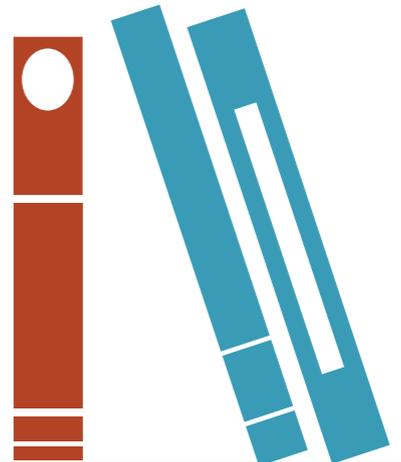
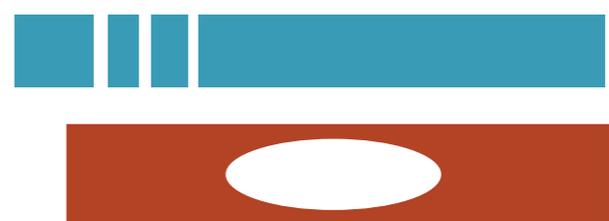
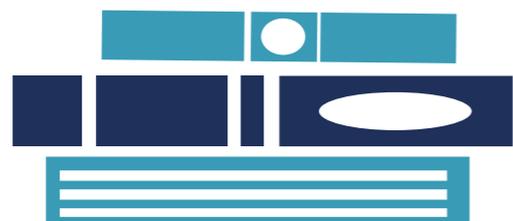


A **HOW-TO GUIDE**  
*for building an*



# *Integrated Marketing Plan*

FOR YOUR COMMUNITY COLLEGE



# HowTo



Zac

*VisionPoint Marketing*



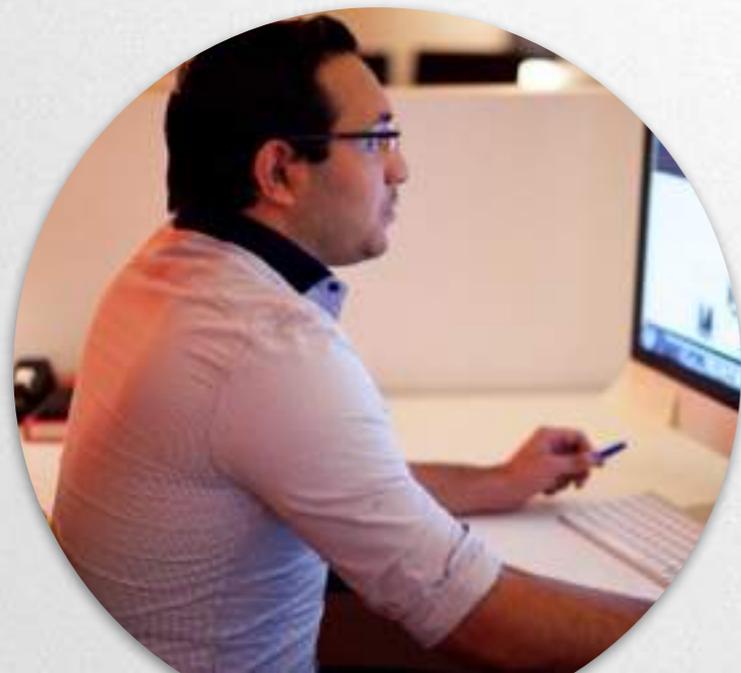
@zhender - @vispoint - #HowToGuide





# About VisionPoint Marketing

- Full-service integrated marketing agency for higher ed
- Serve: Large & Small; Public & Private; Grad, Post-Grad, Undergrad, CC
- UC Santa Barbara, Virginia Tech, Ball State, University of Maryland, etc.
- Speak nationally & regionally on HE marketing at AMA, eduWeb, NAGAP, etc.
- Focus on what's right for our clients (no 'one size fits all' approach)
- Located in Raleigh, NC with team of 17





# Our Focus This Morning

---

1. *Intros*

---

2. *What is Integrated Marketing?*

---

3. *The COA Story*

---

4. *7 Steps to Building your Plan*

---

5. *Q&A*

---



# Setting Expectations

*This could be fun (caffeine anyone?)*

*You should learn something*

*Lots to cover (we might talk really fast)*

*Casual: ask questions / interrupt*

*What is an Integrated  
Marketing Strategy & Plan?*



A **goal-driven, strategic** marketing plan that communicates **clear, compelling brand messages** across **multiple channels** to move audiences through a relational **engagement process** toward a final conversion.







*“If people only knew...”*



# Marketing Budget



## Benefits of a Strategic Marketing Plan

- It sets and achieves **specific, measurable business goals**
- It protects **brand consistency** across multiple channels
- It helps brands build and **strengthen relationships** with clearly defined target audiences
- It **maximizes both efficiency and ROI** by allowing for more **strategic allocation of resources** into specific channels in order to garner the best results



*So how do we do this?*



COLLEGE OF  
THE  
ALBEMARLE

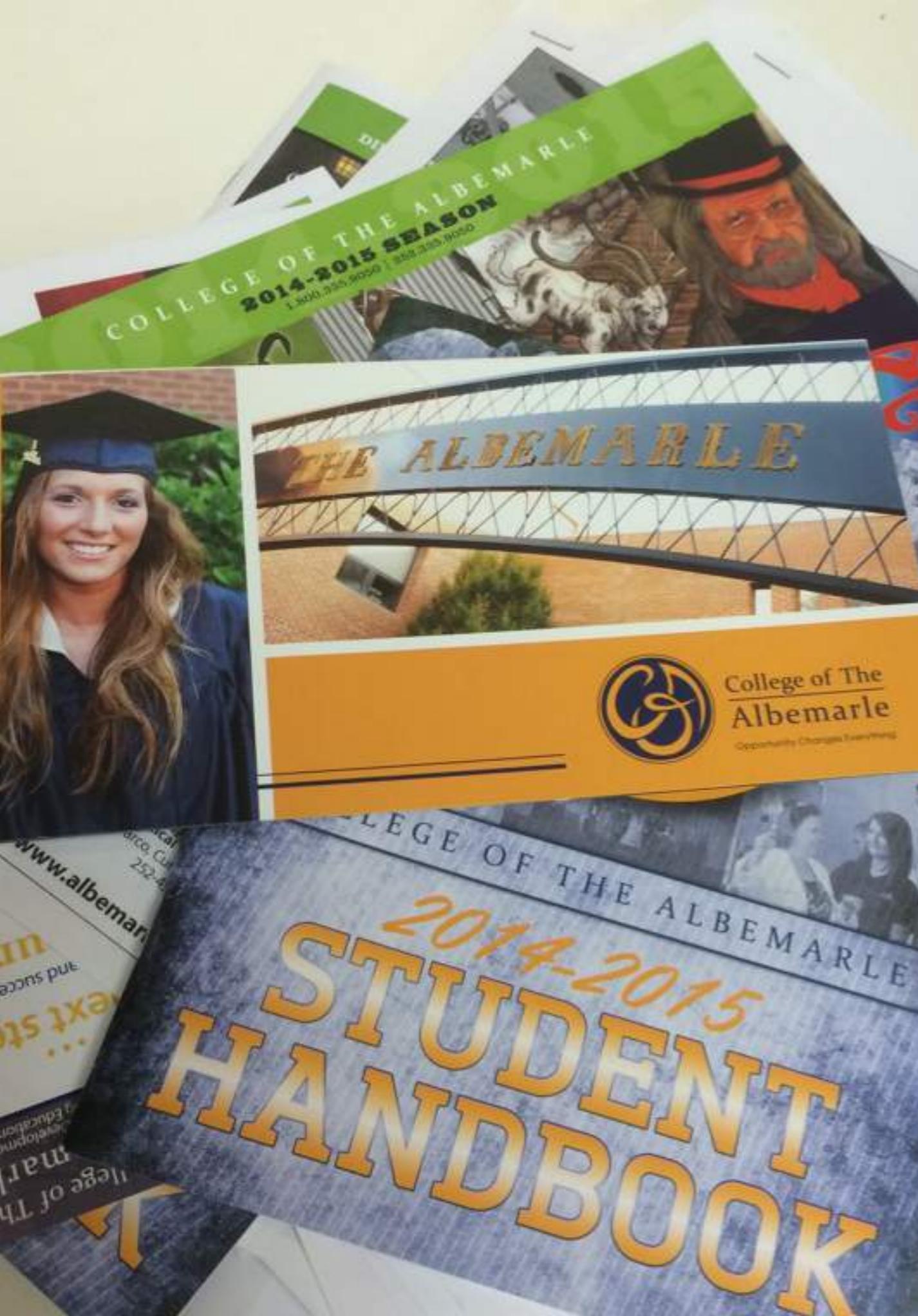
Transform Your Tomorrow

*COA, a short while ago ...*



## Marketing / Enrollment Challenges (circa 2014)

- A lack of awareness and appreciation for the breadth, quality and value of the college's offerings
- No clear and compelling brand promise (all things to all people)
- Struggling to reach and motivate audiences to engage with the college (enroll, give, advocate, etc.)
- General misperceptions about what's happening over there, what COA has to offer.
- No established "marketing culture" on campus.
- Difficult to market yourself confidently when there's a lack of awareness and passion for a consistent, compelling brand promise.

