Essentials of a Successful Inbound Marketing Strategy

Inbound Marketing

Higher Education Marketing

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Today's Presentation

- What is Inbound Marketing?
- Persona Development
- Content Strategy
- Analytics to Measure and Improve Your Results
- Optimizing your Website for SEO
- Leveraging Social Media to Attract and Engage
- Email Marketing
- Considerations for Mobile
- Available resources
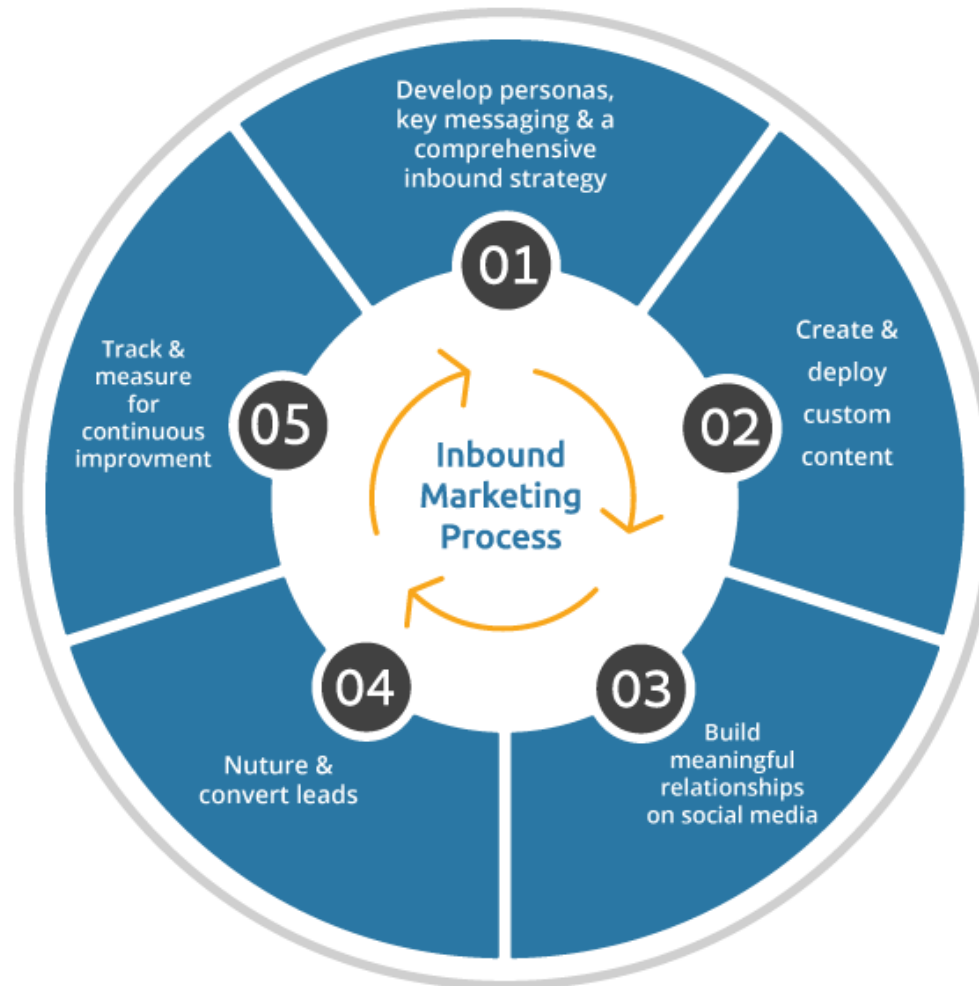
What is Inbound Marketing?

THE INBOUND METHODOLOGY

The best way to turn strangers into customers and promoters of your business.

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers >>> **Visitors**	>>> **Leads**	>>> **Customers**	>>> **Promoters**
Blog	Forms	CRM	Surveys
Keywords	Calls-to-Action	Email	Smart Content
Social Publishing	Landing Pages	Workflows	Social Monitoring

http://www.hubspot.com/inbound-marketing

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The Inbound Marketing Process

Why Inbound Marketing for Schools?

- Today's **typical prospective students** are digitally literate, informed and engaged

- **They expect** consistent messaging & outreach tailored to their interests, goals, & concerns

- Students want an **open window** into your school's mission and rather than overt self-promotion/selling

- **Meaningful dialogue** and **relationship-building** with your school community, from their first encounter, to enrollment, and beyond

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Persona Development: Identify your Target Audience(s)

Segment prospects by: program, level, source country, etc. & research their distinct characteristics:

Persona Development: Research Tools

1. Survey your admissions & recruitment team for their insights

2. Survey/poll your students & alumni directly

3. Use journey-mapping/heat-mapping to track key touchpoints

4. Conduct market research to better understand what is impacting decision-making
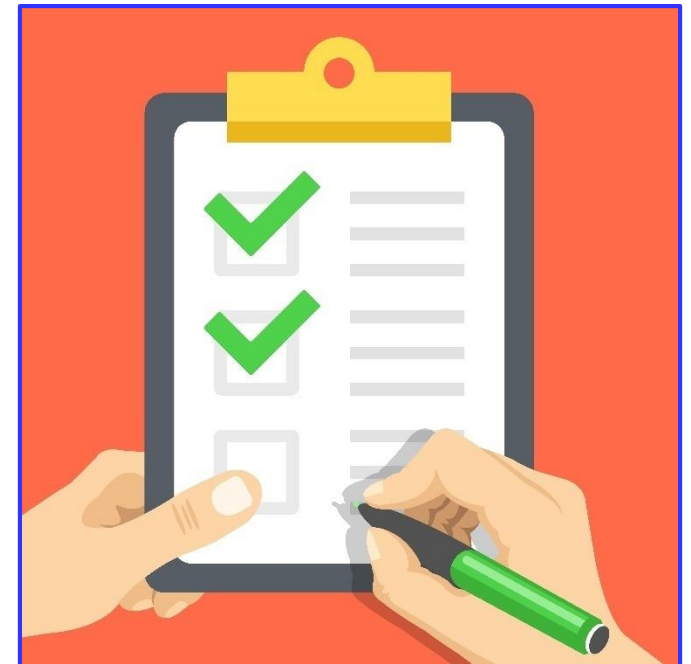
Persona Development: Use Landing pages to Gather Persona

Persona Development: Consolidate Data into Profiles

PROSPECTIVE MASTERS STUDENT

Industry Newcomer

BACKGROUND

- Mid 20s to late 30s
- Holds an advanced diploma, a certificate, or has completed two years out of a 3-year university degree
- Does not have the degree or Level 6 qualification typically required of postgraduate applicants
- Has been working in her subject area for 2-3 years
- Will discover [blurred] through online research or word-or-mouth (positive reputation)

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Persona Development: Tap Into Common Interests, Goals, and Desires

Industry Newcomer

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- Has been working in her subject area for 2-3 years
- Will discover [____] through online research or word-or-mouth (positive reputation)

MOTIVATIONS

> Your prospective students motivations should drive the messaging of your inbound marketing initiatives

- She has reached a professional ceiling, and needs an advanced degree to qualify for promotion
- Wants to refine and grow her technical skills to take on more challenging projects
- Wants to feel more accomplished and highly valued by her employer
- Needs an MA programme that will recognise her work experience (portfolio, CV, etc.) as valid proof of eligibility
- Is drawn toward blended learning because she can pursue the degree without giving up her job and/or time with family

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Persona Development: Addressing Common Pain Points

Industry Newcomer

BACKGROUND

- Mid 20s to late 30s
- Holds an advanced diploma, a certificate, or has completed two years out of a 3-year university degree
- Does not have the degree or Level 6 qualification typically required of postgraduate applicants
- Has been working in her subject area for 2-3 years
- Will discover ▓▓▓▓▓ through online research or word-or-mouth (positive reputation)

CONCERNS

Your messaging can be focused to overcome key barriers to enrollment

- She worries that an online programme will not be as rigorous or respected as traditional alternatives
- She needs convincing that a postgraduate degree will be worth the investment, and that her professional prospects will improve after graduation
- She lacks confidence in her ability to handle advanced coursework on her own (without the support of a traditional classroom learning environment)
- Wants reassurance that she will have one-on-one academic and career coaching support
- Is worried that online learning will eliminate the possibility of meeting and connecting with local professionals (these networks are a valuable source of career advancement opportunities)
- Wonders if online learning will offer genuine opportunities for creative exchange and collaboration, which is such an important part of her profession
- Wants reassurance that Falmouth will offer scholarships and/or flexible financing options to make paying for the degree easier

Consulting
& Analytics

The Channel Report

The **Channels** report under Acquisition, gives you macro level insights into the various channels you are using to attract traffic to your website.

