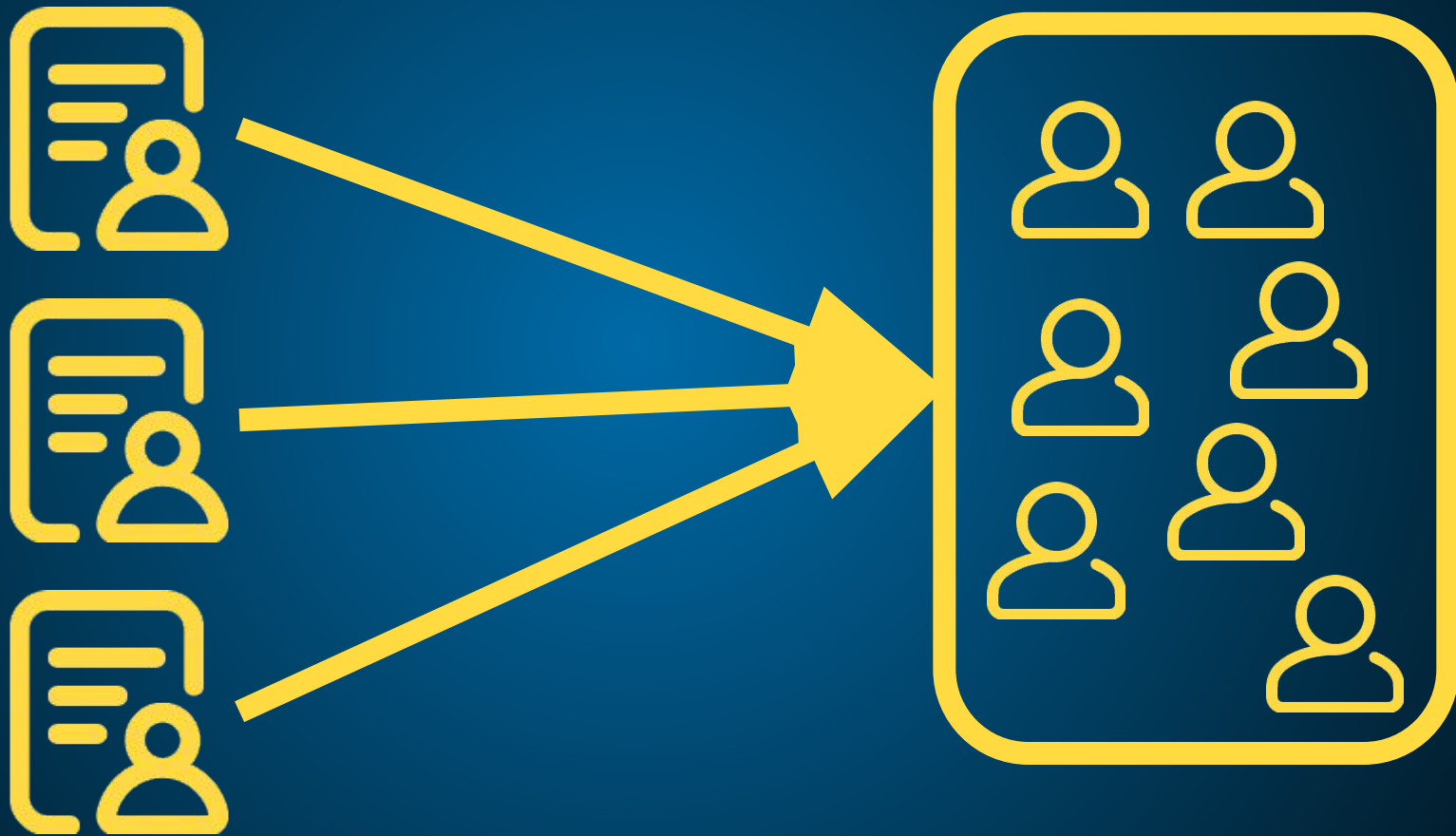
First Name *

Last Name *

Email *

Submit

3. Create a "Segment" or "List" to Hold Nursing Prospects

4. Create Simple, Automated Email Campaign

Opportunities

What's Next?

Choose Your Path

RN Degree

LPN to RN Degree

1-2-1 Nursing BSN Pathway

Having trouble deciding? or interested in more information? Our admissions team and program coordinators are always available to answer questions and to help guide you through the admissions process.

Best Regards,

Megan Osuna
Admissions Representative
Nursing

419-559-2107
mosuna01@terra.edu

Outcomes

Program Highlights

Experienced faculty: Our faculty members are experts in their field and are committed to providing individualized attention to each student.

Clinical Experience: You'll have the opportunity to gain hands-on experience in a variety of healthcare settings, including hospitals, clinics, and community health centers.

State-of-the-Art Facilities: Our campus has state-of-the-art facilities and technology to provide the best learning experience.