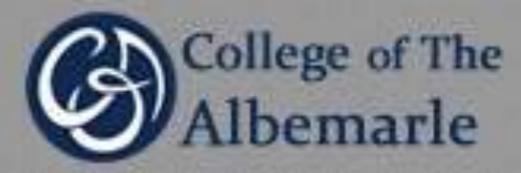


**Sharpen Your Skills.  
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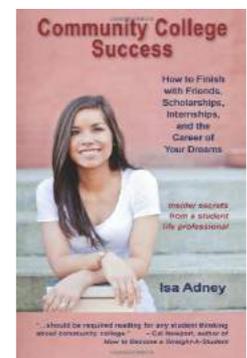
(252) 335-0821



**Your best first choice!**

“Community College is not a second-class education. Community College is a first class opportunity.”

Isa Adney, Community College Success



**Think Smart  
Save Money  
Enroll at COA!**

[Learn More](#)



**Think Smart  
Save Money  
Enroll at**

[Learn More](#)

(252) 335-





**A GREAT  
BRAND IS A  
GREAT  
STORY.**



# The COA Brand Story

- Every COA student has an *untapped spark of potential* within them.
- At COA, our passion is to be the *catalyst* that breathes life into that spark.
- What appears to be *ordinary turns out to be extraordinary.*
- It's the educational experience, led by *faculty and staff who are mentors and champions*, that breathes that spark to life.