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What are the main Channels?

- Organic Search: SEO Traffic from search engines
- Email: links in email campaigns
- Direct: users enter the URL directly in the browser
- Referral: traffic from other sites yours is linked on
- Social: Facebook, Twitter, LinkedIn, etc.
- Paid Search: Google AdWords, Bing ads, etc.

The Channel Report is crucial to helping you ascertain which of your marketing initiatives are having the most success.

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Common website goals for educational institutions

- Online application form

- Ask a question form

- Contact us form

- PPC inquiry form

- Online payment gateway

- Live chat event

- PDF Brochure download event

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Setting up Website Goals

Goal details

Destination

Begins with ▾ | www.yourcollege.com/thank-you-request-information | ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

On | 100 | $USD

Assign a monetary value to the conversion. *Learn more about Goal Values*. For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. *Learn more about Ecommerce Transactions*.

Funnel OPTIONAL

On

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Form	www.yourcollege.com/request-information	Yes

+ Add another Step

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

Create Goal   Cancel

Thank you Page URL

Don't forget to assign a value to your goals. In this case, the value can be calculated by dividing the average tuition amount by the average conversion rate of these request info leads to becoming students.

Request info form URL

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Content Strategy & Development

Create targeted posts that appeal directly to their motivations

MOTIVATIONS

- She has reached a professional ceiling, and needs an advanced degree to qualify for promotion
- Wants to refine and grow her technical skills to take on more challenging projects
- Wants to feel more accomplished and highly valued by her employer
- Needs an MA programme that will recognise her work experience (portfolio, CV, etc.) as valid proof of eligibility
- Is drawn toward blended learning because she can pursue the degree without giving up her job and/or time with family

3 Ways an Advertising & Marketing Masters Prepares You for the Changing Industry

Mon 25 Jul 2016

Digital Advertising Opportunities for Marketing Masters
Marketing and Advertising Masters Students Learn New Industry Attitudes
Strategic skills acquired by studying an MA in Advertising & Marketing Online

In today's society, the needs and motivations of consumers are constantly changing. As a result, the rules of advertising and marketing are being rewritten all the time, with the lines between the two becoming increasingly blurred as businesses seek to appeal to the more sophisticated sensibilities of the modern public. To avoid being left behind, top advertising and marketing agencies are increasingly seeking candidates with advanced training in both areas.

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Content Example - Blogs

1. Provide career/study tips, industry news, and other custom content your personas will love

2. Generate respect, trust and loyalty with posts that engage & inform, but are never "salesy"

3. Build your presence on social (as readers "share" and "like" your posts)

4. Drive traffic to your site when students find your posts during their online search process

http://why.ryerson.ca/
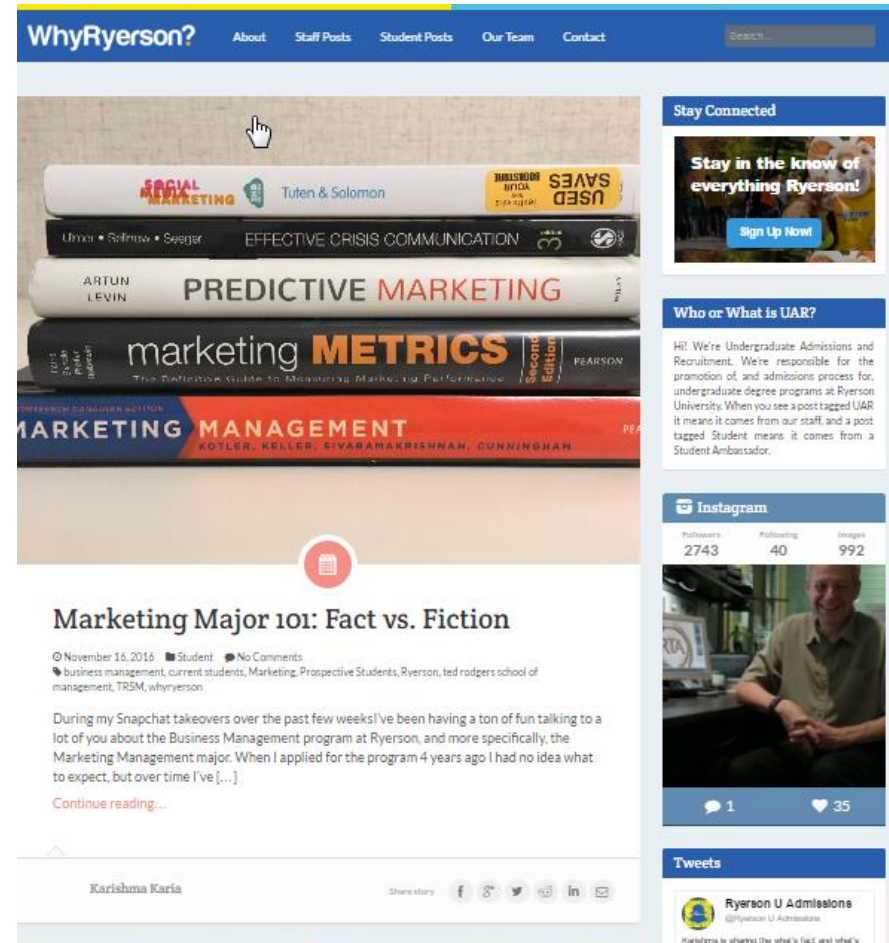
Content Strategy: Use Student-Generated Content

- Invite current students to share their personal experiences: adds authenticity & sparks interest

- Solicit blog posts, videos & photo-stories from student "ambassadors"

- Ask students to contribute content in <u>multiple languages</u> to recruit from overseas

