Your Speakers

Haley Prentice, Community Marketing Manager, The SchoolFinder Group

Preya Parikh, Digital Marketing Coordinator, The SchoolFinder Group

Rebecca Rucurean, Manager of Domestic Recruitment, Algoma University
1. Intro
2. Digital Lead Management Trends
3. Responding to Leads – Best Practices
4. Case Study – Algoma University
5. Secret Shopper Results
6. Q & A
The SchoolFinder Group Platform

The SchoolFinder Group is a platform of websites designed to help students find schools, scholarships and careers. We have over 1 million registered students in our database.

We work with about 100 educational and other organizations to find and recruit students. In a given year, we send over 5 million emails to the community.
The SchoolFinder Group Platform

Finding the right Program and Career just got easier.

99,701 awards worth $199,901,581

Featured Schools

Featured Programs

SchoolFinder.com

SCHOLARSHIPS CANADA.com

StudyinCanada.com ÉtudierauCanada.com

info@schoolfindergroup.com

SchoolFinder Group
Digital Lead Management Trends
Email Marketing Trends

87% of prospective students indicate email as the preferred communication channel.

And email gives you the power to segment, build relationships and trust, build your brand and actively move students through the recruitment cycle.

Source: https://schoolfindergroup.com/wave-2-what-students-are-thinking-in-these-difficult-times/
Stats you’ll want to know

• Up to 60% of email opens are on mobile, depending on the industry. ([Campaign Monitor](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))

• Personalized emails can produce a transaction rate of 6x higher than those of other marketing emails. ([Business2Community](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))

• 47% of recipients open emails based on subject lines alone. ([OptinMonster](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))
  • Personalized subject lines provide a 26% boost in open rates. ([Campaign Monitor](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))

Sources: [https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/)
Stats you’ll want to know

• 59% of consumers say that email marketing influences their purchasing decisions. *(HubSpot)*

• Most consumers want to hear from brands on a weekly basis. *(V12)*

• Hitting that sweet spot is critical: 45% of consumers don’t like it when brands reach out too often. *(Adobe)*

Sources: [https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/).
Responding to Leads: 4 Best Practices
1. Speed

- GenZ’s have prioritized speed in communication, with the expectation to be communicated with immediately.

- Studies have shown a response within 5 minutes will convert 22 times more often than after 30 minutes.

- As students request information from multiple schools, you want to be at the forefront.

2. Relevance

• Always aim to be relevant and engaging.
• The best lead responses are those that feel personalized and unique to each student.
• All communication should serve a purpose – stay away from communicating “just for the sake of it”.
• EX: Sending a program-specific email to a student interested in Engineering.

Sources: https://www.keystoneacademic.com/news/lead-management-how-to-manage-student-leads
3. Using the Right Channels

• While content marketing can reinforce your brand, it’s really more personalized forms of marketing that are driving student conversions.

• Email remains the best method for reach out, according to 87% of prospective students.

• Email makes customized content that reflects student concerns possible.

Sources: https://schoolfindergroup.com/wave-3-what-students-are-thinking-in-these-difficult-times/
https://www.higher-education-marketing.com/blog/email-marketing-student-recruitment-pros
4. Persistence

• By using personalization and asking questions, you can encourage students to engage and follow up.

• If you try at least 6 times, you have a 93% chance of making contact instead of 39% if you only tried to contact them once.

• Be informative and generate interest without being excessive.

Sources: https://www.keystoneacademic.com/news/lead-management-how-to-manage-student-leads
Case Study:
Algoma University
Algoma University Nurture Campaign

• 6 emails received since December 2020.

• Have sent emails to over 500 student leads since October.

• First email sent by SFG within 24 hours of receiving lead, subsequent emails sent by Algoma University.
Email 1: “Thanks for Your Interest!”

School Logo and header image

Minimal but relevant copy

Call-to-action button

Images and relevant links

Recruiter’s signature
Top 3 strategies that worked well for us:

1. Student-centred approach
2. High-level content with clear CTAs
3. Friday afternoons
Secret Shopper
Secret Shopper Winter 2021

We wanted to know how (and if) student enquires are being managed.