Camden

Perquimans

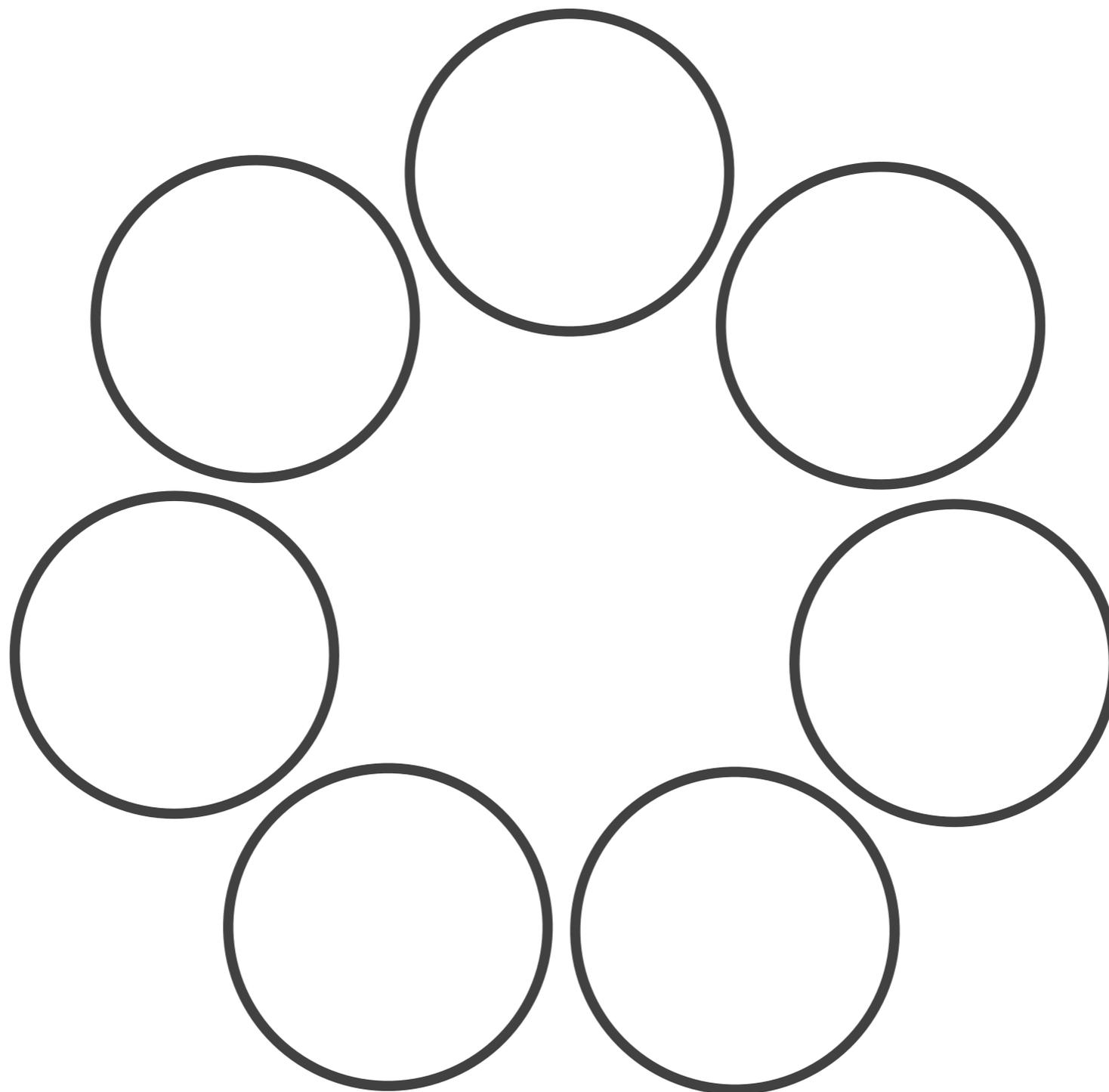
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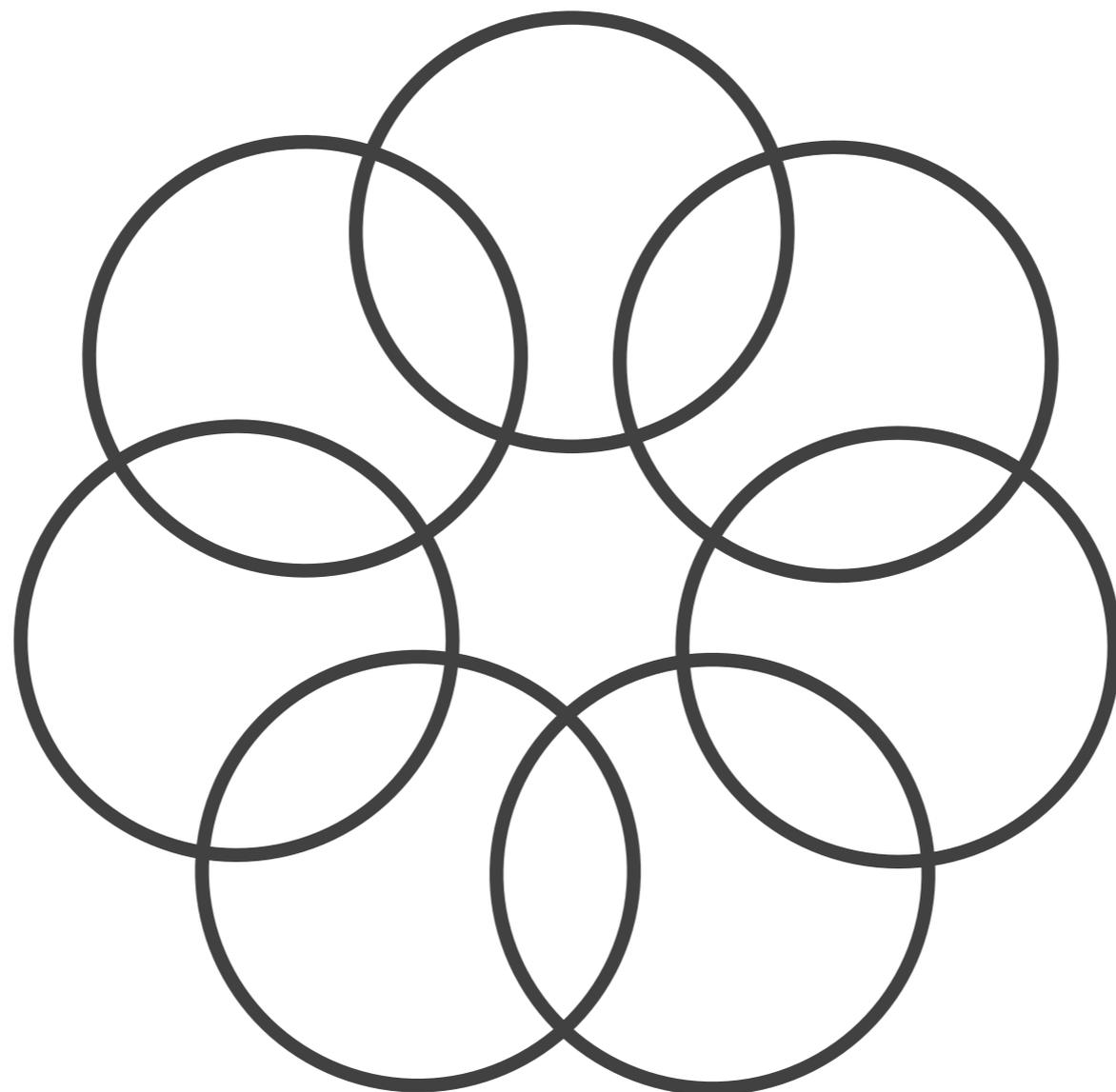
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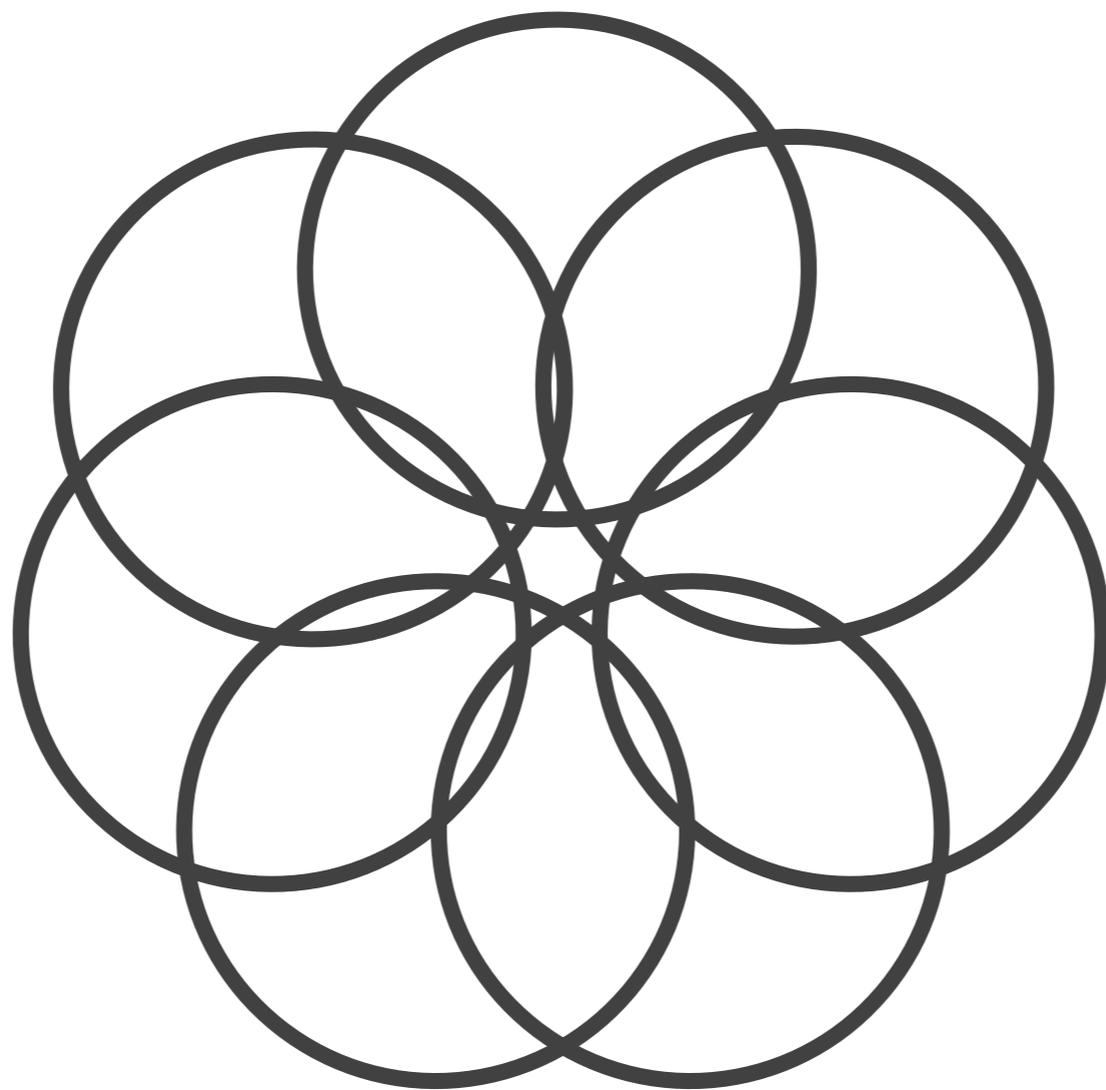
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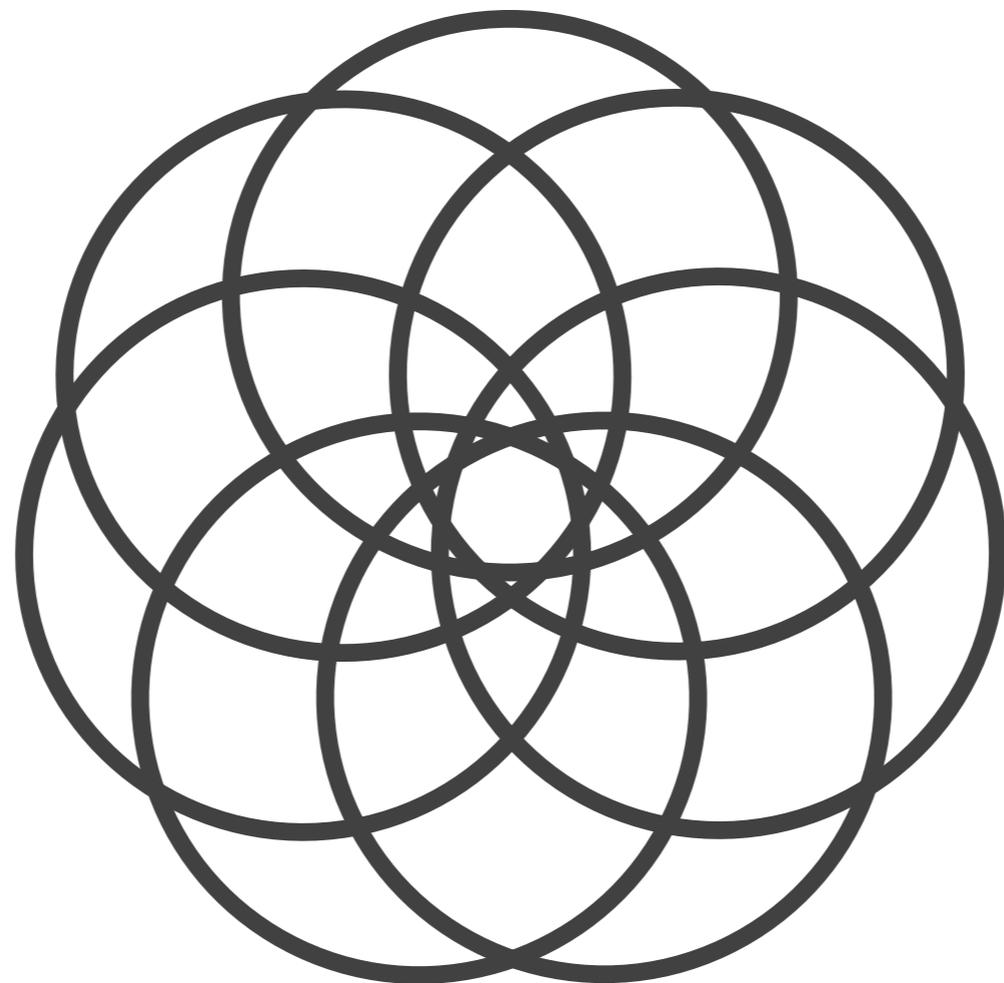
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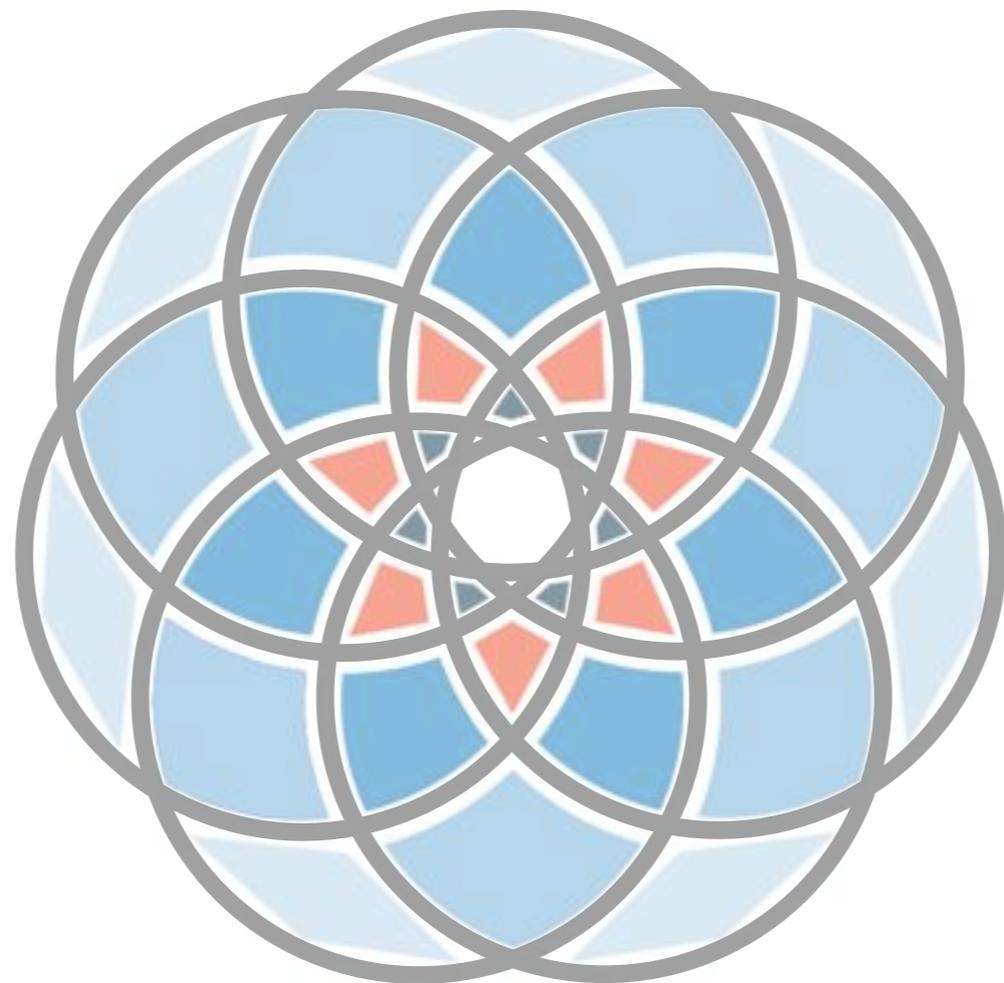
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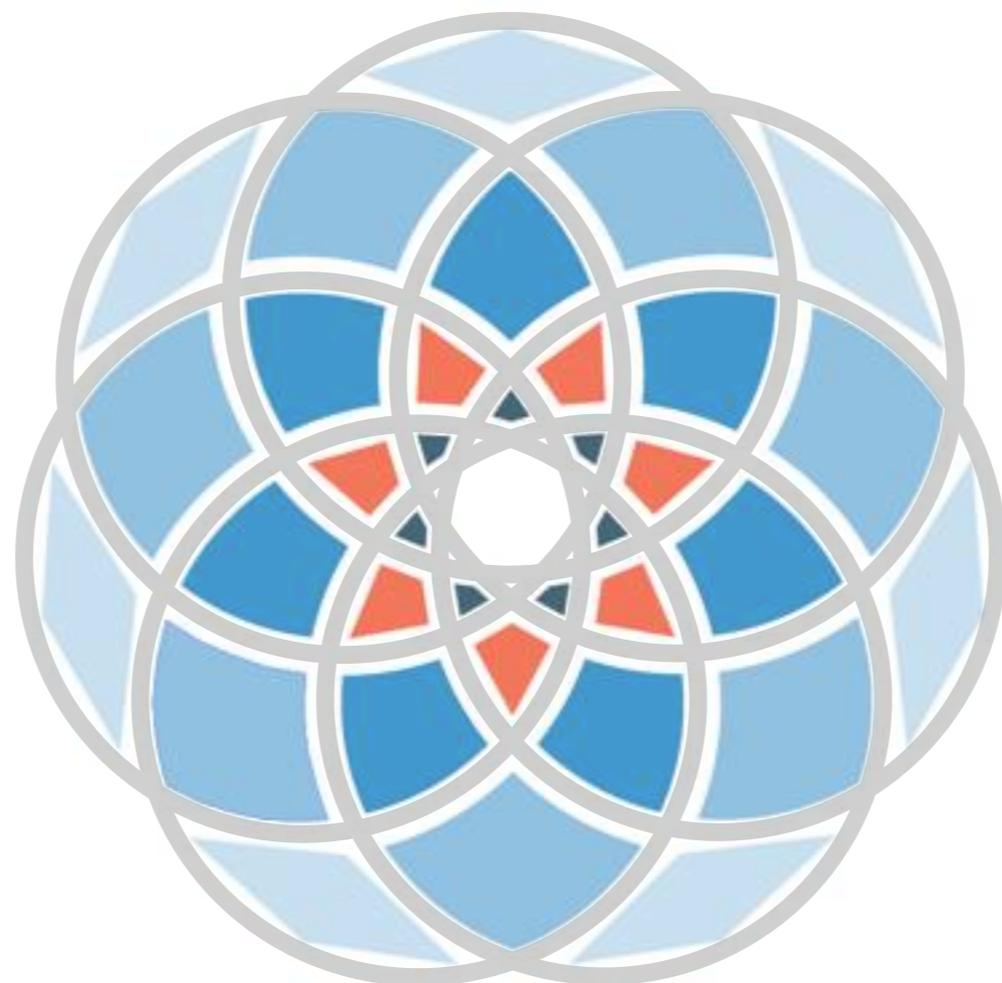




