- Publish on website & share through social media

http://www.ryerson.ca/artsandcontemporarystudies/prospective_students/testimonials/
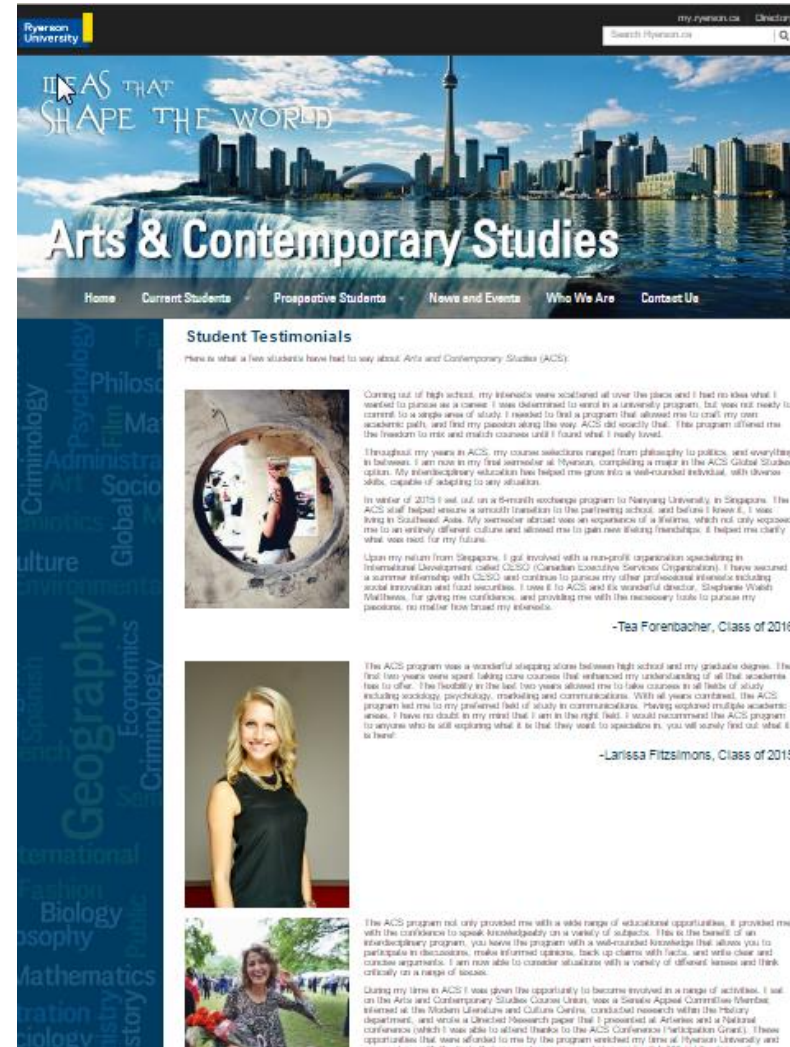
Content Strategy: "Student Experience" Bloggers
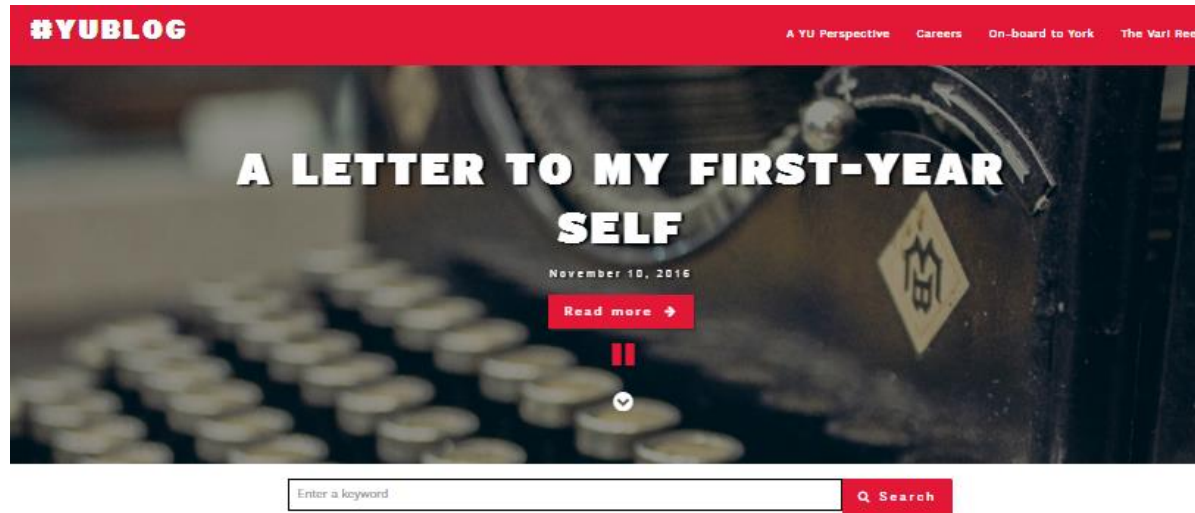
- Current students chronicle their journey through various training programs

- Offers inside access to prospective applicants

- Provides motivation to prospects who may be "on the fence"

- Great for sharing across social media!

http://yublog.students.uit.yorku.ca/

Content Strategy: Always Prioritize Visuals!

- Videos & photographs are more engaging to students & more "shareable" than text alone *(use them across ALL channels)*

- Infographics make complex info digestible through images, charts, diagrams, quotes, and stats *(interactive is the latest trend)*

- Transform blog posts into visual content: infographics, email newsletters, Slideshares, etc. to maximize their impact
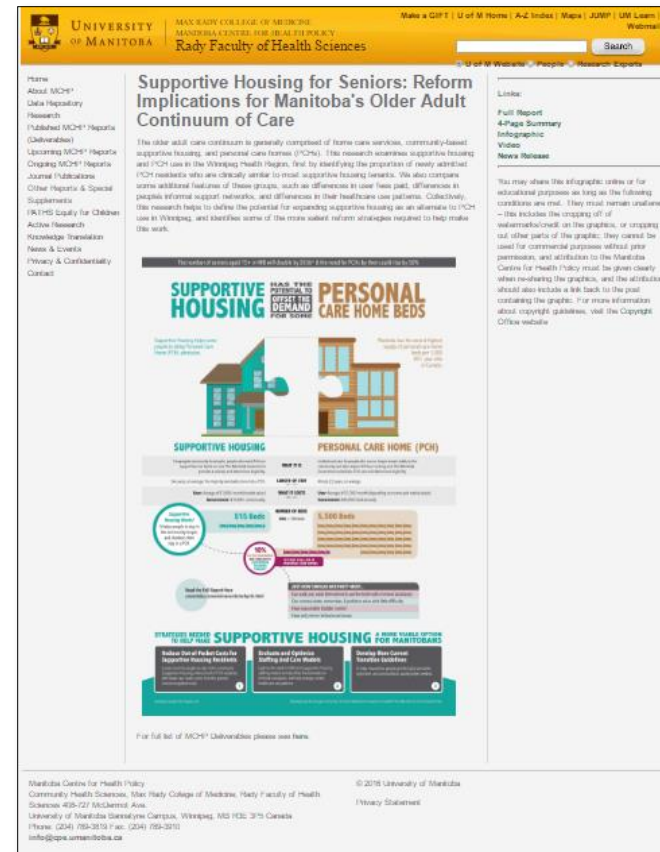
Use lead capture forms to capitalize on your website traffic

Search Engine
Optimization

What is SEO & its connection to inbound?

- The process of optimizing website content, design, & performance to generate visitor traffic from "organic" (versus paid) search engine results

- SEO is vital for ensuring your content and website get found online by prospective students

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Look for Keywords Your Primary Personas Might Search For

The International High Flyer

BACKGROUND

- Aged 25-45
- Most likely male
- Usually based in Eastern or Western Europe, the Baltics or Scandinavia, Brazil
- Employed in a leadership position with top level management potential with over 10 years of experience
- Usually married, and may possibly have children
- Will most likely come across ▮▮▮▮▮▮ MBA programs online, or through the recommendation of a colleague or manager

Potential keyword: Part Time MBA

MOTIVATIONS

- Seeking a globally recognized qualification from a high-ranking MBA program with an impeccable international reputation

Potential Keyword: Global MBA Programs

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Keyword Research

On Page SEO Example

/study-abroad/studying-abroad-in-rome-is-more-affordable-than-ever/

Studying Abroad in Rome is More Affordable than Ever!

JANUARY 22, 2015   AMERICAN COLLEGE IN ROME   AMERICAN COLLEGES IN ITALY   STUDY ABROAD IN ITALY

So you've made the decision to study abroad in Italy. You know this is the opportunity of a lifetime, but you have some lingering concerns about the cost. Well, there's great news for American study abroad students on a budget! Right now, the costs of traveling to and studying in Rome are much lower than you might expect.

study abroad in rome

The American dollar is on the rise, and is stronger than it's been in years. To put things in perspective, a cappuccino in Rome costs just one euro, as opposed to $3.65 at an American Starbucks – which frankly, could put a strain on any budget-conscious consumers. With the strength of their currency, students from the U.S. can stretch their dollars further than ever in Italy, which means more opportunities to travel and enjoy all that Rome and its surroundings have to offer while earning those extra academic credits.

