

# 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?

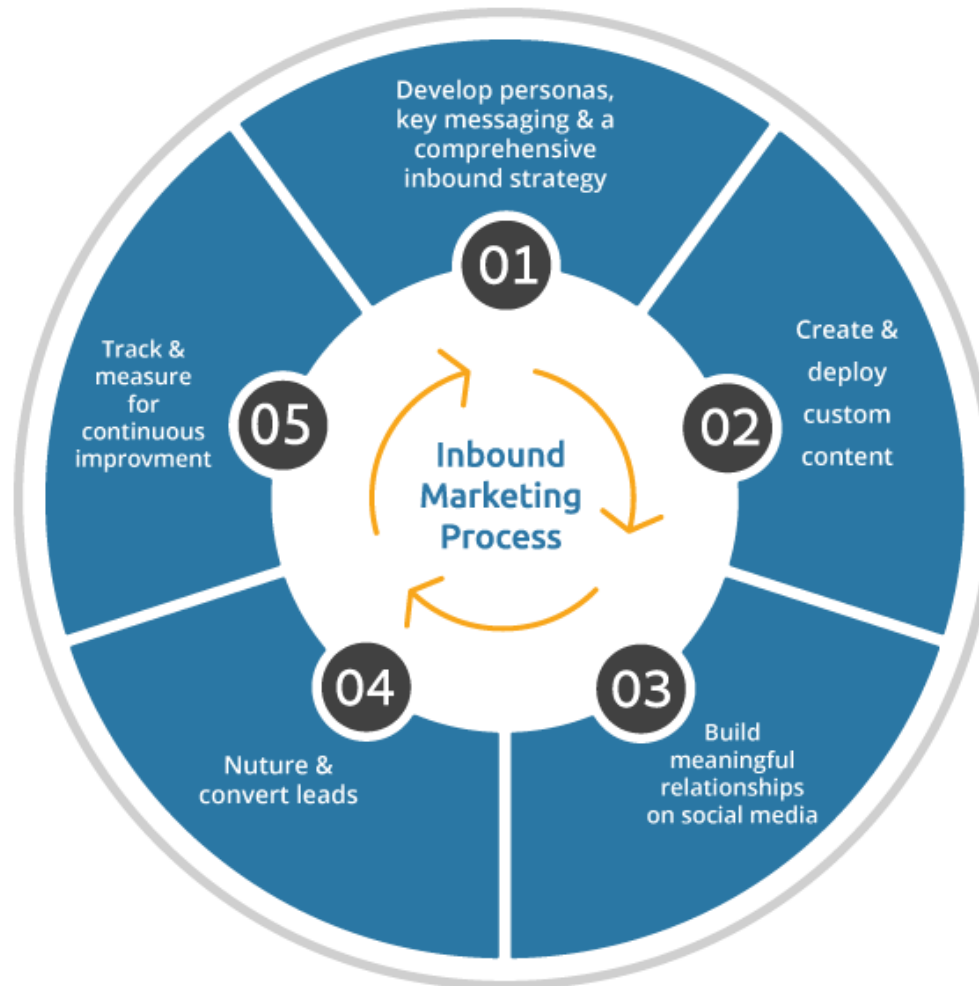
## THE INBOUND METHODOLOGY

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



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

# 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

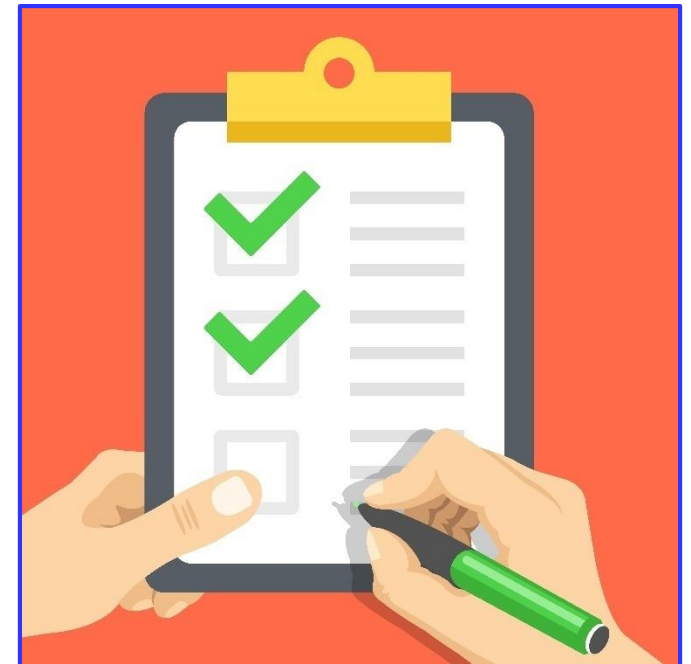
# Persona Development: Identify your Target Audience(s)

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

**USC Annenberg**  
School for Communication  
and Journalism

*Online Master of Communication Management*



**GET MORE INFORMATION**  
This will only take a minute.

1 2 3

1. What is your primary area of interest?

- Marketing
- Public Relations
- Journalism
- Market Research
- Advertising
- Business
- Education
- Promotions/Event Planning

**NEXT STEP**



# Persona Development: Consolidate Data into Profiles

## PROSPECTIVE MASTERS STUDENT

### I 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 [redacted] through online research or word-of-mouth (positive reputation)



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

**Industry Newcomer**



**BACKGROUND**

- Mid 20s to late 30s
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- Will discover through online research or word-of-mouth (positive reputation)

## 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

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

# 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 [redacted] through online research or word-of-mouth (positive reputation)