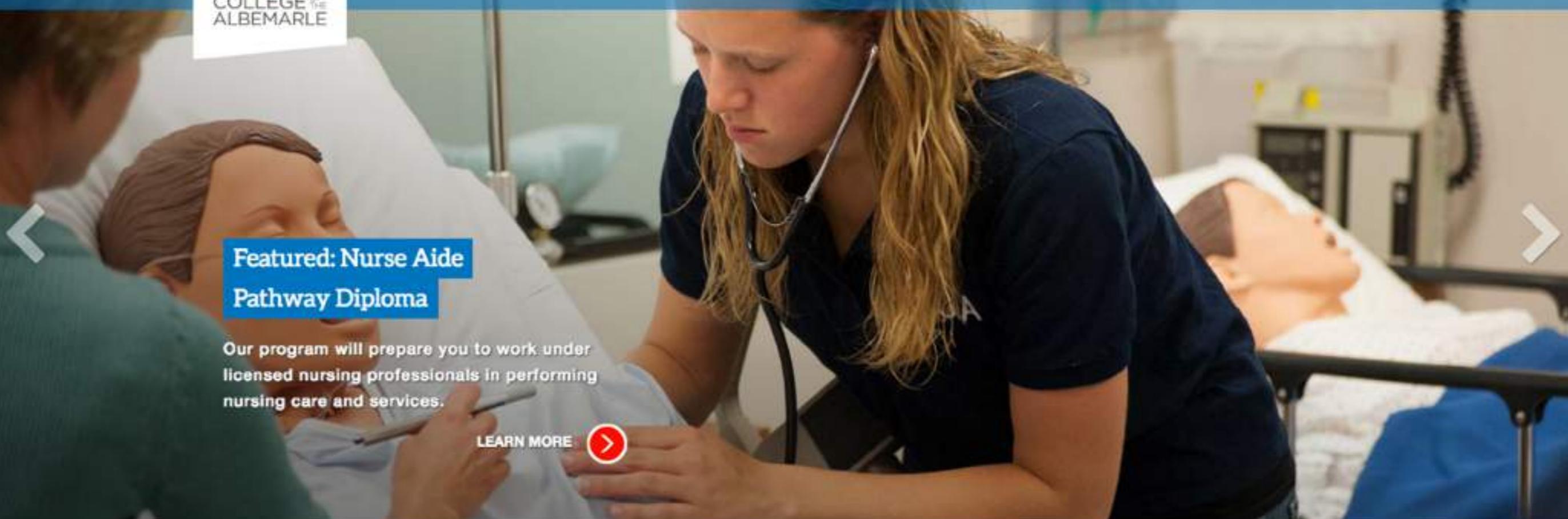


COLLEGE OF  
ALBEMARLE THE



COLLEGE OF  
THE  
ALBEMARLE

Transform Your Tomorrow



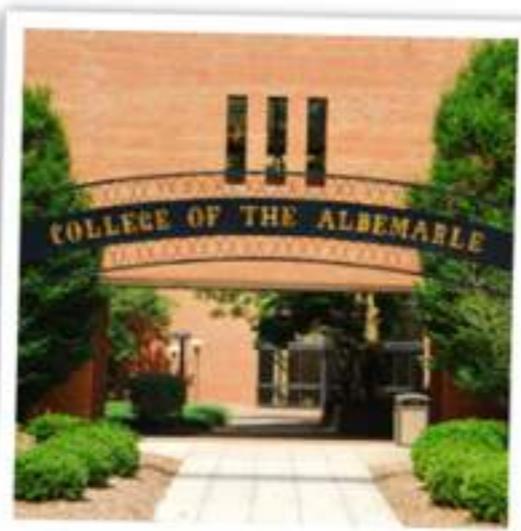
### Featured: Nurse Aide Pathway Diploma

Our program will prepare you to work under licensed nursing professionals in performing nursing care and services.