Here are just a few ways study abroad students can live on the cheap but still enjoy a fabulous lifestyle while attending an American college in Rome.

- Add keywords in the title & URL

- Use tags and title for your images

- Link to relevant internal pages using Targeted keywords

- Add a meta description

- Be mobile friendly

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Google Search Engine Result Page - SERP

Measuring your SEO Efforts

Default Channel Grouping	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	50,000 % of Total: 100.00% (50,000)	62.32% Avg for View: 62.28% (0.07%)	31,162 % of Total: 100.07% (31,141)	61.22% Avg for View: 61.22% (0.00%)	2.52 Avg for View: 2.52 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	5.91% Avg for View: 5.91% (0.00%)	2,955 % of Total: 100.00% (2,955)
1. Organic Search	29,689 (59.38%)	59.19%	17,573 (56.39%)	54.41%	2.82	00:02:45	5.19%	1,542 (52.18%)
2. Direct	7,893 (15.79%)	71.57%	5,649 (18.13%)	68.67%	2.04	00:01:42	5.26%	415 (14.04%)
3. Paid Search	6,545 (13.09%)	74.48%	4,875 (15.64%)	88.89%	1.43	00:00:46	6.36%	416 (14.08%)
4. Referral	3,133 (6.27%)	72.42%	2,269 (7.28%)	50.40%	3.10	00:03:17	5.59%	175 (5.92%)
5. Email	1,660 (3.32%)	20.06%	333 (1.07%)	54.40%	2.75	00:03:16	10.18%	169 (5.72%)

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Measuring your SEO Efforts Year over Year

Default Channel Grouping	Acquisition			Behaviour			Conversions All Goals ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
Organic Traffic	64.78% ▲ 19,080 vs 11,579	4.31% ▲ 84.04% vs 80.57%	71.88% ▲ 16,035 vs 9,329	17.95% ▼ 70.67% vs 59.91%	24.76% ▼ 1.94 vs 2.58	23.59% ▼ 00:01:41 vs 00:02:12	13.02% ▼ 2.08% vs 2.39%	43.32% ▲ 397 vs 277	43.27% ▲ US$138,900.00 vs US$96,950.00
1. Organic Search									
01-Oct-2016 - 31-Oct-2016	19,080 (100.00%)	84.04%	16,035 (100.00%)	70.67%	1.94	00:01:41	2.08%	397 (100.00%)	US$138,900.00 (100.00%)
01-Oct-2015 - 31-Oct-2015	11,579 (100.00%)	80.57%	9,329 (100.00%)	59.91%	2.58	00:02:12	2.39%	277 (100.00%)	US$96,950.00 (100.00%)
% Change	64.78%	4.31%	71.88%	17.95%	-24.76%	-23.59%	-13.02%	43.32%	43.27%

Year over year comparison is very useful to measure the health of your SEO Traffic and conversions from that channel

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Evaluate your Organic Search Queries

Social Media Marketing

Use Personas to Focus You Social Initiatives

Prospective Undergraduate Student

MOTIVATIONS

- Looking to study at a top university, but needs a more affordable option than those on offer in the United States
- Looking for an alternative undergraduate experience that includes travel, cultural exploration, and the chance to meet likeminded students from across the globe

Technion International
Published by Higher Education Marketing [?] · November 7 at 10:35am · ⚙

At Technion International, we want our students to feel welcome and we host multiple activities throughout the year to help students get to know one another: int.technion.ac.il/technion-living/campus-activities

#StudyInIsrael #University

383 People Reached

12 Likes, Comments & Shares

9 Likes	**7** On Post	**2** On Shares
2 Comments	**2** On Post	**0** On Shares
1 Shares	**0** On Post	**1** On Shares

45 Post Clicks

22 Photo Views	**5** Link Clicks	**18** Other Clicks ℹ

NEGATIVE FEEDBACK

0 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

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Social Media Strategy & Development

Social media amplifies your college brand, provides communities for engaging personas, helps promote your content, & supports SEO

http://edu.chegg.com/mobilizing-admissions-the-2016-social-admissions-report/
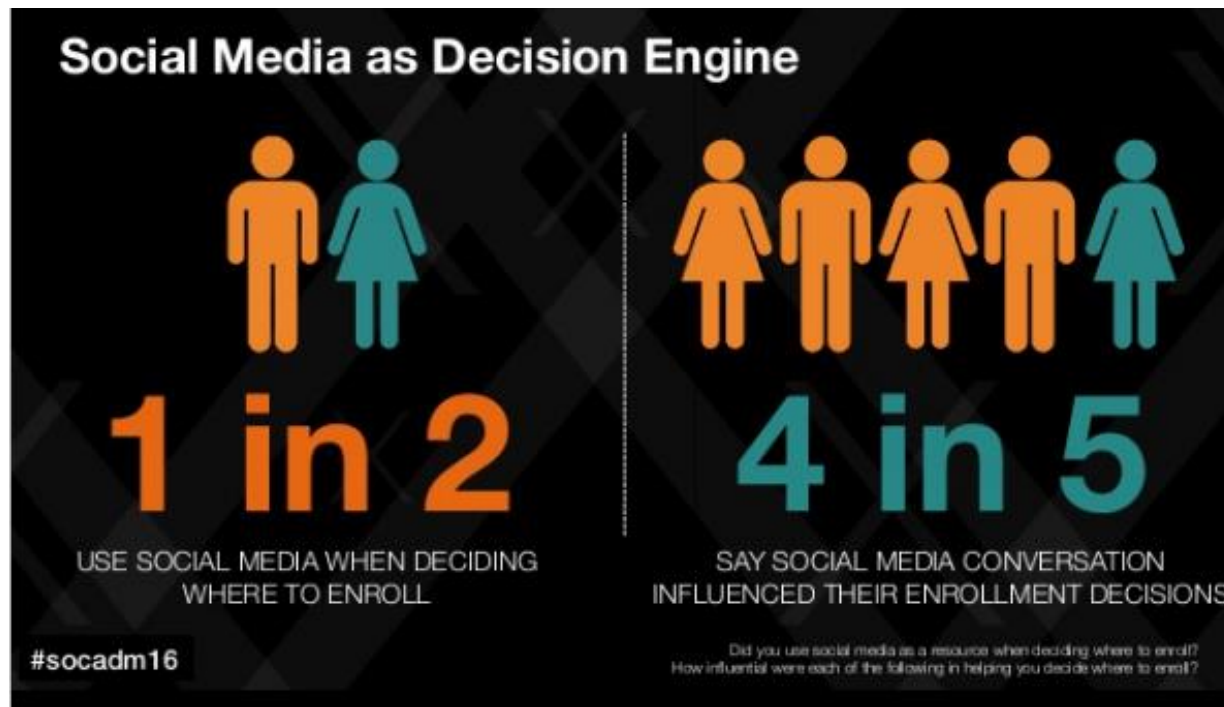
Build Your Brand with Simple Social Contests

- Brand-building contests could include campus photography/video, showing off college pride, or what you like most about your college i.e. "What's your favourite place on campus?"