“Amy” is in grade 12, living in Ontario and interested in business, and “Alia” is in grade 12, living in India and interested in coming to Canada to study a STEM program. They sent requests on Dec. 8, 9, and 10.
Secret Shopper Program 2021

Percent of Schools Responded

2012: 64.8%
2016: 61.7%
2020: 50.7%
2021: 67.0%
Responding is critical – time lapse is important too

**Secret Shopper Winter 2021 - Initial Response Time**

<table>
<thead>
<tr>
<th>Number of Days</th>
<th>Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 Hours</td>
<td>11</td>
<td>12%</td>
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<tr>
<td>1</td>
<td>25</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
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<td>57</td>
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<td>1%</td>
</tr>
<tr>
<td>No Response</td>
<td>31</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>93</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Average Response Time**

8.4 Days

Longer than 5.2 Days in 2020
One response is not enough!

Secret Shopper Winter 2021 Response Frequency

Single Responses: 17% (59% in 2020)
SECRET SHOPPER SUMMER 2020 - AVERAGE RESPONSE INTERVAL

Average Number of Days Between Responses 3.1

Average number of days for the 1\textsuperscript{st} through the 6\textsuperscript{th} email to arrive
We scored the responses based on these criteria

- Response Time
- Layout
- Content
- Relevance
- Mobile Layout
- CTA / Preheader / Subject Line
- Frequency
Hi Amy,

Thanks for requesting information from us through the SchoolFinder website.

Here are three ways to get to know us better:

1. DISCOVER ADMISSIONS REQUIREMENTS
   View the admission requirements for the programs you're interested in.

2. GET ADVICE FROM CURRENT STUDENTS
   Read tips on how to navigate your journey to university.

3. DOWNLOAD A WATERLOO BROCHURE
   Learn more about programs and life at Waterloo.

Being a subscriber has its perks. Watch your inbox for tips on finding the university program that's right for you, what it's like to be a Waterloo student, financing your education, and much more.
Thanks for Your Interest in Liberty University

Dear Amy,

With over 700 international students from more than 70 countries, Liberty is truly a diverse campus! Learn more about life at Liberty and the admission process as a Canadian student on our website.

Applying to Liberty University is easy, and you don’t have to pay the $50 application fee until you enroll. Simply follow these steps:

- Apply online.
- Review and submit your admission requirements.
- Contact the International Admissions Office with any questions.

Email: International@liberty.edu
Phone: +1 (434) 582-3250
Fax: +1 (434) 522-0430
Website: Liberty.edu/International

It would be our privilege to have you as part of our student body. We look forward to helping you through the admission process and hope to see you on campus soon!

Sincerely,

Office of International Admissions

Liberty University | Training Champions for Christ since 1971
## Best Practices

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Provide meaningful information</td>
<td>X Overwhelm with long emails</td>
</tr>
<tr>
<td>✓ Encourage interaction with email/recruiters</td>
<td>X Have an unclear call-to-action</td>
</tr>
<tr>
<td>✓ Create brand recognition</td>
<td>X Discourage readers with a busy layout</td>
</tr>
</tbody>
</table>
And the winners are...

- IE University
- Ontario Tech University
- Redeemer University College
- Wilfrid Laurier University
- Trent University
- Algoma University
- OCAD University
- Carleton University
- Hillsdale College
- Nipissing University
- University of Guelph-Humber
And the winners are...

Optimal response time: 1 day, up to 7 days

Overall average response time: 8.4 days
Average top 10 response time: 4.9 days

Overall average number of total emails: 5 emails
Average top 10 number of total emails: 12 emails
And the winners are...

If you’d like to know how your school did, let us know.

info@SchoolFinderGroup.com
Introducing LeadConnect™

If you don’t have a CRM or don’t have the processes in place to respond to prospects, LeadConnect™ can help!

Let us know if you’d like more information – info@SchoolFinderGroup.com
Some interesting links

https://schoolfindergroup.com/how-vancouver-island-university-uses-drip-email-marketing-to-recruit-students/
https://schoolfindergroup.com/wave-3-what-students-are-thinking-in-these-difficult-times/
https://financesonline.com/lead-generation-trends/
https://www.cyberclick.net/numericalblogen/7-lead-generation-trends-to-follow-in-2020
https://email.uplers.com/infographics/drip-email-marketing/
https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/
Thanks!

Q & A

info@SchoolFinderGroup.com