Alumni Stories
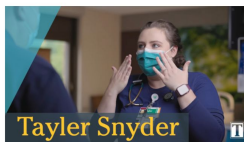
Tayler Snyder
- Degree: Registered Nurse
- Employer: ProMedica Memorial Hospital
- Job Title: Registered Nurse

Ashley Harper
- Degree: Registered Nurse
- Employer: Firelands Regional Medical Center
- Job Title: Registered Nurse

Amber Riedmaier-Fisher
- Degree: Registered Nurse
- Employer: ProMedica
- Job Title: Registered Nurse - ICU

Next Steps

Admissions Requirements and Financing Options

Hi [First Name],

Are you ready to take the next step in your nursing career? Here's what you need to know about the admissions process and financing options for our nursing program at Terra State Community College:

Application Requirements

☐ A desire to challenge yourself, advance your career, and help others

☐ Complete and submit your application

☐ Submit test scores and recommendations

☐ Contact the Terra State Admissions Office to help guide you

☐ Visit the Nursing Program Admissions Requirements page at Terra State for a complete list of requirements

Financing Your Education

Don't let your assumptions about finances hold you back from your career!

Terra State offers various financing options to help you pay for your education, including scholarships, grants, loans, and work-study programs.

Federal Student Aid
AN OFFICE of the U.S. DEPARTMENT of EDUCATION
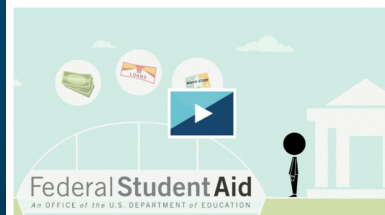
A Wealth of Info Already:

- Name and Email

- Program of Interest

- How long they spent on the website

- How many times they returned over X amount of time

- What pages they visited

- What emails they clicked on

- Where they are located geographically (based on IP)

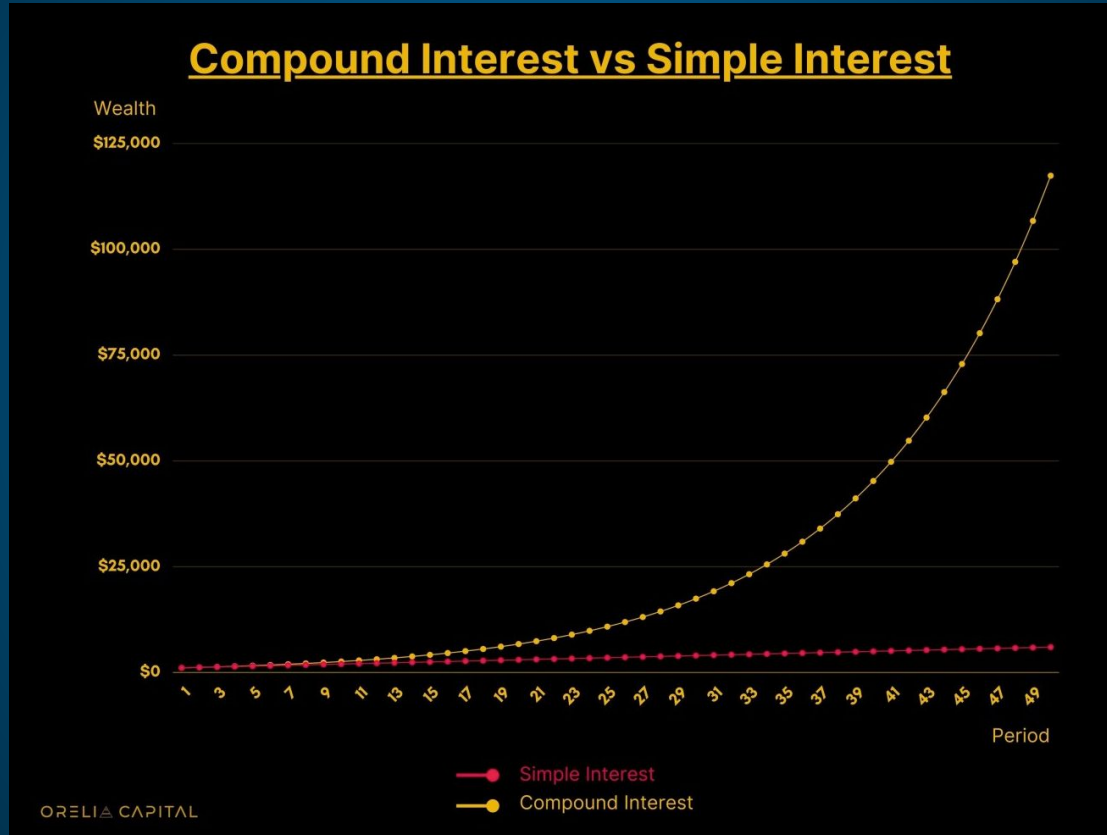# Easily Replicable for Other Programs/Products

Nursing

Computer Science

Marketing

Tiny Habits Compound Over Time

Thank You!