Re-purpose Content Contributed to Your Contest

Measure the Social Activity Directed to your Website

Social Network ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	8,313 % of Total: 7.70% (107,926)	71.50% Avg for View: 56.33% (26.94%)	5,944 % of Total: 9.78% (60,790)	74.86% Avg for View: 48.37% (54.76%)	1.99 Avg for View: 3.93 (-49.40%)	00:01:12 Avg for View: 00:03:12 (-62.62%)	1.34% Avg for View: 1.86% (-28.34%)	111 % of Total: 5.52% (2,011)
1. Facebook	8,057 (96.92%)	72.00%	5,801 (97.59%)	74.85%	1.99	00:01:12	1.37%	110 (99.10%)
2. LinkedIn	127 (1.53%)	53.54%	68 (1.14%)	70.87%	1.97	00:00:51	0.79%	1 (0.90%)
3. Google+	36 (0.43%)	44.44%	16 (0.27%)	97.22%	1.03	00:00:26	0.00%	0 (0.00%)
4. Twitter	28 (0.34%)	67.86%	19 (0.32%)	71.43%	1.61	00:00:59	0.00%	0 (0.00%)
5. Facebook Apps	15 (0.18%)	73.33%	11 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
6. VKontakte	14 (0.17%)	71.43%	10 (0.17%)	57.14%	3.93	00:01:08	0.00%	0 (0.00%)
7. Blogger	10 (0.12%)	10.00%	1 (0.02%)	80.00%	1.30	00:00:49	0.00%	0 (0.00%)
8. Pinterest	8 (0.10%)	100.00%	8 (0.13%)	87.50%	1.12	00:00:07	0.00%	0 (0.00%)
9. Weebly	8 (0.10%)	87.50%	7 (0.12%)	75.00%	2.75	00:00:37	0.00%	0 (0.00%)
10. WordPress	6 (0.07%)	0.00%	0 (0.00%)	33.33%	3.83	00:03:56	0.00%	0 (0.00%)

Separate your Facebook Initiatives

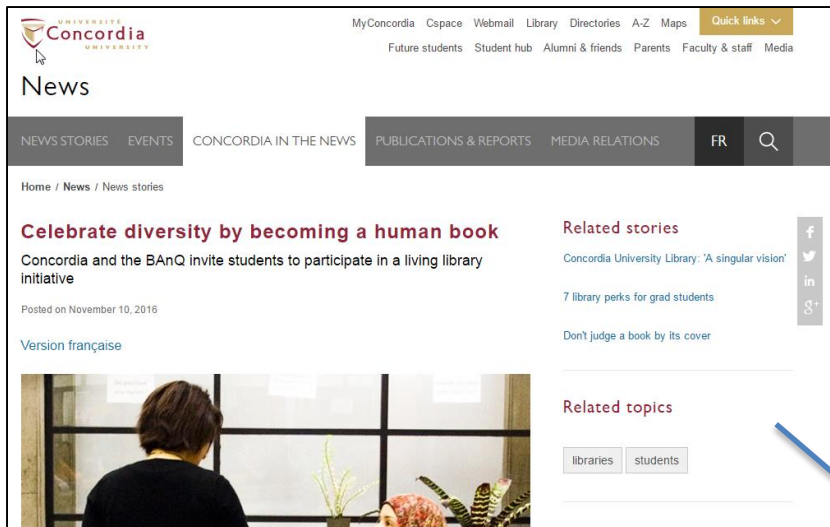| Source / Medium	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	9,332 % of Total: 29.13% (32,033)	59.73% Avg for View: 76.96% (-22.39%)	5,574 % of Total: 22.61% (24,652)	91.16% Avg for View: 90.91% (0.28%)	1.14 Avg for View: 1.16 (-1.54%)	00:00:49 Avg for View: 00:00:30 (65.65%)	0.27% Avg for View: 1.19% (-77.54%)	25 % of Total: 6.54% (382)
1. Facebook / paidsocial	9,284 (99.49%)	59.75%	5,547 (99.52%)	91.33%	1.14	00:00:48	0.26%	24 (96.00%)
2. facebook.com / referral	27 (0.29%)	51.85%	14 (0.25%)	48.15%	2.26	00:05:18	3.70%	1 (4.00%)
3. m.facebook.com / referral	12 (0.13%)	100.00%	12 (0.22%)	66.67%	1.83	00:00:28	0.00%	0 (0.00%)

Source / Medium	Campaign	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions ↓
		9,367 % of Total: 27.72% (33,786)	59.80% Avg for View: 76.53% (-21.87%)	5,601 % of Total: 21.66% (25,858)	91.32% Avg for View: 90.86% (0.51%)	1.14 Avg for View: 1.17 (-2.37%)	00:00:49 Avg for View: 00:00:30 (61.15%)	0.26% Avg for View: 1.20% (-78.73%)	24 % of Total: 5.90% (407)
1. Facebook / paidsocial	Photography-EEU	238 (2.54%)	71.43%	170 (3.04%)	90.34%	1.13	00:00:37	3.36%	8 (33.33%)
2. Facebook / paidsocial	Advertising	2,512 (26.82%)	59.71%	1,500 (26.78%)	92.16%	1.10	00:00:40	0.20%	5 (20.83%)
3. Facebook / paidsocial	Photography-Eastern-Europe	125 (1.33%)	70.40%	88 (1.57%)	91.20%	1.10	00:00:49	4.00%	5 (20.83%)
4. Facebook / paidsocial	Photography-Western-Europe	80 (0.85%)	81.25%	65 (1.16%)	88.75%	1.19	00:00:58	2.50%	2 (8.33%)
5. Facebook / paidsocial	Creative-App-Development-Eastern-Europe	414 (4.42%)	65.22%	270 (4.82%)	95.17%	1.07	00:00:22	0.24%	1 (4.17%)

Social Content Sharing Workflow

Publish content on your website

Share on Facebook

Share on Twitter

http://www.concordia.ca/news/stories/cunews/main/stories/2016/11/10/celebrate-diversity-by-becoming-a-human-book-banq.html/

Promote your Content

CONTENT IS KING

AMPLIFICATION IS QUEEN

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,263 % of Total: 0.66% (192,725)	974 % of Total: 0.61% (160,225)	00:03:14 Avg for View: 00:02:06 (54.35%)	792 % of Total: 0.75% (105,231)	72.35% Avg for View: 72.94% (-0.81%)	62.39% Avg for View: 54.60% (14.27%)	$0.43 % of Total: 24.54% ($1.76)
1. /blog/5-tips-optimize-admissions-pages-lead-generation	Email marketing software	524 (41.49%)	402 (41.27%)	00:03:07	358 (45.20%)	70.39%	64.50%	$0.57 (132.68%)
2. /blog/5-tips-optimize-admissions-pages-lead-generation	google	275 (21.77%)	219 (22.48%)	00:03:04	166 (20.96%)	77.11%	60.36%	$0.55 (127.07%)
3. /blog/5-tips-optimize-admissions-pages-lead-generation	(direct)	233 (18.45%)	180 (18.48%)	00:03:00	158 (19.95%)	74.68%	66.52%	$0.06 (12.88%)
4. /blog/5-tips-optimize-admissions-pages-lead-generation	Slideshare	57 (4.51%)	40 (4.11%)	00:03:49	30 (3.79%)	63.33%	52.63%	$1.25 (289.88%)
5. /blog/5-tips-optimize-admissions-pages-lead-generation	higheredexperts.com	34 (2.69%)	26 (2.67%)	00:06:30	22 (2.78%)	72.73%	70.59%	$0.00 (0.00%)
6. /blog/5-tips-optimize-admissions-pages-lead-generation	eduniverse.org	15 (1.19%)	5 (0.51%)	00:02:07	1 (0.13%)	0.00%	20.00%	$0.00 (0.00%)
7. /blog/5-tips-optimize-admissions-pages-lead-generation	t.co	14 (1.11%)	12 (1.23%)	00:01:35	8 (1.01%)	62.50%	57.14%	$0.00 (0.00%)
8. /blog/5-tips-optimize-admissions-pages-lead-generation	linkedin.com	11 (0.87%)	10 (1.03%)	00:00:55	6 (0.76%)	83.33%	81.82%	$0.00 (0.00%)
9. /blog/5-tips-optimize-admissions-pages-lead-generation	uofadmissionsmarketing.com	11 (0.87%)	9 (0.92%)	00:05:25	1 (0.13%)	0.00%	36.36%	$1.11 (257.67%)
10. /blog/5-tips-optimize-admissions-pages-lead-generation	yahoo	8 (0.63%)	7 (0.72%)	00:16:01	6 (0.76%)	66.67%	75.00%	$0.00 (0.00%)

Show rows: 10 ▼ Go to: 1 1 - 10 of 40

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EMAIL MARKETING

Email Marketing Options

- One off emails to individual leads/students

- E-newsletters sent to your database

- Automated Email Marketing Workflows

- Personalize your automated emails

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Focus on Persona Concerns During the Email Lead Nurturing Process

Dear CONTACT.FIRSTNAME,

Further to my earlier email about studying for your MA at ▮▮▮▮▮▮ ▮▮▮▮▮▮ I would like to take some time to address any outstanding concerns you may have.

