Rethinking Marketing

Mike Henniger, ICEF
INTRODUCTION

What we’ll talk about

The recruitment funnel
What students and agents are worried about
Aspirational marketing
Marketing to millennials
1. YOU HAVE STUDENTS’ ATTENTION

2. THEY’RE CHECKING YOU OUT

3. THEY ASK FOR INFO

4. THEY APPLY

5. YOU OFFER ADMISSION

6. THEY ENROL

INFOGRAPHIC

Rethinking the recruitment funnel

Ways to make prospect management more effective.
Main concerns before departing

What are the main concerns, complaints, and questions from students and parents before departing?

Base No: 1,117
Main concerns before and after departing

What are the main concerns, complaints, and questions from students and parents before departing?

Base No: 1,117

- **Financial Difficulty**
  - Before departing: 55%
  - After departing: 53%

- **Difficulty with Language**
  - Before departing: 28%
  - After departing: 19%

- **Personal Safety**
  - Before departing: 41%
  - After departing: 15%

- **Cultural Difficulties**
  - Before departing: 41%
  - After departing: 37%

- **Difficulty with the Program**
  - Before departing: 24%
  - After departing: 21%

- **Difficulty with Teaching Staff**
  - Before departing: 21%
  - After departing: 11%

- **Other**
  - Before departing: 4%
  - After departing: 2%
Ideal marketing + recruitment strategies for international education
Agent Engagement

- Who works for who?
- Agents send students to PEOPLE that they like
- Are you communicating? With who? How? When?
- Can not replace face to face interaction
- Distinguish yourself with service
- Help them help you
The **new** marketing

A complement to all forms of communication, not a replacement.

- Engage
- Be authentic
- Be unpredictable
- Be brief

- **AQUIRE LEADS**
- **RELATIONSHIP BASED**
- **ENHANCE RETENTION**
- **SOCIAL MARKETING**
- **ENGAGE**
- **FACE TO FACE**
- **WORD OF MOUTH**

- Social Media ROI
Tips for marketing to millennials, they:

▶ View sponsored content with a lot of skepticism
▶ Do a lot of research before making a purchase decision
▶ Know what they want and readily share opinions
▶ Are visual consumers
▶ Are attracted to interactive content
▶ Are multi-device consumers
▶ Focus on ROI
CASE STUDY

Aspirational Marketing
Young people want to make a difference. Are we up helping them do it? MCNY is!

- Metropolitan College of New York has launched “What’s Your Purpose?” campaign.
- 500% increase in web traffic
- Fully subscribed Open Houses
Follow the leader
EKU president leads the way with Twitter engagement

https://storify.com/EKU/follow-the-leader
CASE STUDY

https://storify.com/EKU/follow-the-leader
LinkedIn University

New LinkedIn services for high school and university-aged users.

- University Pages evolve with LinkedIn’s growing user base
- New services respond to students’ long-term career goals
- Decision boards
- University Outcome Rankings
- University Finder
- Field of Study Explorer

monitor.icef.com/2015/01/linkedin-rolls-new-school-selection-services-prospective-students
Ambassador program

- Peer-to-peer engagement/retention
- Project-based: blogs, videos, testimonials, promote + create events, video projects (LipDub)
- Training sessions and workshops
- Team identity and branding
- Twitter chats/Hangouts with ambassadors
- Involved with collaborative marketing projects
- Present at special events

CASE STUDY

Sherri King, Thompson Rivers University
Strategy

How do we know if our marketing strategy is working?

- Set measurable goals.
- Focus on a few channels.
- Have a plan for leads follow up.
- Measure what works and what doesn’t.
Contact

Mike Henniger
Vice President, Sales + Marketing
ICEF, GmbH
mhenniger@icef.com | icef.com