LEARN MORE

- EARN A DEGREE OR GET COLLEGE CREDIT
- GET COLLEGE CREDIT WHILE IN HIGH SCHOOL
- START A SMALL BUSINESS
- LEARN BASIC SKILLS
- RECEIVE JOB TRAINING
- EXPLORE ONLINE CLASSES

## At COA



*Just because you build it  
**doesn't guarantee** they'll come.*



*Now that you have a story,  
**how do you tell it** to the  
people who need to hear?*

*You create and execute  
an **integrated marketing  
strategy & plan.***



## Results

- ✓ **A successful *brand launch* that generated a ton of enthusiasm**
- ✓ ***Great ROI* with above average click-through, CPC, CPM rates**
- ✓ ***A stronger partnership* than ever between marketing and enrollment**
- ✓ ***A 5% enrollment net increase* in the first year, reversing a 5-year slide!**

*Okay, **how the heck** did  
you do that?!*

~~easy~~



# 7 Steps

*to building an Integrated Marketing Program*



- 1. Define your Goals*
- 2. Know your Audience*
- 3. Understand your Situation*
- 4. Determine High-Level Strategies*
- 5. Consider the Engagement Process*
- 6. Brainstorm Marketing Ideas*
- 7. Develop Marketing Plans*

# 1 *Define your Goals*



*The importance of*

# GOAL SETTING

*& consensus building*



# goal-driven strategy

Vendors

Design

Content

Channels

# User Goals

## Website-specific Goals

The top priority goals for College of The Albemarle center around **raising better awareness** of COA as a viable educational resource and **increasing FTE enrollment.**

## Enrollment Goals

## Brand Goals

*“We want to be **known throughout our seven-county service area** as a first-choice educational resource, a place people choose because **they know and trust** that we will help transform their lives. And we want more people to take us up on that offer, **growing our enrollment year over year.**”*

*~ COA Stakeholder*

# 2 *Know your Audience*



# *Marketing Personas*



# What are Personas?

- Fictional characters that represent various target audiences
- Provide more realistic perspective
- Used to step through engagement processes

**Continuing Education – Life Enrichment**  
The Community College of Baltimore County Personas

**Mike Clemens**  
Prospective Student

**Cynthia Marcom**  
Current Student

**Continuing Education – Life Enrichment**  
The Community College of Baltimore County Personas

**Marty Tillman**  
Prospective Student

**Degree Students**  
The Community College of Baltimore County Personas

**Tavarus Smith**  
Current Student

After teaching in 2005. She spent the summer but then started to search for part-time information on CC website. Familiar with she's been receiving in Spring 2006 and even been helping with a week and she'd like the opening night performance would get the word out arrive to campus early.

Marty and his ex-wife divorced custody of the kids. His oldest he now sees his daughter is always looking for opportunities townhome a year ago that for Baltimore area "handyman" enrolled in classes that tips, tiling demos, and last handyman class. interested in the cooking a grill for the new home throughout the year. He'll be looking for directions on how

Tavarus has bought one the Baltimore but most are along with several but is enrolled in classes three work during the He's hoping to but would also opportunities.

Age	65
Family Situation	Wife to Robert, one married
Occupation	Retired music teacher
Annual Income	\$35,000
Internet / Communication Behavior	

Age	42
Family Situation	Divorced, single
Occupation	Sales for comm
Annual Income	\$60,000
Internet / Communication Behavior	Facebook

Age	28
Family Situation	Lives with grandm
Occupation	Full time student, fr
Annual Income	\$20,000
Internet / Communication Behavior	<ul style="list-style-type: none"><li>Facebook (heavy)</li><li>Twitter (heavy)</li><li>email (light)</li><li>IM / Chat (heavy)</li><li>YouTube (moderat</li><li>search engines (C</li></ul>
Devices	



# Target Audience Segments



High School → College Path (Madilyn)

High School → Career Path (Paul)



Non-Traditional → College Path (TJ)



Non-Traditional → Career Path (Nina)



Military / Coast Guard (Cliff)





## Madilyn: High School → College

- 17 years old, rising senior @ First Flight High.
- Wants a four-year college degree.
- Eager to “get away” from the Outer Banks.
- Brother is at Chapel Hill. She’s drawn to “elite” schools like Duke and UVA b/c of his college search.
- Average GPA. Passions are painting & sketching, but never thought of art as legitimate academic opportunity.
- Parents make just enough to disqualify for need-based aid, but not a lot of college savings.
- Madilyn is aware of COA, but in her eagerness to “get away,” she hasn’t realized yet how COA could actually help her do that.



# 3 *Understand Your Situation*



# *Research Tasks*



## Recommended Research Tasks

- Current state website audit
- Evaluative content audit
- Review marketing / campaign history
- Review institutional strategic planning / visioning
- Target Market / Audience Research
- Competitor Analysis
- Listening Tour - Stakeholder interviews



# Stakeholder Interviews

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*Senior Leadership*

---

---

*IT*

---

---

*Admissions*

---

---

*Students*

---

---

*Faculty*

---

---

*Prosp. Students*

---

---

*Staff*

---

---

*Community*

---

---

*Department Heads*

---

---

*MarComm*

---





# *Aggregate Themes - SWOT*



# Current State Analysis

## STRENGTHS

- Affordable / great value
- Talented, passionate faculty who take a student-centered approach
- Convenience / flexibility of offerings
- Responsive to student and community needs
- Strong transfer program with multiple articulation agreements
- Notable successful graduates

## WEAKNESSES

- Some silos among faculty and staff
- Historically poor MarComm about breadth and depth of programs / value
- Very little internal consistency in terms of knowing and communication brand message
- Many great alumni stories not being told
- Some “resource crunch” issues due to budget reductions following year-over-year enrollment decrease

- Strengthening affinity relationships with H.S. teachers / counselors
- Building pipeline with the Coast Guard
- Growing alumni engagement
- Expanding several offerings that have significant demand
- Better recruiting within dual enrollment population

- Struggling economy and lack of industry throughout region
- Lots of first-generation college students
- Younger generation’s desire to “get away,” and perception that staying at COA is about “being stuck”
- Limited media options - few channels focused exclusively on COA’s service region
- Strong competition from several four-year and CC counterparts

## OPPORTUNITIES

## THREATS

# 4 *Determine High-level Strategies*



*What is a Strategy?*

## GOAL

- *Win game*

## SWOT

- *Us = Mobile QB - ball control offense*
- *Them = explosive passing game, slow LB's*

## STRATEGY

- *Control clock with high %o runs*
- *Confuse them with different D looks*

## PLAN

- *O: Draw*
- *O: Slant*
- *O: Reverse*
- *D: Disguised Blitzes*
- *D: Nickel*





*Winning Marketing Strategies  
for College of The Albemarle*



# Core Marketing Strategies



**Build Brand  
Traction**



**Strengthen High  
School Connections**



**Serve Those Who  
Serve Us**



**Promote Possibilities  
Before Programs**



**Fill the Footprint**

# *The Engagement Process*

*(aka: The Sales Funnel)*



*Think of the Engagement Process  
like a Sales Funnel*

*The buying process a consumer goes through **from the time they identify a need** for a product or service **to actually purchasing** or **becoming an advocate** of that product or service.*



## Example: Buying a new car



---

**Top of the funnel:** I need a car (my car died, my kid took my car, I had an accident). What type of car do I want/need?

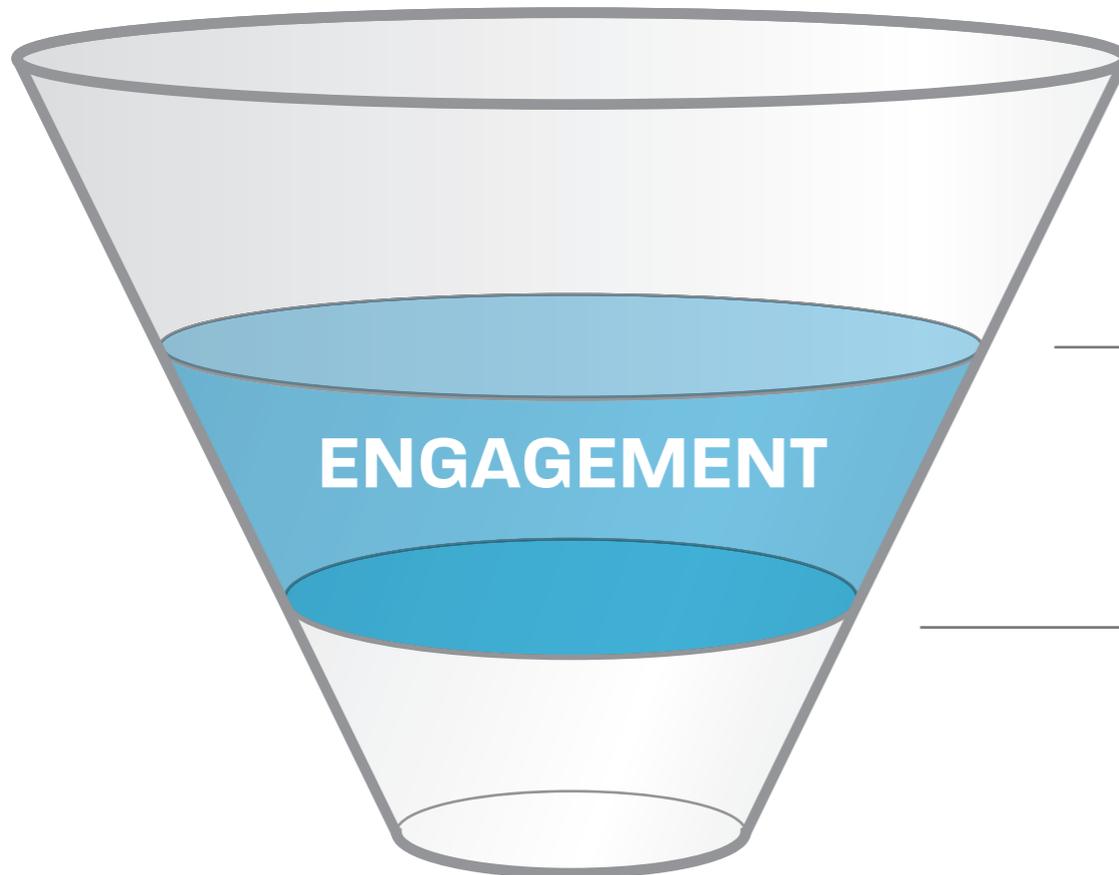
I've identified which types of cars I am most interested in.