You will, by now, have spoken to our Admissions Team about the financial options that are available to you, but you may still have a number of other questions about taking on such a commitment.

Time Management

One early issue that some of our other MA students have shared with us is around time management - will I be able to set aside enough time for my studies while juggling work and family commitments?

This is a valid concern. It's not easy in the first few months but it does get easier as the course moves on and you get more used to online learning! You get plenty of support - from your Student Advisor, your Course Officer and, of course, your Tutors. It's also really helpful if you can engage your family's help and add them to your support network - it's only 20 hours a week, can be studied from the comfort of your own home, and it's only for two years! After that, you will be a qualified Masters graduate from the ▮▮▮▮▮▮ ▮▮▮▮▮▮▮▮

I'm attaching here a link that gives you an overview of how the online courses at ▮▮▮▮▮▮ ▮▮▮▮▮▮ are designed to be studied by busy working individuals here.

Focus on different aspects of your messaging as you move through the lead nurturing process

Address common concerns

Offer useful, practical advice and solutions

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Curate your Blogs in your Newsletters

FALMOUTH UNIVERSITY / **FLEXIBLE** LEARNING

Assembling Your Dream Event's Team: 3 Steps for Events Management Masters Students

Wed 18 Oct 2016

Producing impressive events amidst ever increasing audience expectations often requires assembling and coordinating an effective team. After all, you can't do it all

Bring your email users back to your website by Linking to your Blog posts

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Measure your e-newsletters

Source / Medium	Campaign	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
		1,725 % of Total: 0.46% (372,840)	40.93% Avg for View: 69.24% (-40.89%)	706 % of Total: 0.27% (258,170)	57.33% Avg for View: 89.57% (-35.99%)	2.18 Avg for View: 1.17 (86.11%)	00:03:10 Avg for View: 00:00:35 (450.86%)	3.94% Avg for View: 1.39% (183.19%)	68 % of Total: 1.31% (5,190)
1. hs_email / email	Earning Your Photography Degree Online? Follow These 3 Steps for Perfect Nature Pics	167 (9.68%)	48.50%	81 (11.47%)	63.47%	1.83	00:01:28	1.20%	2 (2.94%)
2. hs_email / email	4 Ways Group Critiques Help Students on Photography Degree Programmes	145 (8.41%)	36.55%	53 (7.51%)	68.97%	1.79	00:01:50	6.90%	10 (14.71%)
3. hs_email / email	Want Your Master's in Photography? Learn What Makes 3 Famous Photos Special	140 (8.12%)	50.71%	71 (10.06%)	63.57%	1.66	00:01:29	1.43%	2 (2.94%)

Measure the activity from your email efforts by effectively tagging your links with the URL Builder:
https://ga-dev-tools.appspot.com/campaign-url-builder/

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Email Marketing: Structure Your Email Automation

Day 0: Thank you for your request

Day 1: How online programs work

Day 3: Follow-Up Call #1

Day 5: Program Selling Points

Day 7: Follow-Up Call #2

Day 14: Work-Life Balance
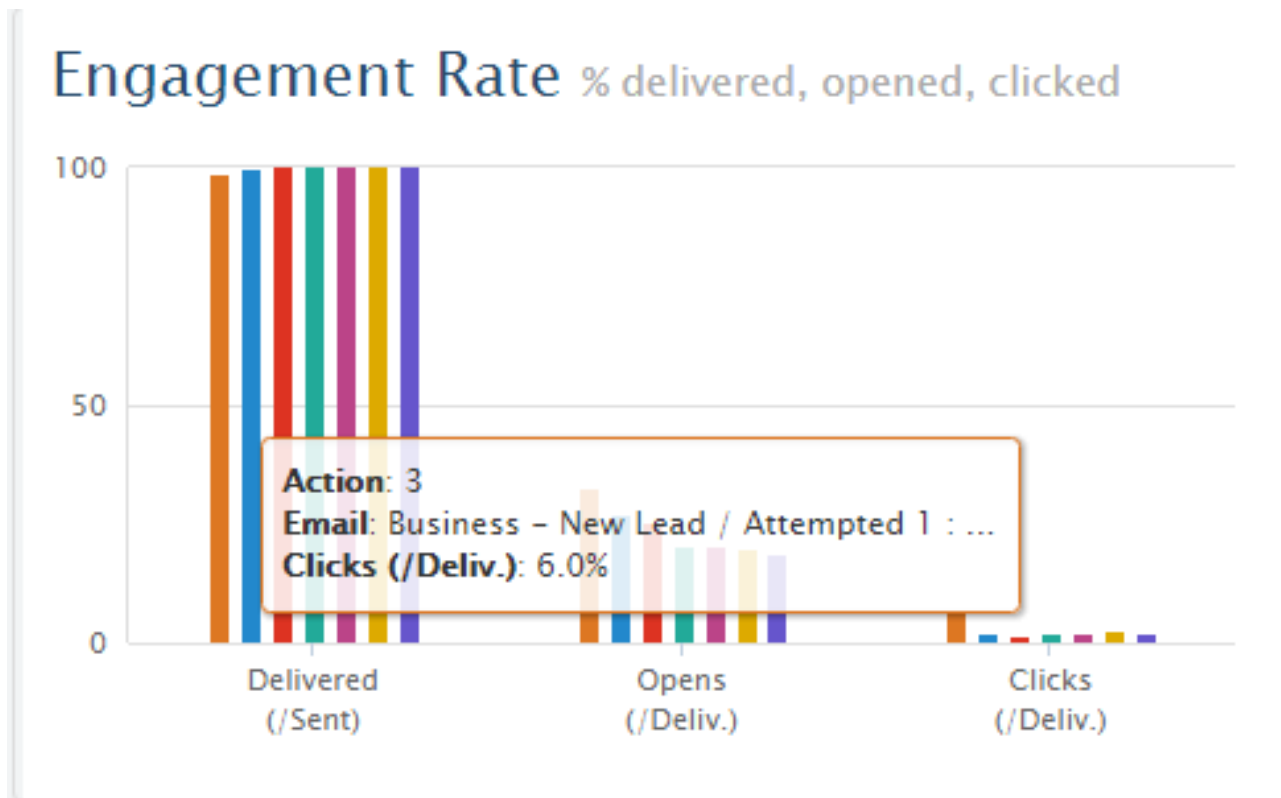
Day 21: Paying for your education

