

CHECKLIST

- ✔ **Use social data** to hyper-target people with highly-relevant communication. Most applicants use personal email addresses. With personal email domains, match rates against social media are much higher than match rates against emails using corporate domains. For example, people are more likely to set up their LinkedIn or Facebook profiles using a personal email address vs. a work address. Lead Liaison sees social match rates of upwards of 50% of contacts with our customers in the education industry. Those records are enriched with important social data (gender, age, pictures, social profile links, interests, and more).
- ✔ **Create offline marketing content** like postcards and handwritten letters to help students, faculty, etc. develop an emotional connection with your institution. Increase awareness of your institution by displaying your logo on a postcard that might sit subtly on your prospective student's desk for weeks, or follow-up an inquiry with a handwritten letter from the president.
- ✔ **Map out your student's journey.** In the business world, we call them a buyer's journey. In education, we call them a student's journey. They are both similar. The journey describes the phases a student will go through, as they evolve from applicant to alumni. Mapping out a student's journey helps you relate to their experience, and forces you to think about what content would be valuable to them, given the stage they are in.
- ✔ **Develop a communication plan.** Particularly, who are you going to market to and how will you market to them? Your communication plan should overlay on top of your student's journey.
- ✔ **Develop a lead scoring system.** Lead scoring is a way to measure how engaged a potential student might be. Once an applicant reaches a lead score they've demonstrated enough engagement to warrant a higher touch point from the recruiting department. Send your recruiting team an alert once an applicant passes your scoring threshold.
- ✔ **Consider using text messages** to drive timely interaction with applicants and students, and to communicate with your students on the device that is always in their hand or backpack.
- ✔ **Overcome budget issues** by tracking Campaign ROI. Use this valuable data to justify more budget, or find where you can cut back by assessing the methods that have not been successful for your organization.

Eager to learn more?

Contact us for more information today!

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