---





## Example: Buying a new car



---

**Top of the funnel:** I need a car (my car died, my kid took my car, I had an accident). What type of car do I want/need?

I've identified which types of cars I am most interested in.

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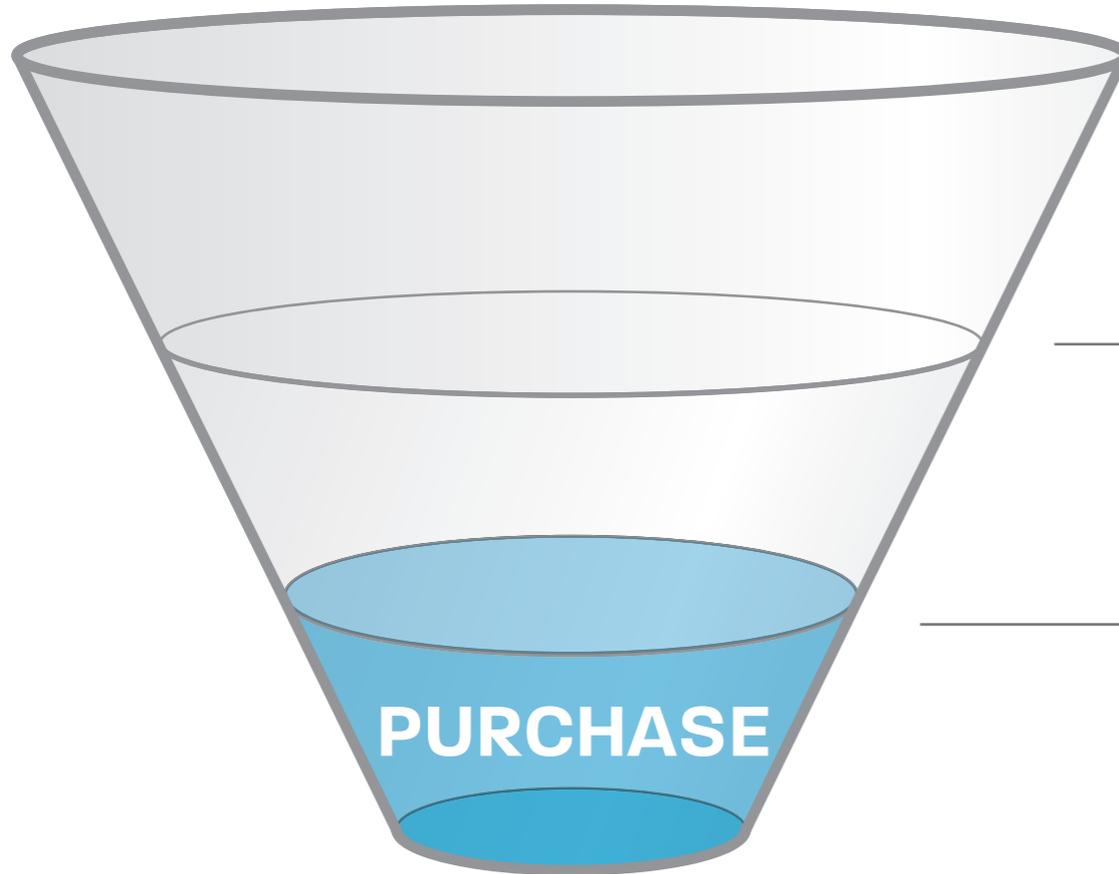
**Middle of the funnel:** I'm visiting dealerships and continuing my research to get more information (cost, features, safety) about each car.

---





## Example: Buying a new car



---

**Top of the funnel:** I need a car (my car died, my kid took my car, I had an accident). What type of car do I want/need?

I've identified which types of cars I am most interested in.

---

**Middle of the funnel:** I'm visiting dealerships and continuing my research to get more information (cost, features, safety) about each car.

