



7 Keys to Increasing Enrollment Conversion



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Executive Summary

Step up your enrollment efforts with this whitepaper by Greg Swinhart, SVP of Education Connex. In addition to learning 7 Keys to Increasing Enrollment Conversion you'll discover:

- How to increase and capture more high quality inquiries without spending more money on marketing
- How to beat your competition with quality response
- When and how you should contact your leads
- How to significantly increase contact rates
- Increase contact and conversion rates with effective call sequencing
- Build out an ideal call strategy based on millions of lead records analyzed
- Leverage the most important factor for contacting and converting more prospective students

Do you ever feel like you are doing everything right in your marketing campaign but you're just not seeing the results you'd expected? Are you seeing inquiries but not applications? There is a revolution underway in specifically non-traditional and graduate enrollment. Approaches that have been working are no longer getting the same results. The internet, the aftermath of the recession and the aversion to student debt and increased fierce competition have created a new type of prospective student executing a new type of search.

Key 1: The Right Leads

Generate the right leads. All leads are not created equally. Drive more inbound calls not just clicks. Unfortunately university marketing departments are missing opportunities for generating the most valuable inquiry. Mobile has transformed everything. According to Google, inbound calls convert 30% - 35% higher than digital click-to-submit rates. Inbound calls generate more revenue. Are you mobile ready? More than half of all calls (54 percent) stem from engagement on a mobile device; mobile search marketing is the top driver, responsible for 45 percent of inbound calls.

As call volume increases, so do the opportunities for marketers and ultimately, admissions reps. Calls are high intent interactions, so it's important that marketers understand who is calling, and how and when they are dialing, to make the most of those conversations. The average call duration is 16 times longer than a website interaction, at 4 minutes, 7 seconds (compared to 15 seconds, as reported by data analytics company Chartbeat in 2014).75 percent of all calls to business originate on a mobile phone. As marketers increase mobile usability of digital content and websites, this will continue to increase. Need help with an inbound strategy? We are experts in demand generation and inbound marketing.

Lastly, successful EDU marketers know that the university web site is the primary recruitment tool so they are optimizing their sites site to convert on-page traffic with response devices. These attention grabbing icons include the following:

- RFI
- Live Chat
- Prominent Unique Toll Free Numbers
- Click-to-Call (Mobile Devices)

Each device can be measured, sourced and monetized. This approach circumvents competition; increases inquiries and integrates digital channels. **And...most important, it increases enrollment**

Key 2: The Right Response

Immediate, professional and program specific. First responders win enrollments. Contact inquiries within 5 minutes and you'll win 90% of the time. Can't respond immediately to inquiries? Contact us. On behalf of some the most successful universities, we make immediate outbound calls. It is amazing how many schools will spend money on marketing and NOT call inquiries. Or they'll call infrequently or at the wrong time.

Would you like to increase conversion by 10%? Try adding personalized email and print as part of a lead nurturing strategy during the peak enrollment period. Multiple, integrated strategic messaging provides “air cover” for your admissions team and fortifies their outbound call campaigns. Take a page from marketing and tie your phone and lead nurturing messaging to create a powerful follow up strategy.

Key 3: Right Admissions Team

Enrollment begins and ends with people. And we know that your university’s greatest asset is your people. Getting the right people on the bus, is essential to getting the best results. What are the characteristics of great, highly effective admissions representatives? There are many, but they know the goal is contact and a conversation; they are relational. To learn more, check out our recent white paper, **VISIT OUR RESOURCES AND DOWNLOAD** The 7 Habits of Highly Effective Enrollment Advisors where we explore how successful enrollment advisors operate differently.

Competition is more intense than ever before. Speed, follow - up tactics, and professional persistence are critical factors in conversion. While many universities are struggling to grow their non-traditional and graduate programs, many schools are growing and thriving. What are successful enrollment teams doing differently? **VISIT OUR RESOURCES AND DOWNLOAD** our White Paper Winning Tactics for Growing Graduate & Non-Traditional Programs where we examine strategic factors, tactics and behaviors that separate the winners and runners up.

Key 4: The Right Contact Strategy

Call prospects at the right time with the right number of calls. We recommend 6 calls per month for 3 months. Is that too many calls for your team to make? Contact us. We have been helping universities contact and enroll more students since 2008. Frequency is also important. Adjust the dials, voicemails and email interactions. Lastly be professional and personal. Professional doesn’t mean stuffy and inflexible. Your prospects should feel like the person on the other end of the line relates to and understands their needs and truly hears their motivations and challenges for pursuing a degree. Remember they are real people, not just profit.

Key 5: The Right Prospective Student Experience

With the seismic shifts in the prospect’s journey, increased competition and a variety of potential tools, marketers are facing greater uncertainty than ever before. Today, the student journey is multi-directional wandering as they seek out information, but also as information is delivered to

users unsolicited - all of which shapes their student journey. Once they come to your web site a single spectacular cohesive experience regardless of learner type is required and immediate response for all inquiries for all types of students.

Key 6: Right Inquiry Capture and Attribution (including measuring and attributing inbound phone calls)

Capture every lead! Measure and monetize it. The most common approach to increase enrollment is to increase marketing. Too often universities overlook inquiry capture and attribution. Leverage Live Chat and Toll Free Numbers and other response devices on your main web site and landing pages and measure the growth. Typically we see inquiries, inbound high intent ORGANIC inquiries, increase by 20% just by adding these devices. Web traffic becomes a blessing, not a curse when you can attribute its original source. You invest a lot in your marketing campaigns, but your competition is always happy to eat your lunch. We at Education Connex are your competitive edge to help capture ROI on your marketing and media support. We can help with 24 Hour Lead management and response and help you increase organic inquiries.

Key 7: Be There At the Right Time

Be there when they call, chat live or inquire. Live answering. Always. Unavailable? Ditch the voicemail; when it comes to making meaningful connections, humans beat robots everytime. Immediate, live answering in critical as mobile search and Click-To-Call accounts for approximately 50% of search traffic. By the way, at Education Connex we never clock out. Rest easy after hours. We answer calls, conduct live chats 24 hours per day, 7 days per week, 365 days per year so you don't miss that opportunity to engage and tell your university's story and share the life changing program you offer.



7 Keys

to Increasing Enrollment Immediately

1. The Right Leads
2. The Right Response
3. Right Admissions Team
4. The Right Contact Strategy
5. The Right Prospective Student Experience
6. Right Inquiry Capture and Attribution (including measuring and attributing inbound phone calls)
7. Be There At the Right Time



About Educationconnex

Since 2008 Education Connex has worked side by side with universities offering lead generation, lead qualification and inbound enrollment services to non-profit universities. Is your admissions team overworked? Find out how we can take some of the weight off their shoulders by contacting us today at 877-434-1828 or email SVP Greg Swinhart at gswinhart@educationconnex.com.

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