Your messaging can be focused to overcome key barriers to enrollment

### CONCERNS

- 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

<div> <div>Acquisition</div> <div>Overview</div> <div>Channels</div> <div>All Traffic</div> <div>All Referrals</div> <div>Campaigns</div> <div>Keywords</div> <div>AdWords</div> <div>Social</div> <div>Search Engine Optimization</div> <div>Cost Analysis</div> </div>	<input type="checkbox"/> Default Channel Grouping	Acquisition			Behavior			Conversions		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		5,478 % of Total: 100.00% (5,478)	69.70% Site Avg: 69.68% (0.03%)	3,818 % of Total: 100.03% (3,817)	74.17% Site Avg: 74.17% (0.00%)	1.72 Site Avg: 1.72 (0.00%)	00:01:42 Site Avg: 00:01:42 (0.00%)	1.62% Site Avg: 1.62% (0.00%)	89 % of Total: 100.00% (89)	\$2,910.00 % of Total: 100.00% (\$2,910.00)
<input type="checkbox"/>	1. Organic Search	2,713 (49.53%)	80.32%	2,179 (57.07%)	73.39%	1.74	00:01:42	1.62%	44 (49.44%)	\$1,690.00 (58.08%)
<input type="checkbox"/>	2. Email	1,160 (21.18%)	41.38%	480 (12.57%)	76.98%	1.57	00:01:34	1.29%	15 (16.85%)	\$310.00 (10.65%)
<input type="checkbox"/>	3. Direct	845 (15.43%)	79.29%	670 (17.55%)	75.86%	1.74	00:01:45	1.78%	15 (16.85%)	\$330.00 (11.34%)
<input type="checkbox"/>	4. Referral	350 (6.39%)	65.14%	228 (5.97%)	67.71%	2.04	00:02:13	1.43%	5 (5.62%)	\$210.00 (7.22%)
<input type="checkbox"/>	5. Social	337 (6.15%)	66.47%	224 (5.87%)	75.67%	1.69	00:01:30	2.08%	7 (7.87%)	\$260.00 (8.93%)
<input type="checkbox"/>	6. (Other)	72 (1.31%)	50.00%	36 (0.94%)	62.50%	1.90	00:02:23	4.17%	3 (3.37%)	\$110.00 (3.78%)
<input type="checkbox"/>	7. Paid Search	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

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

# 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.**

# 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



# Setting up Website Goals

## 2 Goal details

### Destination

Begins with  ☐ Case sensitive

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

Thank you Page URL

### Value OPTIONAL

☐ On  \$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](#).

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.

### 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	<input type="checkbox"/> Yes

+ Add another Step

Request info form URL

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

Create Goal

Cancel



# 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

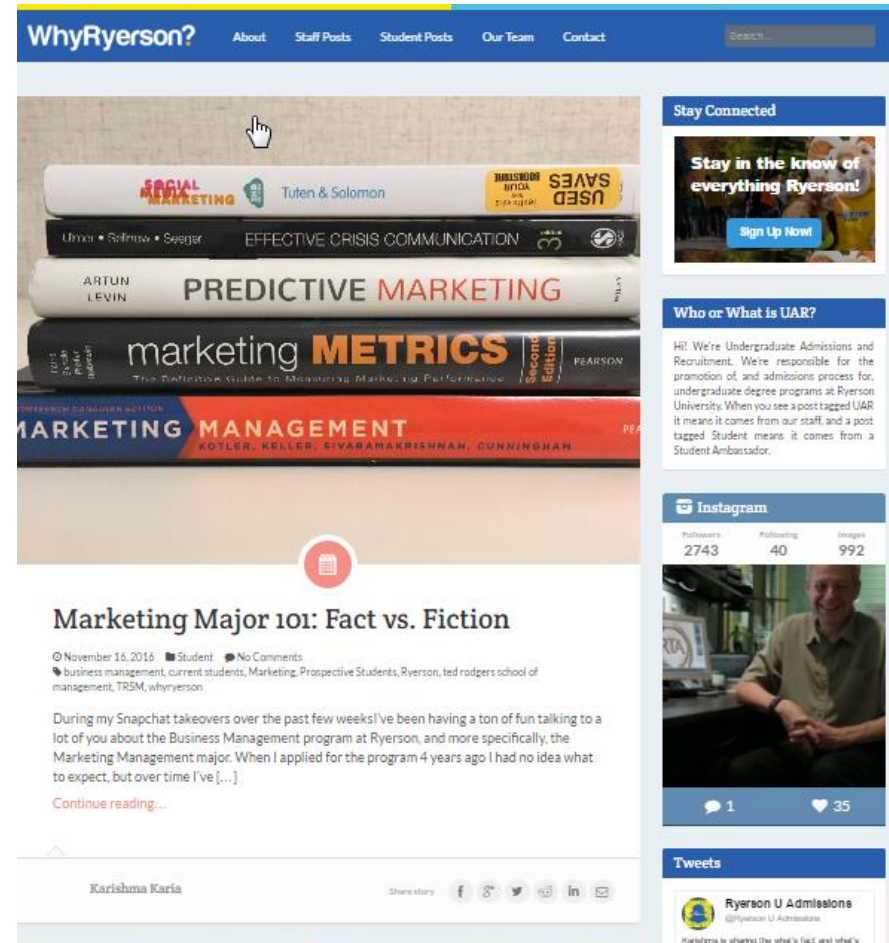
Strategic skills acquired by studying an MA in Advertising & Marketing Online

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.