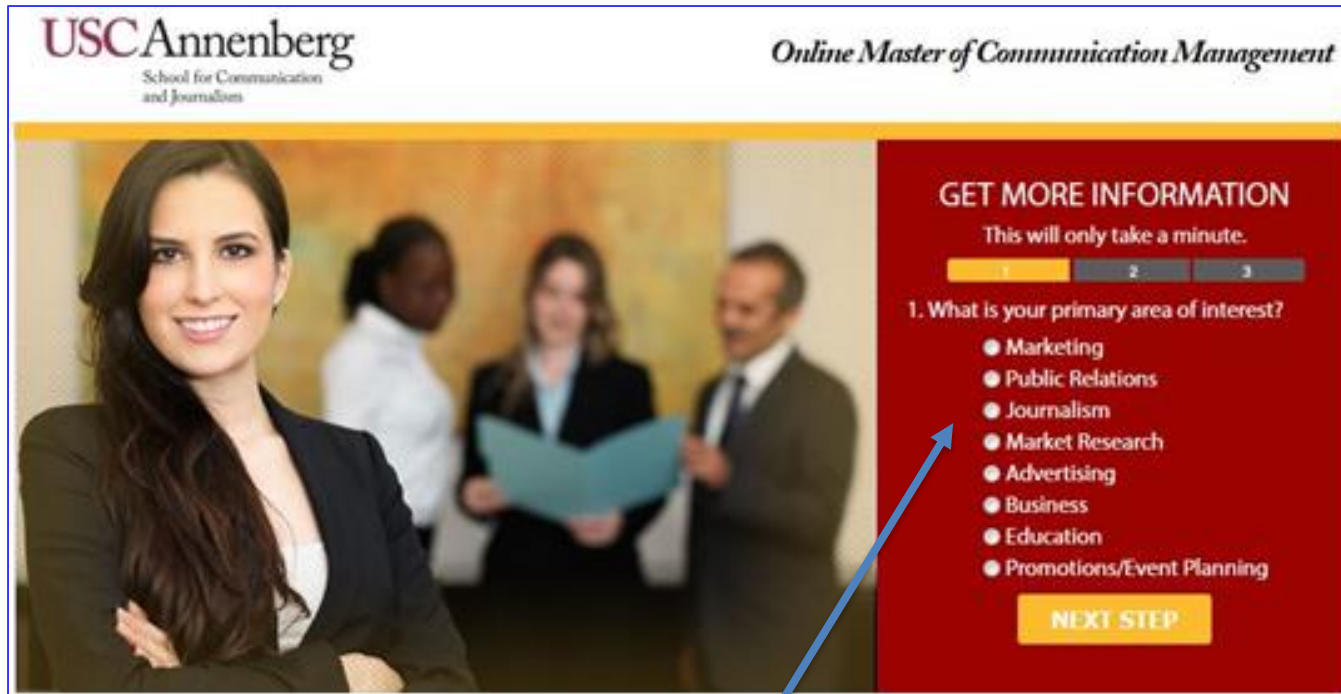Day 30: Invest in Yourself

Day 60/90/120 Helping Your Succeed

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Automated Email Marketing: How Does it Work?

- Automated drip marketing sends prospects a series of carefully customized messages over time, sequenced to guide leads down the enrollment funnel

- Each message is crafted with your personas' unique needs & goals in mind, and can help resolve enrollment roadblocks during each stage of their decision-making process

- Start simple with an <u>auto-response</u>, building a relationship with timely messaging that provides links to relevant, inspiring content (and prompts to take next steps - CTAs)

Measure your Automated Email Campaigns

Setup Your Landing Pages for Persona Segmentation

The user selection should feed your CRM to trigger personalized email content

Email Marketing: Personalize your Correspondence

Jenny,

Earning your graduate degree without disrupting your home and work life sounds ideal, doesn't it?

Still, if you've never taken a class online, you may have wondered how it really works. UNL's online graduate programs are designed for working adults. Take a look at these short videos to see how it works.

Maria
UNL Graduate Student, Master of Arts in Journalism
Paraguay, South America

Courses are delivered using a combination of Internet, email and Blackboard (online learning management system).

If you choose a fully-online program, you'll never be required to come to campus to complete your degree.

Begin with a personalized greeting

Close with a personalized & professional sign-off

Robert E. Mathiasen, Ph.D.

Distance Education Recruiter
Office of Online & Distance Education
University of Nebraska–Lincoln
402-472-5515
bobmathiasen@online.unl.edu

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November 29

Is your site mobile friendly?
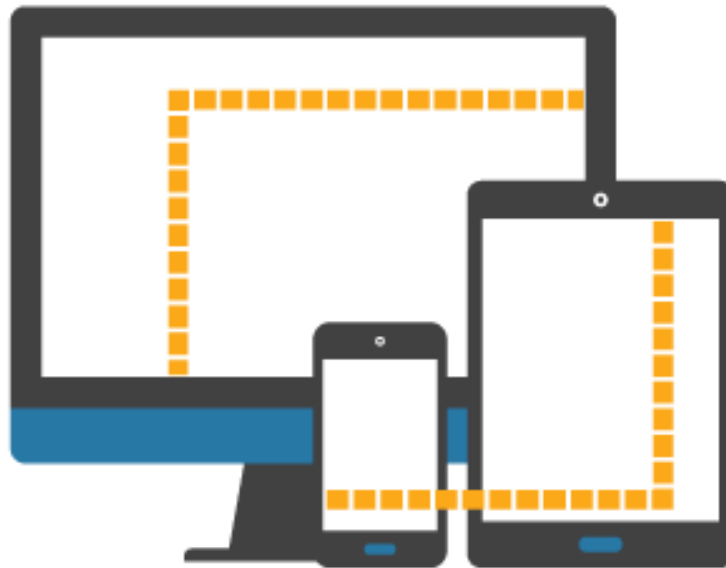
Find out here:

[www.google.com/webmasters/tools/ mobile-friendly](http://www.google.com/webmasters/tools/mobile-friendly)

Include Mobile in your Inbound Marketing Plans

- Remember that a growing number of your target personas are engaging with your web content on mobile

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Measuring Mobile Recruitment

Default Channel Grouping	Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		14,792 % of Total 21.85% (67,702)	68.21% Site Avg 68.66% (-0.69%)	10,089 % of Total 21.70% (46,496)	61.95% Site Avg 50.61% (22.42%)	2.54 Site Avg 3.45 (-26.99%)	00:02:29 Site Avg 00:03:30 (-28.83%)	5.44% Site Avg 5.15% (5.62%)	804 % of Total 23.08% (3,484)	$281,400.00 % of Total 23.08% ($1,219,400.00)
Paid Search	mobile	1,798 (12.16%)	55.78%	1,003 (9.94%)	63.52%	2.41	00:01:59	8.29%	149 (18.53%)	$52,150.00 (18.53%)
Organic Search	mobile	8,527 (57.65%)	68.65%	5,854 (58.02%)	60.28%	2.63	00:02:42	5.71%	487 (60.57%)	$170,450.00 (60.57%)
Referral	mobile	464 (3.14%)	68.97%	320 (3.17%)	57.97%	2.86	00:02:54	4.31%	20 (2.49%)	$7,000.00 (2.49%)
Direct	mobile	3,603 (24.36%)	73.74%	2,657 (26.34%)	64.47%	2.43	00:02:20	3.91%	141 (17.54%)	$49,350.00 (17.54%)
Social	mobile	400 (2.70%)	63.75%	255 (2.53%)	72.50%	1.86	00:01:24	1.75%	7 (0.87%)	$2,450.00 (0.87%)

- Understand which channels your mobile traffic is coming from
- Test your mobile-friendliness

Mobile ads drive a high proportion of mobile traffic!