---

**Bottom of the funnel:** I've selected a car and am going to buy it.

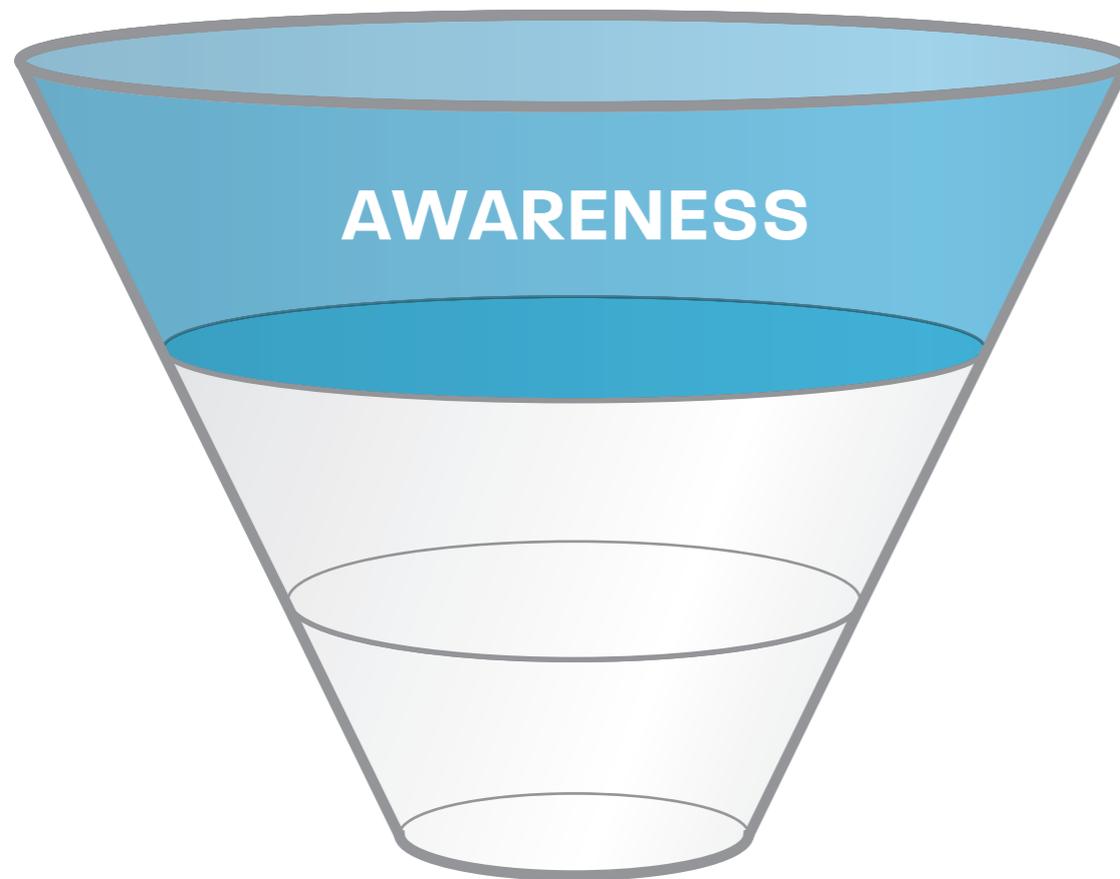




# *College “Sales Funnel”*



# Sales Funnel in Enrollment: TOF



Lets prospective students know you're an option

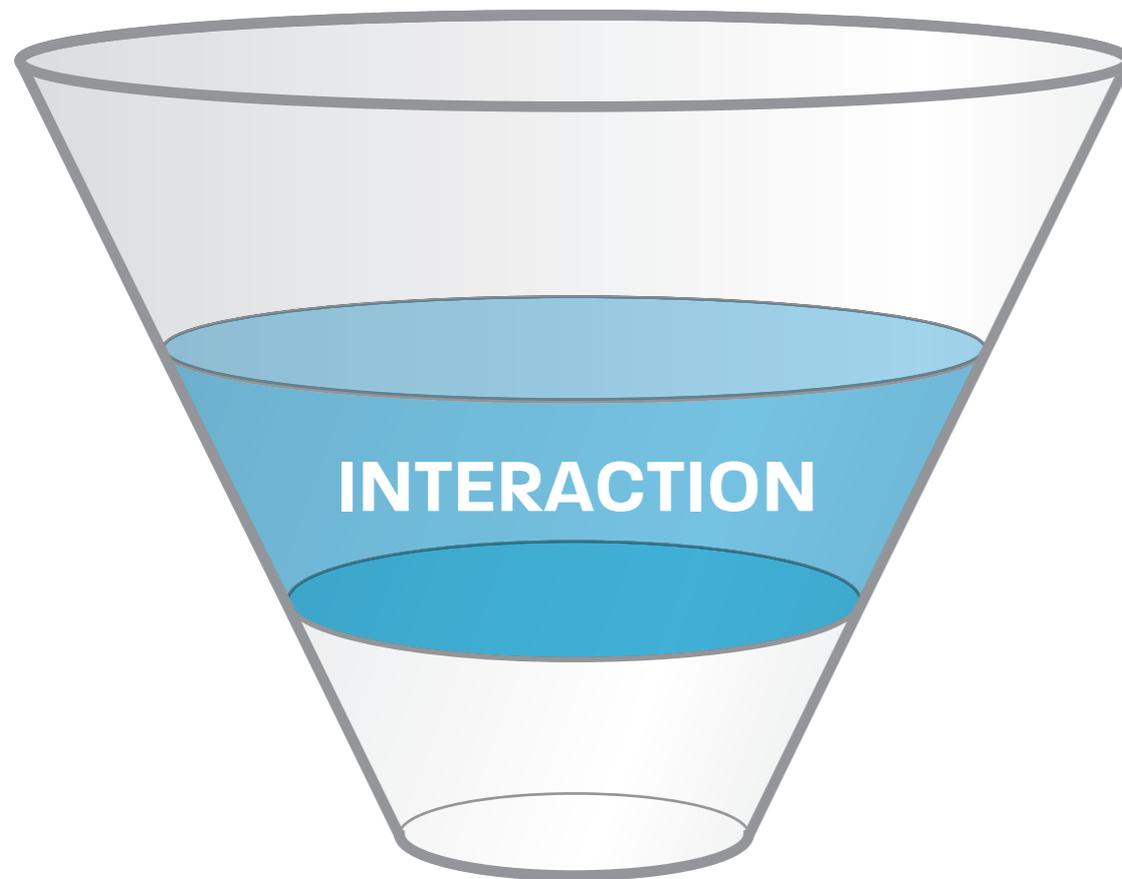
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## PROSPECTIVE STUDENT:

- **Identifies need for education** (high school graduation, career change, make more money, professional development, etc.)
- **Becomes aware of your school or program** (through research online, advertising, WOM, etc.)
- **Begins to form selection criteria** (cost, ranking, location, offerings experience, faculty, FA options, etc.)
- **Narrows down considered set** (your school or program is a viable option)



# Sales Funnel in Enrollment: MOF



**Opportunity to engage with the prospective student**

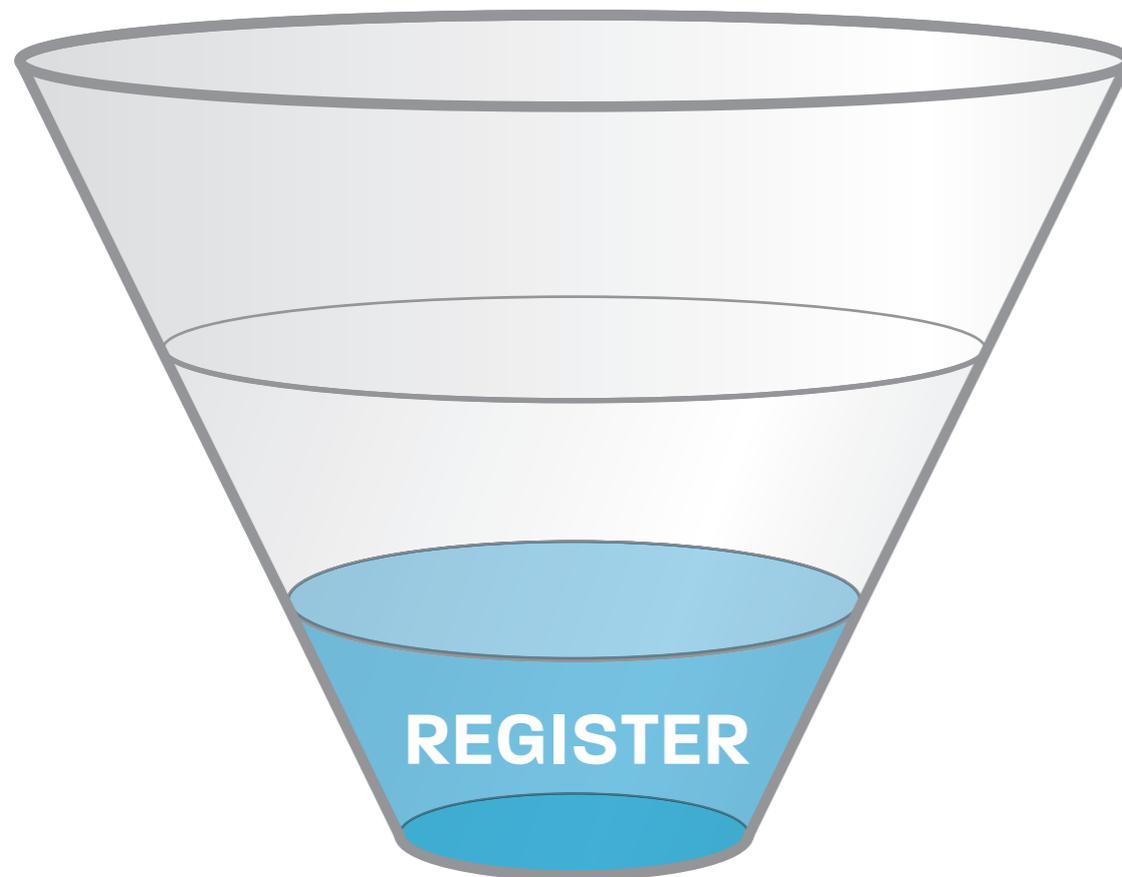
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**PROSPECTIVE STUDENT:**

- **Reaches out to school or program for more information** (download viewbook, various content offers, etc.)
- **Attend in-person and/or online events** (info sessions, campus visits, live chat, phone call, etc.)
- **Digs deeper into research** (asks students/others about reputation, brand)



# Sales Funnel in Enrollment: BOF



**Converts from prospective student to applicant**

---

**PROSPECTIVE STUDENT:**

- **Prepares to apply** (gathers all documentation, works through app check list, etc.)
- **Begins application process** (starts the application, reaches out for recommendations, writes essay, submit test scores)
- **Submits complete application / registration**

# *Brainstorm Marketing Opportunities*



## Madilyn: High School → College

- 17 years old, rising senior @ First Flight High.
- Wants a four-year college degree.
- Eager to “get away” from the Outer Banks.
- Brother is at Chapel Hill. She’s drawn to “elite” schools like Duke and UVA b/c of his college search.
- Average GPA. Passions are painting & sketching, but never thought of art as legitimate academic opportunity.
- Parents make just enough to disqualify for need-based aid, but not a lot of college savings.
- Madilyn is aware of COA, but in her eagerness to “get away,” she hasn’t realized yet how COA could actually help her do that.

# GROUND RULES\*

1. DEFER JUDGEMENT
2. ENCOURAGE WILD IDEAS
3. BUILD ON THE IDEAS OF OTHERS
4. STAY FOCUSED ON THE TOPIC
5. ONE CONVERSATION AT A TIME
6. BE VISUAL
7. GO FOR QUANTITY

... IDEA



## *Madilyn: High School → College Path*

	<b>Website</b>	<b>Social</b>	<b>Email</b>	<b>Online ads</b>
<b>Top Awareness</b>	Blog content about the ROI of an associate degree	Photo gallery of COA students performing in the arts	Webinar about how to turn CC degree into \$ saving for 4yr	Ads about saving \$30,000 on 4yr college tuition
<b>Middle Engagement</b>	Contact success coach		Invitation to attend campus recruiting day	Remarketing ad to drive toward an admission event.
<b>Bottom Inquiry</b>		Logos of colleges where COA grads earn 4yr degrees in 2016		Remarketing ad that reminds of application deadlines.