# Content Example - Blogs

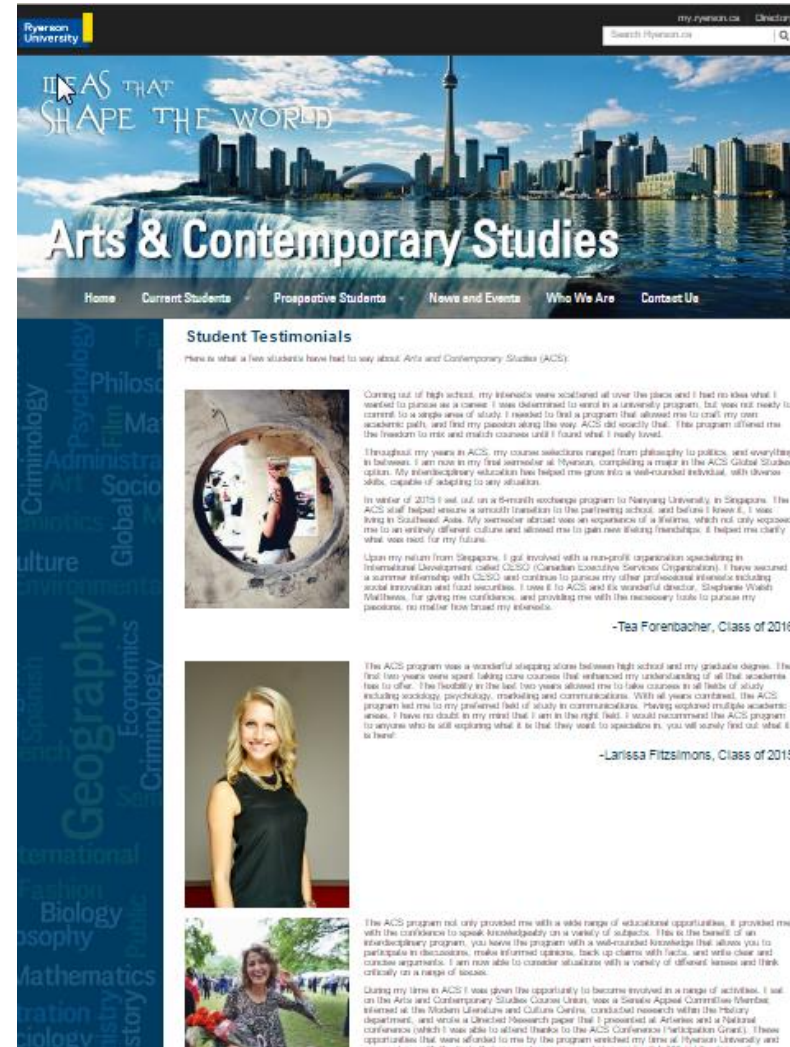
1. Provide career/study tips, industry news, and other custom content your personas will love
2. Generate respect, trust and loyalty with posts that engage & inform, but are never “salesy”
3. Build your presence on social (as readers “share” and “like” your posts)
4. Drive traffic to your site when students find your posts during their online search process



<http://why.ryerson.ca/>

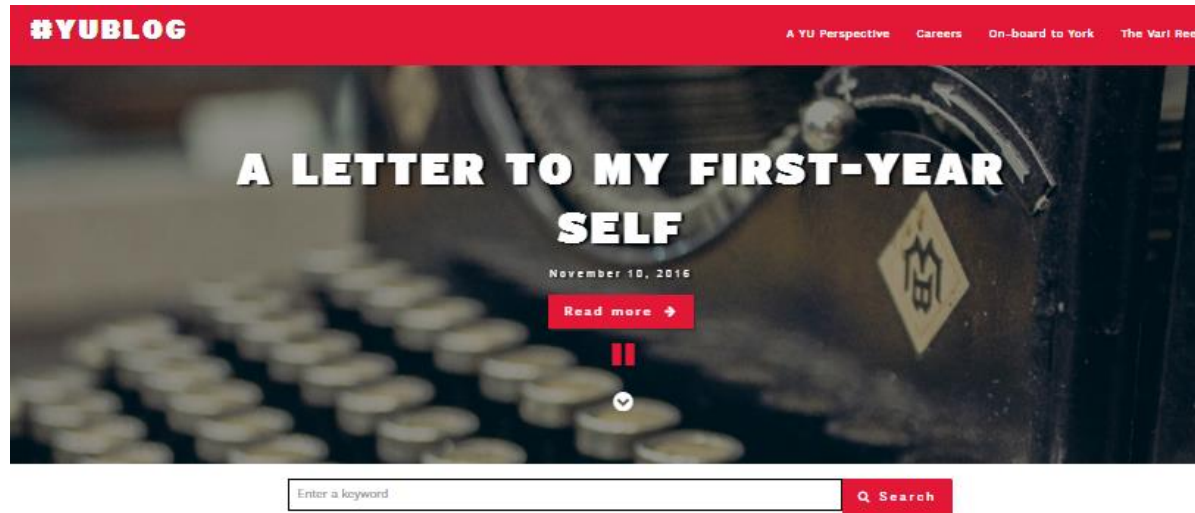
# Content Strategy: Use Student-Generated Content

- 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 multiple languages to recruit from overseas
- Publish on website & share through social media





# Content Strategy: “Student Experience” Bloggers

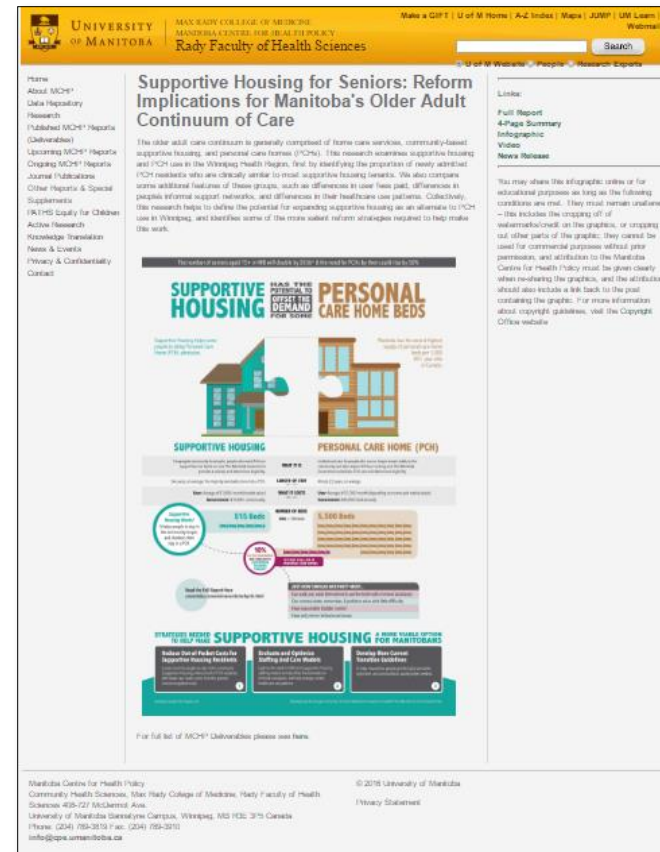


- Current students chronicle their journey through various training programs
- Offers inside access to prospective applicants
- Provides motivation to prospects who may be “on the fence”
- Great for sharing across social media!