Source / Medium	Device Category	Acquisition			Conversions All Goals	
		Sessions ↓	% New Sessions	New Users	Goal Conversion Rate	Goal Completions
		8,823 % of Total: 5.47% (161,430)	68.75% Avg for View: 76.89% (-10.59%)	6,066 % of Total: 4.89% (124,131)	1.25% Avg for View: 2.60% (-51.99%)	110 % of Total: 2.62% (4,192)
1. facebook.com / cpc	mobile	7,721 (87.51%)	67.26%	5,193 (85.61%)	1.26%	97 (88.18%)
2. facebook.com / cpc	desktop	691 (7.83%)	81.19%	561 (9.25%)	0.72%	5 (4.55%)
3. facebook.com / cpc	tablet	411 (4.66%)	75.91%	312 (5.14%)	1.95%	8 (7.27%)

Source / Medium	Device Category	Acquisition			Conversions All Goals	
		Sessions ↓	% New Sessions	New Users	Goal Conversion Rate	Goal Completions
		700 % of Total: 0.43% (161,430)	98.14% Avg for View: 76.89% (27.63%)	687 % of Total: 0.55% (124,131)	3.57% Avg for View: 2.60% (37.53%)	25 % of Total: 0.60% (4,192)
1. instagram.com / cpc	mobile	634 (90.57%)	98.11%	622 (90.54%)	3.94%	25 (100.00%)
2. instagram.com / cpc	desktop	58 (8.29%)	100.00%	58 (8.44%)	0.00%	0 (0.00%)
3. instagram.com / cpc	tablet	8 (1.14%)	87.50%	7 (1.02%)	0.00%	0 (0.00%)

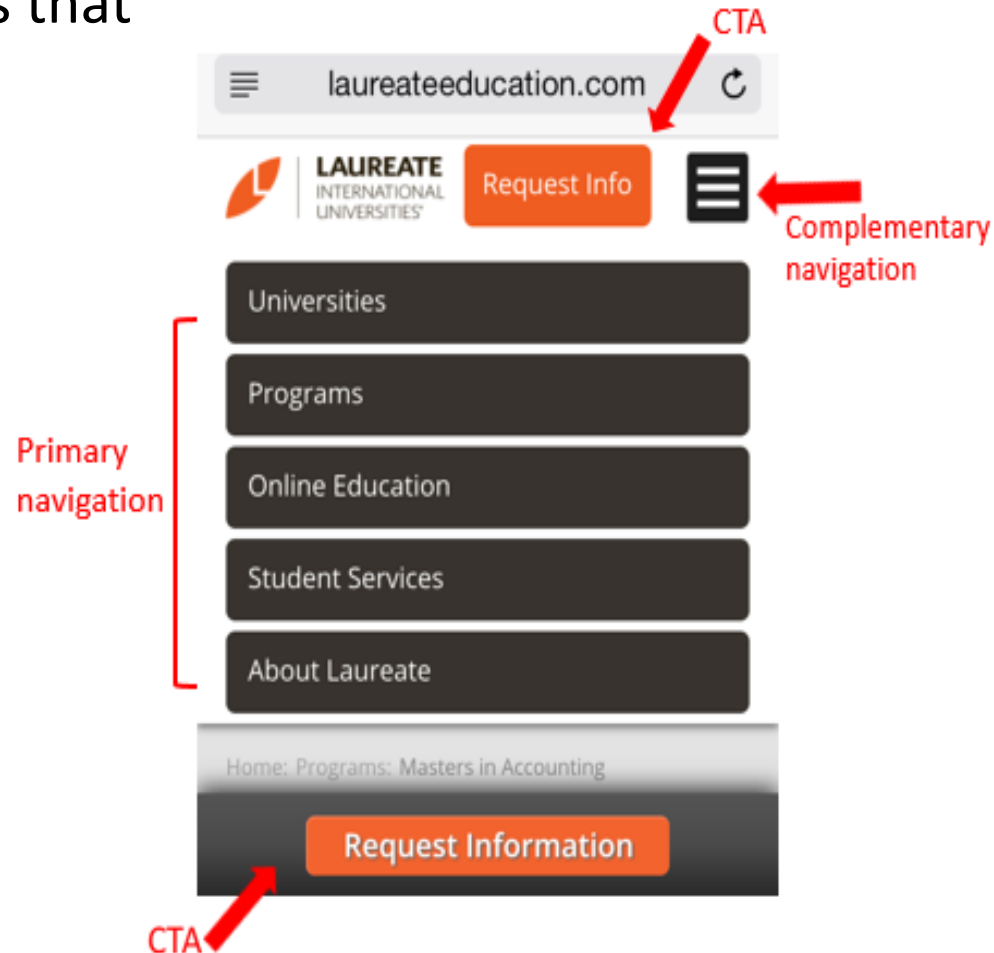# Content Development for Mobile

- Ensure responsive design for better user experience & SEO

- On mobile, lead with content your personas want to see first (effectively sized)

- Vertical navigation vs horizontal

- Enlarge interface elements for "fat fingers"
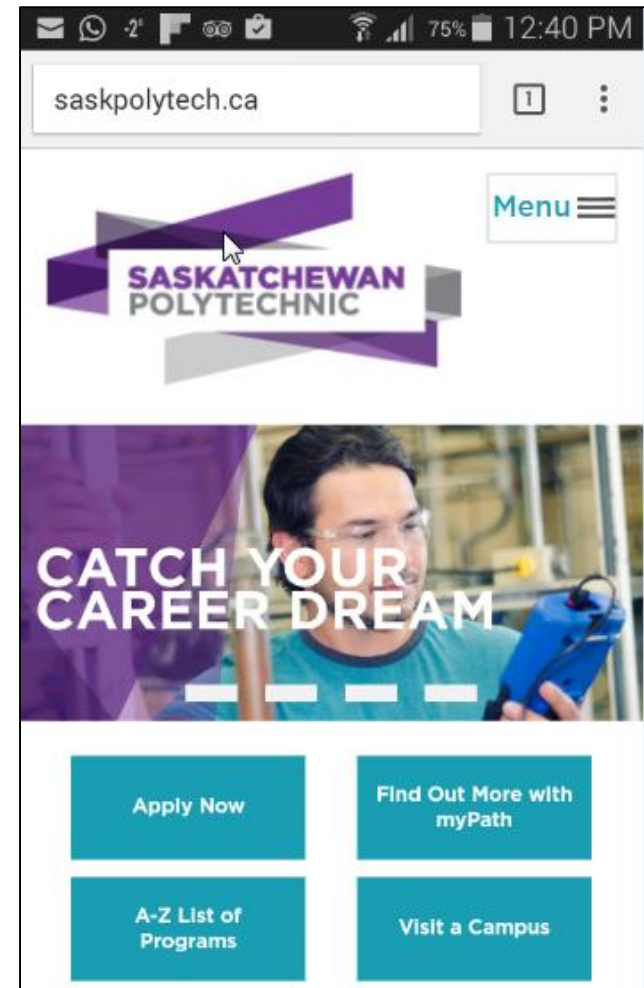
Customize Content for Mobile Conversion

- Prioritize functionality with links that are easy to tap

- Ensure text is readable without zooming

- Minimal graphics and footers

- Geo-specific features/functions

- Fewer in-page links

- Task-oriented home pages

- Easy-to-scan pages

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Inbound Marketing Resources from HEM

- [The HEM Inbound Marketing Budget Calculator](#)

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Inbound Marketing Resources

- [4 Ways Your School Can Connect Better With Millennials](#)
- [3 Key Areas to Update, Upgrade, and Upscale Your School's SEO Strategy](#)
- [4 Exciting Ways to Personalise Your Online Student Recruitment Activities](#)
- [5 Essentials of a Successful Inbound Marketing Strategy](#)
- [Inbound Marketing: The Fine Art of Being Found by and Engaging with Prospective Students](#)

Conclusion – Essentials of Inbound Marketing

- Understand your audience

- Inbound integrates Content, SEO, Email, Social Media & Analytics

- Create high quality, visual-rich, personalized content

- Optimize your content for maximum exposure through search

- Leverage and amplify your content across social media

- Measure your results and continuously improve

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Have questions about this presentation?

I'm easy to reach at:

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