# *7 Develop Marketing Plans*

Part of the Funnel	Stage of Engagement	Description	Specific to Client or Stage of Engagement Applied to Client	Top Level Metric	Service Offering					Paid Advertising					Social Media				
					Web	Blog	Email	SEO	Mobile Advertising	Display/ Banner Advertising	Search Engine Advertising	Facebook	LinkedIn	Facebook	LinkedIn	Twitter	Google+		
Top of the funnel: Let them know we're an option	Stimulus	"Something starts us off consciously or subconsciously" - Reveal the opportunity or problem Target identifies a need for a product or service.	Target includes sophomores, juniors and seniors in high school - PSAT in sophomore year triggers target to start thinking about college. - Parent initiated conversations regarding college options and topics of study. - Course selection including AP for college credit or dual enrollment (ex: sophomores planning for junior year).			Blog articles central to planning for college. Highlights differentiators while also drive organic visits through targeted keywords.													
	Awareness	Consider the options if feel the need : relate solution to needs to get into the considered set / short list Target becomes aware that your organization offers the product or service, either through advertising or research.	- Target begins research on colleges like College Board and ranking sites - Target attends something on college campus (like attending a sporting event, camps or visit w/ sibling) other than a campus visit for admissions purposes. - Based on class rank, target has general idea of middle grouping of colleges credit or dual enrollment (ex: above community colleges) - Target talks to friends, siblings, parents, guidance counselor, etc. - Church's role	Search volume for relevant pages of website (more marketing-focused on branded and non-branded) Clicks on relevant advertising campaigns Opens/clicks on emails sent to purchases lists (versus GWU-built lists)			Target: Target list, apply model (N-L will be doing bulk of this, VisionPoint will be reviewing content and design) Message: Introduces GWU and key facts/differentiators about the university	Keyword Targets: independent colleges, religious, private vs public, size, D1, geo-targeted	Message: Create content that will rank for desired keyword targets or aligns GWU with other schools in this considered set in order to create awareness of GWU			Target: College research sites like College Board, ranking sites, general info sites on colleges esp ones specific to independent or religious universities Message: Introduces GWU and key facts/ differentiators about the university (generate awareness, reinforce brand)	Keyword Targets: independent colleges in NC, religious colleges, small private colleges, competitor keywords, geo-targeted based on target audience profile Message: Introduces GWU and key facts/ differentiators about the university (generate awareness, reinforce brand)	Target: Blanket awareness campaign that focuses on local geography, religious affiliation Message: Introduces GWU and key facts/differentiators about the university (generate awareness, reinforce brand) Target: Blanket awareness campaign that focuses on local geography, possibly age/year in high school	Target: Blanket awareness campaign that focuses on local geography, possibly age/year in high school Message: Introduces GWU and key facts/ differentiators about the university (generate awareness, reinforce brand)	Putting out relevant content that people are willing to share. Ideally content about GWU events, programs, success stories	Putting out relevant content that people are willing to share. Ideally content about GWU events, programs, success stories	Putting out relevant content that people are willing to share. Ideally content about GWU events, programs, success stories	Putting out relevant content that people are willing to share. Ideally content about GWU events, programs, success stories
	Considered Set	Search : Client needs to provide info Target narrows down list of options to get the product or service from by weighing benefits and risks. Consideration might include function, image, price....are these decisions made with the heart?	Target audience is more late juniors / seniors in high school. Determines list of criteria/ top priorities in selecting considered set. Most likely goes to website to research and see if GWU meets the criteria. - Private versus public - Religious affiliation or not (faith-based versus faith-driven) - Location (local, within state, outside state) - Size (small town, small community, level of engagement/visibility with professors) - Do they see others like them in the marketing materials? I.e. "I can see myself at this school"	Website visits to relevant pages of website (more marketing-focused on promoting GWU differentiators) Email opens/clicks for follow-up emails to purchased lists Clicks on relevant advertising campaigns	Targets: independent colleges, religious colleges, private vs public, small colleges Message: Create content specific to keyword targets that communicates why GWU is unique specific to KW target and will rank for desired keyword targets	Target: Based on send from Awareness stage, if person clicked on the email, send them a follow-up email. Message: Promotes a point of differentiation for GWU, possibly one that is different from the first email a set period of time later. [can consider a "did you know" approach in messaging? for ex. "did you know that you can ..... or there's a ....."]	Keyword Targets: independent colleges in NC, religious colleges, private vs public, geo-targeted, small colleges, Baptist college, Christian college Message: Create content specific to keyword targets that communicates why GWU is unique specific to KW target and will rank for desired keyword targets	Targeting: Aids targeting sites where prospective students would be conducting research relative to GWU differentiators or comparable colleges/ universities. Message: Reinforce GWU differentiators and brand.	Targeting: Geographically targeting branded keywords, points of differentiation specific to GWU and local/regional competitors Message: Value/benefit-focused ad	Target: Sponsored posts Message: Your friends like this page with CTA to visit or like the GWU Facebook page. Target: Geographically and demographically targeted high school sophomores & juniors Message: Sponsored/ promoted posts of differentiators specific to things happening on campus (pulled in from social media page).	Target: Geographically and demographically targeted high school sophomores & juniors Message: Sponsored/ promoted posts of differentiators relative to targeting (if possible).	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.	Message: Communicate the differentiators of GWU by posting stories, news. Pose questions or encourage visitors to ask questions and distribute surveys. Interacting with people who are influencers.		
Initial contact	Commit to evaluate - Reinforce the brand, differentiate, motivate Target reaches out to organizations within the considered set to get additional information or schedule an interaction.	A little bit of interaction / requires lower barrier to entry - College fair at school - Takes action on website (request information, viewbook, signs up for email list or text alerts, registers for info session, chat sessions, schedules campus visit)	Inquiries as of 11/9: 20,026	Create content that continues to highlight GWU brand and differentiators. Strong calls-to-action promoting info/chat sessions, requesting a viewbook and scheduling a campus tour. Varies by page (informational versus admissions focused).	Target: Prospects OR parents that opt-in for texting service (with separate tracks for each) Message: Primary message is CTA to promote initial contact. Secondary is to continue to emphasize GWU's positioning and differentiators, as well as student/campus stories (reduce any friction/anxiety with initial contact)	Targeting: Ad can be remarketed and geotargeted to people who have visited GWU website. Targeting: Geographically targeting branded keywords, points of differentiation specific to GWU and local/regional competitors Message: Strong CTA to drive initial contact w/ secondary value/benefit-focused messaging (remarketing)	Target: Geographically and demographically high school juniors and seniors Message: Upcoming events, info sessions, etc. Target: Remarketing to prospective students on Facebook who have already been to GWU website Message: Stronger CTA to promote initial contact, secondary message to reinforce differentiators	Target: Geographically and demographically high school juniors and seniors Message: Upcoming admissions events, info sessions, etc.	Post info about upcoming admissions events in hopes that some followers are prospective students, but also that influencers or appropriate people share with their followers. Also post on @futuredawgs.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.	Assuming there are social media presences specifically for prospective students, post information on upcoming admissions events.		
Middle of the funnel: Trying to engage	Interaction	Further investigation : talk w. friends, systematically research, talk w sales, seek authority? Target interacts with your organization (meeting, phone call, information session, chat session).	More in depth interaction (w/ a person) - Tour campus - Attend info or chat session - Communicate with a coach	Inquiries as of 11/9: 20,026	Target: If student has taken initial contact, send email reminder Message: Email will remind student of upcoming admissions event, campus tour, etc., with goal being to make sure he/she attends. Offer: Receive automatic \$2K scholarship by registering & attending campus visit to people who have started application	Target: Prospects OR parents that opt-in for texting service (with separate tracks for each) Message: Reminders about admissions events they've registered for.	Target: Remarketing to people who have hit appropriate thank you page after registering for admissions event. Assuming we have targeted thank you pages. Need to limit impressions if possible to avoid overwhelming/ disenfranchising people. Message: Reminder about specific admissions event they registered for.	Target: Prospects OR parents that opt-in for texting service (with separate tracks for each) Message: Reminders about upcoming application deadlines. If prospect has started application, text reminders to finish/send test scores	Target: Prospects that have made initial Contact Message: Application deadline reminders or ads w/ CTA to apply. Depends on how w can target it.	Target: Geographically and demographically high school seniors or use remarketing for people who have visited admissions portion of website (remarketing partner using URL tag) or based off of email addresses Message: Admissions events/ deadlines and CTA	Target: Geographically and demographically high school seniors Message: Admissions events/ deadlines	Post information on upcoming application deadlines on social media presences specifically for prospective students.	Assuming there is social media presences specifically for prospective students, post information on upcoming application deadlines	Assuming there is social media presences specifically for prospective students, post information on upcoming application deadlines	Assuming there is social media presences specifically for prospective students, post information on upcoming application deadlines	Assuming there is social media presences specifically for prospective students, post information on upcoming application deadlines	Assuming there is social media presences specifically for prospective students, post information on upcoming application deadlines		
Bottom of funnel: Convert them	Retention	Experience : Reinforce brand experience, listen, modify experience Target continues to get the product or service from your organization or moves to next level commitment (i.e. enrollment in higher ed).	Admitted Student Interaction - Social media for admitted students - Admitted student day	# of enrolled vs. admitted (%)	Target: Students that have completed the application process Message: Email will thank the student for completing the application process and inform of next steps (ex: when to expect responses, how to check status and test acceptance) Email addressed to prospective students from this line and additional stories or offers that prospective students can use to help them move to the next step of the enrollment process (ex: FAFSA checklists, enrollment process timelines, etc.)	Target: Prospects who have completed app process & opted in for text updates Message: Upcoming deadlines, admissions decision (ex. "Check your email, we have an important admissions update for you")	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Groups for accepted student with current student or admissions staff curated conversions and content.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	Targeted remarketing with brand re-enforcing messages and art.	
Bottom of funnel: Convert them	Advocacy	Promote : Remind of the experience, involve, appreciate Target becomes an advocate for your organization, product or service, raving about it to others and even referring people.	- Student graduate programssadors - Student bloggers - Active & engaged alumni		Use stories and other media to create a sense of place. Keep updated images and video of campus and events to provide information about the university.	Alumni newsletter with campus news and events.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	Campaign, event, and athletics-specific ads to narrowly targeted lists of users.	

# Second Third Fourth Fifth Pass

# \$ Marketing investment APPROVED

- Priority 1
- Priority 2
- Priority 3

# 7 Steps

*to building an Integrated Marketing Program*

*Questions*

*?*

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