# 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

[Alumni](#)[Employers](#)[Media](#)[Admissions](#)[Undergraduate](#)[Graduate](#)[Preparatory](#)[Online Courses](#)[About](#)[Campus Life](#)[Students](#)[Blog](#)

Home > Admissions > Undergraduate

## Undergraduate Program Admissions

We have a range of programs for undergraduates to choose from that can lead you into the career you want. Our small classes make sure you get the individual support that you need from our outstanding faculty members, and all of our courses focus on the practical skills you'll be using in the workplace.

### General Entry Requirements

Applicants for our undergraduate programs must:

Have, at minimum, the equivalent of a Canadian high school (Grade 12) diploma, with an overall average of C or better (2.00 on a 4.33 scale). This average is calculated based on the grade for British Columbia English 12 (or equivalent)\* and the best three additional academic Grade 12 courses.

### Contact a Recruitment Advisor

[SEND](#)



# 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

# 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

# Keyword Research

Targeting ?

Canada

English

Google

Negative keywords

Date range ?

Show avg. monthly searches  
for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas  
Hide keywords in my account  
Hide keywords in my plan

Keywords to include

Ad group ideas

Keyword ideas

Search terms

Avg. monthly searches ?

mba degree



590

executive mba



590

mba courses



210

business school



880

mba programs



480

part time mba



210

professional mba



10

global mba programs



10

executive mba courses



10

professional mba programs



10

# 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.

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

# Google Search Engine Result Page - SERP

The image shows a Google search result for 'University of Guelph'. Red callout boxes highlight the following components:

- Keyword:** The search term 'University of Guelph' in the search bar.
- Title:** The main title 'University of Guelph' in the search results.
- Meta Description:** The snippet below the title: 'https://www.uoguelph.ca/ A university that integrates theory and practice, create new knowledge and understanding, transfer new technologies and offer our students a high-quality, ...'.
- Google My Business:** The map and business listing on the right side of the page.

**Search Results Summary:**

About 19,200,000 results (0.93 seconds)

**University of Guelph**  
<https://www.uoguelph.ca/>  
A university that integrates theory and practice, create new knowledge and understanding, transfer new technologies and offer our students a high-quality, ...

Results from uoguelph.ca

University of Guelph Library	WebAdvisor
Off Campus Login - Journal Articles - Study Space - LibGuides	WebAdvisor. Welcome to WebAdvisor for the University of ...
<b>Future Student</b> Future Student. As a learner, you're at the centre of U of G. We ...	<b>CourseLink</b> You will be able to login to CourseLink approximately 24 ...
<b>Undergraduate Admission</b> Come to the U of G and be yourself in our welcoming, ... University ...	<b>Programs of Study</b> Programs of Study. Guelph offers a variety of specializations that ...

**University of Guelph - Wikipedia**  
[https://en.wikipedia.org/wiki/University\\_of\\_Guelph](https://en.wikipedia.org/wiki/University_of_Guelph)  
The University of Guelph (U of G) is a comprehensive public research university in Guelph, Ontario, Canada. It was established in 1964 after the amalgamation ...

**University of Guelph** ★  
Public university in Guelph, Ontario

The University of Guelph is a comprehensive public research university in Guelph, Ontario, Canada. It was established in 1964 after the amalgamation of Ontario Agricultural College, the Macdonald ...  
[Wikipedia](#)

**Address:** 50 Stone Rd E, Guelph, ON N1G 2W1  
**Total enrollment:** 27,890 (Nov 1, 2015)  
**Phone:** (519) 824-4120  
**Mascot:** Gryph  
**President:** Franco Vaccaro



# 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%)

# Measuring your SEO Efforts Year over Year

Default Channel Grouping	Acquisition			Behaviour			Conversions <span>All Goals ▾</span>		
	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

# Evaluate your Organic Search Queries

Dashboard

Messages (8)

Search Appearance 1

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☐ CTR ☒ Position

☒ Queries

No filter

☐ Pages

No filter

☐ Countries

Canada

☐ Devices

No filter

☐ Search Type

Web

☐ Dates

Last 28 days

Total clicks

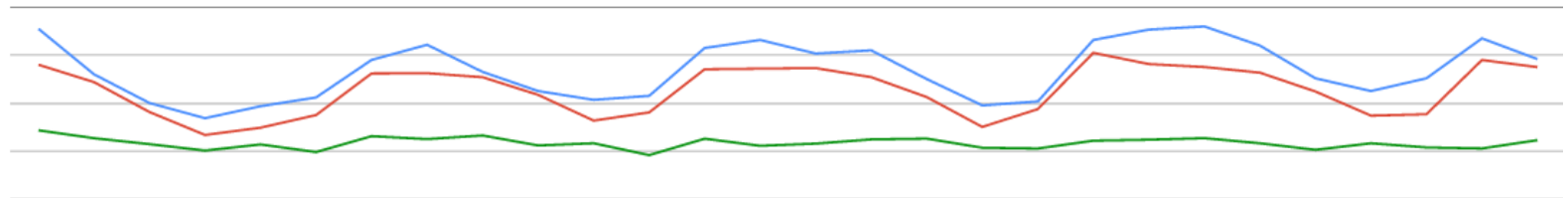
4,524

Total impressions

63,835

Avg. position

7.1



	Queries	Clicks ▼	Impressions	Position	
1		151	381	1.1	»
2		36	101	1.0	»
3		29	67	1.0	»
4		26	61	1.5	»



# Social Media Marketing

# Use Personas to Focus Your 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



**383** People Reached

**12** Likes, Comments & Shares

<b>9</b> Likes	<b>7</b> On Post	<b>2</b> On Shares
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<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
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<b>1</b> Shares	<b>0</b> On Post	<b>1</b> On Shares
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**45** Post Clicks

