

4 HIGHER ED LEAD GENERATION MYTHS, DISPELLED

Recruiting students is a moving target. As the world moves away from traditional marketing in favour of digital, that target is only moving faster. To stay competitive, you have to use every digital marketing tool available, and none are as important as lead generation.

Leads can be generated by digital ads, or purchased from vendors in the educational space. On the former, much ink has been spilled. The latter, though, is cloaked by misapprehensions. Let's tackle the four biggest myths around generating student leads.

MYTH 1: THE LEADS AREN'T HIGH QUALITY.

Reputable vendors only deliver high quality, targeted leads. Given the tools available in our online world, leads can be quantified by dozens of data points, like program of interest, desired location, and more. Be sure you're working with a lead gen organization that offers the targeting you need.

MYTH 2: STUDENT LEADS AREN'T CASL COMPLIANT

Canada's Anti-Spam Legislation ([CASL](#)) can sting you if you're not careful, and the penalties can be severe. Confirm that students in a vendor's database have opted-in to receiving emails, not only from the vendor, but from your institution, too!

MYTH 3: LEADS ARE TOO EXPENSIVE

Every opportunity has a cost. Given the overall cost to recruit an undergrad (which according to a survey by [Ruffalo Noel Levitz \(pdf\)](#) is anywhere from \$300 to \$3,000 a head), paying a few dollars for a lead is quite the bargain. Bear in mind, too, that purchased leads are qualified, meaning they're further down the funnel and closer to applying. This means you can focus on nurturing the lead, and spend less on other marketing costs like events and fairs.

MYTH 4: LEADS DON'T CONVERT

A quality lead means a real student making a real decision about where to go to school. If you're missing out on conversions, the issue may not be the lead — it may be your communications plan.

Review both your lead targeting strategy and your communications plan. Is your institution able to rapidly respond to students' requests for info? Are you engaging with the student, building the relationship? Are you giving students useful, relevant content? You might be surprised at how many schools fall behind on nurturing leads. To learn more about winning communications tactics, [read this piece next](#).

Lead generation is one of the most powerful tools in the digital marketer's kit. When executed correctly, lead gen can be a critical component of your overall student recruitment strategy. Of course, there's always more to learn, but for now, go forth and convert those leads!