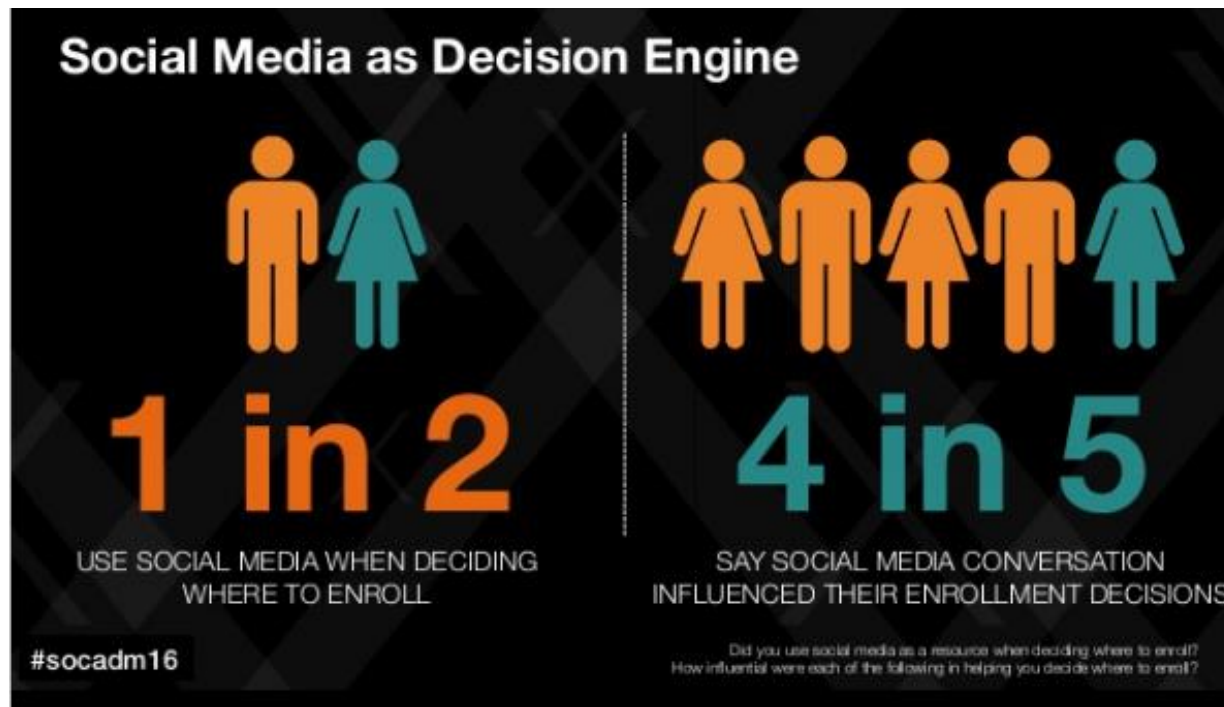
<b>22</b> Photo Views	<b>5</b> Link Clicks	<b>18</b> Other Clicks
--------------------------	-------------------------	---------------------------

#### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# Social Media Strategy & Development

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



# 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

The screenshot shows the MVCC (Mohawk Valley Community College) website. The header includes the MVCC logo and navigation tabs for Future Students, Current Students, Faculty & Staff, Alumni & Friends, and Community & Business. The main content area is titled 'News & Releases' and features an article about a mascot-naming contest. A red box highlights a quote from the winning student, David Lloyd, which is annotated with a red arrow and the text 'Winning entry = amazing branding statement'. The right sidebar lists various links under 'MARKETING & COMMUNICATIONS'.

**MVCC**  
MOHAWK VALLEY COMMUNITY COLLEGE

Search

**FUTURE STUDENTS** **CURRENT STUDENTS** **FACULTY & STAFF** **ALUMNI & FRIENDS** **COMMUNITY & BUSINESS**

**ALUMNI & FRIENDS**

- ABOUT MVCC
- ALUMNI
- ATHLETICS
- BUSINESS
- COMMUNITY

## News & Releases

### MVCC student wins mascot-naming contest

Mohawk Valley Community College recently unveiled its new mascot, Mo the Hawk, who was named in a contest held via social media.

David Lloyd, a Photography major at MVCC with an independent study in graphic design, won the contest, which asked MVCC students to "Name Our Hawk" on Facebook. His prize was an iPad Mini.

The winning name, Mo, was also suggested by other students, so a drawing was held to determine the winner. More than 150 comments were posted as part of the contest.

In his entry, Lloyd wrote: "Mo should be the name of our new mascot! Without his name being Mo we cannot call ourselves MOhawk Valley Community College. Also if you think about it, a mohawk is a very edgy haircut that lots of musically and artistically talented people have. MVCC is known for its excellent art programs as well as many other programs that help many students achieve great jobs without going to a four-year college. That's why our Hawk should be called Mo so our mascot is connected with our name and the great things we do at our school."



Lloyd, of New Hartford, is scheduled to graduate in the spring of 2014.

**MARKETING & COMMUNICATIONS**

- Home
- About MVCC
- College News and Info
- College Publications
- Speakers Bureau
- Our President
- Directions & Maps
- Communitas
- Web site tour
- Mail Request Form
- M&C Staff
- MVCC Heart and Pride

Winning entry = amazing branding statement

# 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%)

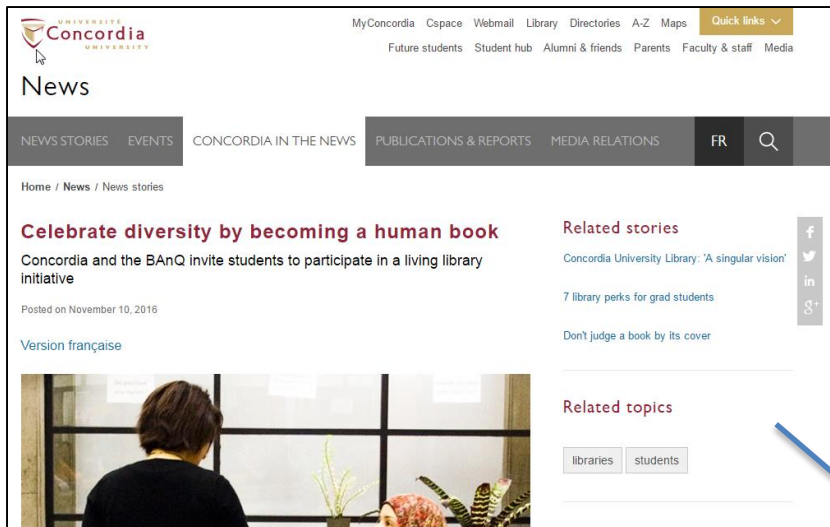
# Separate your Facebook Initiatives

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



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

## Share on Facebook



## Share on Twitter



# 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: 0.86% (192,725)	974 % of Total: 0.61% (180,225)	00:03:14 Avg for View: 00:02:08 (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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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-pa ges-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



## 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



# Focus on Persona Concerns During the Email Lead Nurturing Process

Dear CONTACT.FIRSTNAME,

Further to my earlier email about studying for your MA at [REDACTED] 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 [REDACTED]

I'm attaching here a link that gives you an overview of how the online courses at [REDACTED] 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

# Curate your Blogs in your Newsletters

**FALMOUTH** / **FLEXIBLE**  
UNIVERSITY 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

# 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/>

# 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

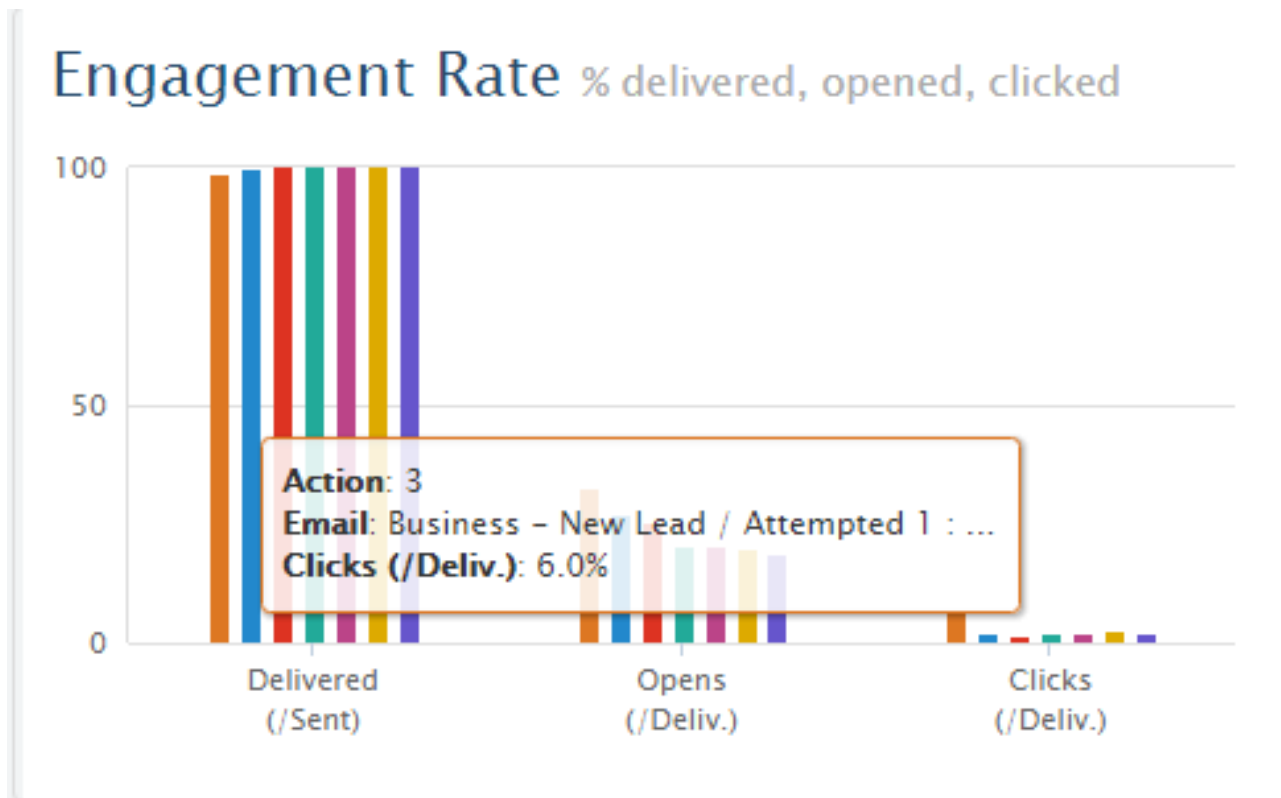
Day 30: Invest in Yourself

Day 60/90/120 Helping Your Succeed

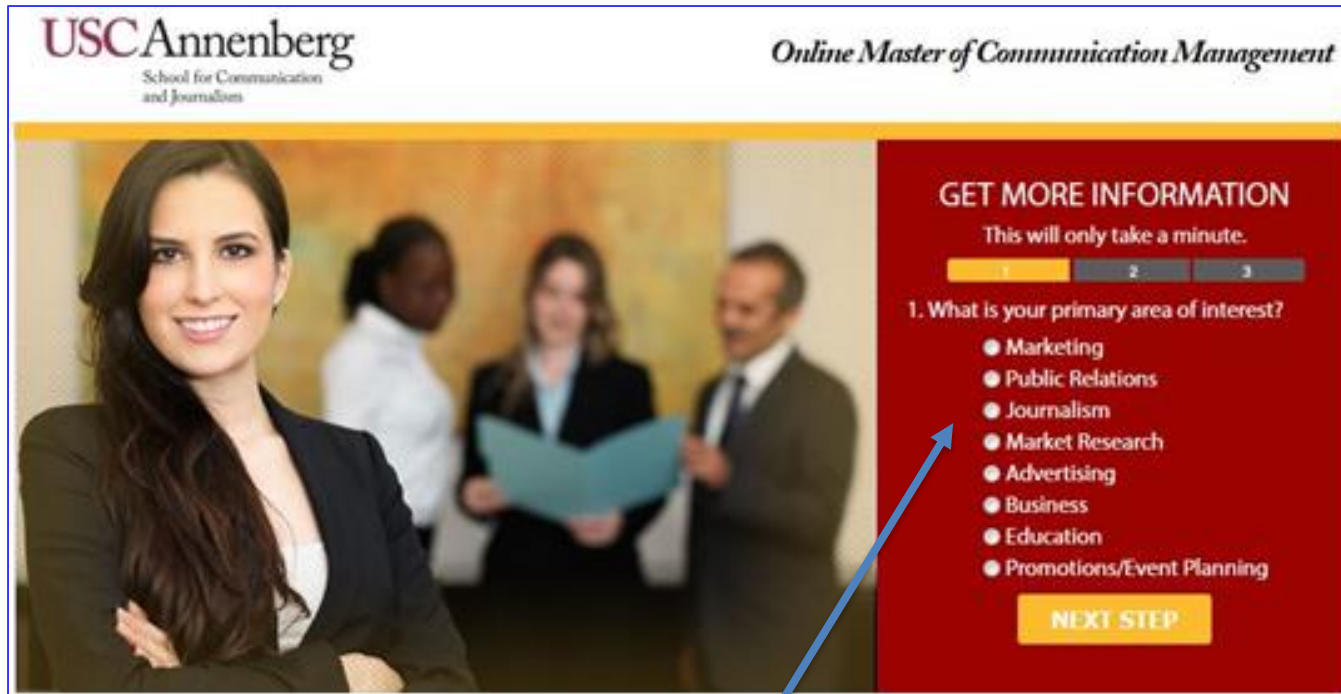
# Automated Email Marketing: How Does it Work?

- 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 auto-response, 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 image shows a landing page for the USC Annenberg Online Master of Communication Management. The page features a header with the USC Annenberg logo and the program name. Below the header is a large image of a smiling woman in a business suit. To the right of the image is a red sidebar with the text 'GET MORE INFORMATION' and 'This will only take a minute.' Below this is a progress bar with three steps, the first of which is highlighted. The first step is a question: '1. What is your primary area of interest?' followed by a list of radio button options: Marketing, Public Relations, Journalism, Market Research, Advertising, Business, Education, and Promotions/Event Planning. At the bottom of the sidebar is a yellow button labeled 'NEXT STEP'. A blue arrow points from the 'NEXT STEP' button to the text 'The user selection should feed your CRM to trigger personalized email content' below the image.

USC Annenberg  
School for Communication and Journalism

Online Master of Communication Management

GET MORE INFORMATION

This will only take a minute.

1 2 3

1. What is your primary area of interest?

- Marketing
- Public Relations
- Journalism
- Market Research
- Advertising
- Business
- Education
- Promotions/Event Planning

NEXT STEP

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.



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

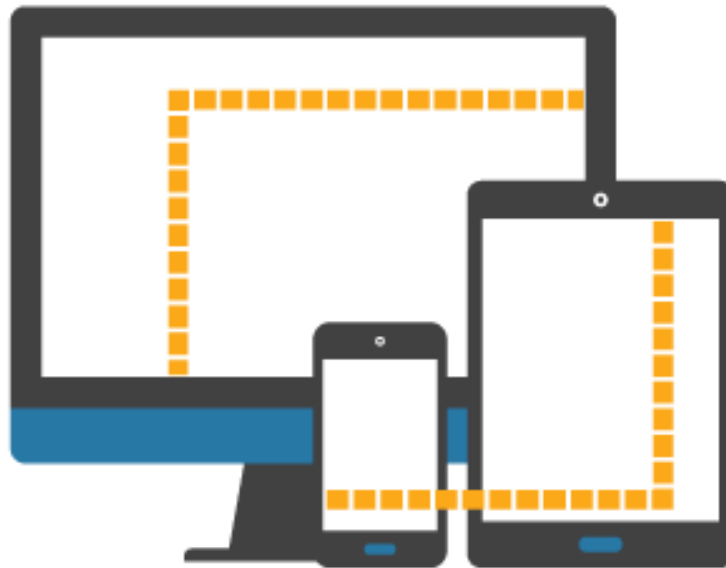
Close with a personalized & professional sign-off



Robert E. Mathiasen, Ph.D.


Distance Education Recruiter  
Office of Online & Distance Education  
University of Nebraska–Lincoln  
[402-472-5515](tel:402-472-5515)  
[bobmathiasen@online.unl.edu](mailto:bobmathiasen@online.unl.edu)

# Is your site mobile friendly?



Find out here:

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

Mobile-Friendly Test 

<http://www.ubc.ca/>

Enter the URL  
you want to test

ANALYZE

**Awesome! This page is mobile-friendly.**

#### How Googlebot sees this page

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

► [Show resources](#)

#### Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

#### Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console account](#).

#### Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

# Include Mobile in your Inbound Marketing Plans

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



# 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: 68.68% (-0.69%)	10,089 % of Total: 21.76% (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 (24.38%)	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

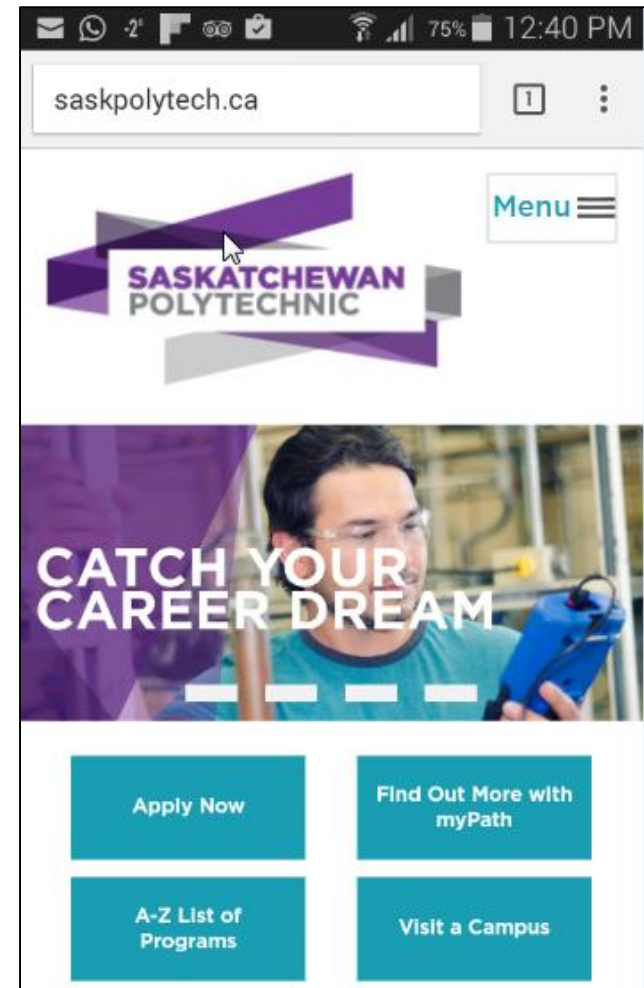
# Mobile ads drive a high proportion of mobile traffic!

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

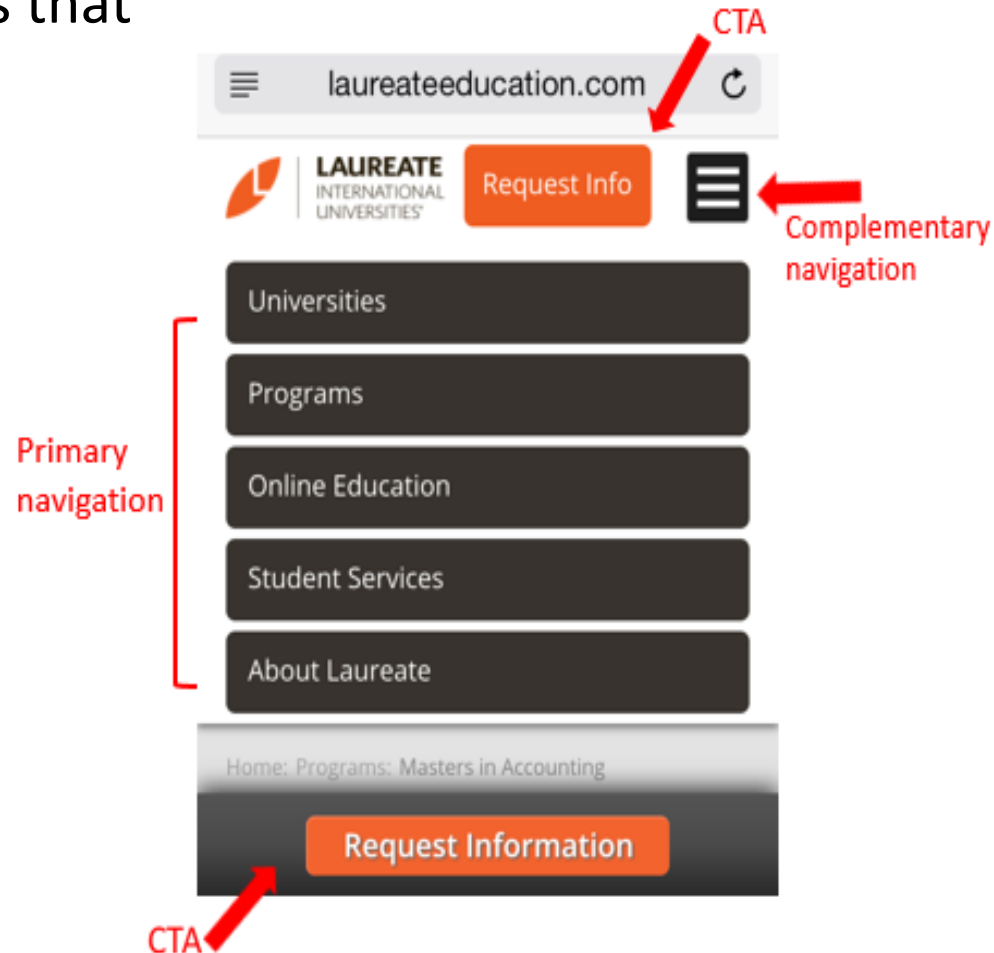
- Ensure responsive design for better user experience & SEO
- On mobile, lead with content your personas want to see first (effectively sized)
- Vertical navigation vs horizontal
- Enlarge interface elements for “fat fingers”





# 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



# Inbound Marketing Resources from HEM

- [The HEM Inbound Marketing Budget Calculator](http://landing.higher-education-marketing.com/inbound-marketing-calculator)

Higher Education Marketing

## The Inbound Marketing Calculator

This calculator will help you to determine an approximate budget for your inbound marketing activities.

### One-Time, Project-Based Inbound Marketing Budget

	Edit Here		One-time Cost \$	Contract Total \$
<strong>Content Strategy</strong>				
Develop a Content Strategy	<input type="text" value="Yes"/>		\$2,000	\$2,000
Develop Personas (target audiences)	<input type="text" value="3"/>	personas @	\$400	\$1,200
Develop Content Calendar	<input type="text" value="10"/>	hours @	\$100	\$1,000
<strong>Content Total</strong>				<strong>\$3,200</strong>
<strong>Website SEO</strong>				
Analytics Setup	<input type="text" value="10"/>	hours @	\$100	\$1,000
Optimize Site Architecture	<input type="text" value="10"/>	hours @	\$100	\$1,000
Keyword Development	<input type="text" value="Yes"/>		\$1,000	\$1,000
New Page Content Development	<input type="text" value="10"/>	pages @	\$250	\$2,500
On-page SEO	<input type="text" value="Yes"/>		\$2,000	\$2,000
Off-page SEO Link Building	<input type="text" value="10"/>	hours @	\$100	\$1,000
<strong>Website Development Total</strong>				<strong>\$8,500</strong>
<strong>Content Development</strong>				

**Instructions:**

- 1 Use this spreadsheet to calculate a one-time, project-based budget for your inbound marketing.
- 2 Create your personalized budget by editing the blue/grey "Edit Here" column cells. Blue boxes require a yes or no to indicate if you want that service. Grey boxes invite you to add the quantity of an item you want i.e. # of blog posts, or personas, or enter zero if you do not want that service.
- 3 **Time requirements:** Time needed to complete some activities, like content calendars, analytics setup, optimize site architecture and off-page link building, range widely, depending on an institution's needs. We have set 10 hours as the average time needed for an average institution. Increase this hour estimate if your program is large or complex.
- 4 **Content Strategy:** Enter the number of customer personas you want to develop.

Dashboard

Project-based

Monthly-based

Settings

<http://landing.higher-education-marketing.com/inbound-marketing-calculator>

# 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



# Have questions about this presentation?

I'm easy to reach at:



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# Higher Education Marketing


**DATA-DRIVEN STUDENT  
RECRUITMENT SOLUTIONS**

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