Effective Digital Lead Management
SFG Webinar – September 10, 2020 / 12:00 – 12:30 EDT
Your Speakers

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The SchoolFinder Group
Effective Digital Lead Management

This presentation will provide insight into lead management in a digital world (no more response cards!). It will include use cases and guidelines that will help you more effectively recruit students. We will also be revealing our student recruitment secret shopper outcomes – you may be surprised with the results!
1. Intro
2. Digital Lead Management Trends
3. Responding to Leads – Best Practices
4. Case Study: Capilano University
5. Secret Shopper Results
6. Q & A
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
Digital Lead Management Trends
8 Lead Generation Trends in 2020

1. Influencer Marketing
2. Video Marketing
3. Email Marketing
4. Interactive Content
5. Voice Search Marketing
6. Content Marketing
7. AI Technologies
8. Chatbots

Sources: https://www.cyberclick.net/numericalblogen/7-lead-generation-trends-to-follow-in-2020
Email Marketing Trends

“Email is more likely to be around in 10 years than Facebook, cable TV, Twitter, and other channels, according to consumers. Such optimism among younger, well off consumers is a sign that email marketing will be strong in 2020 and beyond.”

Sources: Litmus: Email Marketing in 2020
Stats you’ll want to know

Mobile Matters

• 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/))

• 75% of Gmail users are using their mobile devices to access their email. ([Backlinko](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))

• 42.3% of consumers will delete an email if it isn’t optimized for mobile. ([Backlinko](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

ROI

• For every $1 spent, email marketing generates $32 in ROI. (Oberlo)

• Conversion rates for emails are higher than social media, direct traffic, and search. (Smart Insights)

• 59% of marketers cite email as their number one source of ROI. (Emma)

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

Automation

• 75% of marketers are using at least one type of marketing automation tool. ([Social Media Today](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))

• Mapping out the customer journey and using personalized content are considered the most effective ways to optimize marketing automation. ([HubSpot](https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/))
Stats you’ll want to know

Communicate

• 99% of us use email every single day. (HubSpot)

• Personalized emails increase transaction rates by 6x. (Business2Community)

• Segmented email campaigns can increase return by as much as 760%. (HubSpot)

Sources: https://www.hatchbuck.com/blog/30-email-marketing-stats-you-need-to-know-for-your-2020-strategy/
You’re going to focus on email

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.
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://schoolfindergroup.com/wave-3-what-students-are-thinking-in-these-difficult-times/)  
[https://www.higher-education-marketing.com/blog/email-marketing-student-recruitment-pros](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:
Capilano University
Capilano University Nurture Campaign

• 4 emails apart of this campaign

• Have sent emails to over 200 student leads since March

• Leads receive the first email within 24 hours of becoming a lead, and every 4 days thereafter
Email 1: “Thanks for Your Interest!”

- School Logo
- Header image with overlaid button
- Minimal but relevant copy
- Call-to-action button
- Colours and font clearly align with school’s branding
- Recruiter’s signature
Hi [[Contact.FirstName]],

Explore What CapU Has to Offer!

With more than 10,000 students enrolled each year, Capilano University provides a personalized, hands-on education in a spectacular west coast setting.

Our teaching-focused university offers a wide range of programs and services that enable you to challenge yourself and explore your potential.

IDEAL DESTINATION
Get the ultimate west coast experience at our campuses in North Vancouver and the Sunshine Coast of B.C.

PROGRAM OPTIONS
Explore 50+ programs in areas ranging from science and sociology to business and motion picture arts.

Interested in learning more about Capilano University? Don't hesitate to reach out!

Best regards,
Hannah Wilson
Student Recruitment Advisor
E: hannahwilson2@capilanou.ca

Hi [[Contact.FirstName]],

Start working toward your dreams

Wondering what it'd be like to be a student at Capilano University? CapU offers a welcoming and lively place to pursue your dream career, while experiencing the west coast lifestyle. A range of financial aid options make this amazing experience even more accessible.

CAMPUS LIFE
With everything from top-notch athletics to student clubs and on-campus events, CapU offers a vibrant student community.

INTERESTED in learning more about Capilano University? Don't hesitate to reach out!

Best regards,
Hannah Wilson
Student Recruitment Advisor
E: hannahwilson2@capilanou.ca

Hi [[Contact.FirstName]],

Apply Now to Capilano University!

What are you waiting for? Now's the time to apply to Capilano University!

A hands-on approach to learning, expert educators and a vibrant and supportive campus community makes CapU an ideal place to learn and thrive. Don't miss your chance to apply now for Fall 2020!

Book an advising appointment with our recruitment team to begin your journey!

Best regards,
Hannah Wilson
Student Recruitment Advisor
E: hannahwilson2@capilanou.ca

Capilano University
2035 Purcell Way
North Vancouver, BC
V7J 2H5
Results & Key Takeaways:

• Engagement was extremely high, with individual emails receiving upwards of a 50% unique open rate

• To date, there are 172 engaged leads (from 238) – a 72% unique open rate

• By adding a recruiter’s signature, students were encouraged to reach out
Results & Key Takeaways:

- As of mid-August, **22 students** from the Nurture Campaign have **applied** to CapU for Fall 2020

- Weekly reporting sent from SchoolFinder to CapU, where a **follow-up email** is sent to engaged leads

- This **strengthens the pipeline of communication** with students
Secret Shopper
The Secret Shopper program is back!

Following on from 2012 and 2016, we wanted to know how (and if) student enquiries are being managed.

“Olivia” in grade 12, living in Ontario and interested in business, and “Alisha” in grade 12, living in India and interested in coming to Canada to study a STEM program sent requests on July 16, 17 and 20.
In 2012, 64.8% of the schools responded to a request for information.

In 2016, that number declined to 61.7%.
Secret Shopper Program 2020

In 2020, we’ve seen a further decline to –

61.4 %

... well over a third of the schools in which Olivia and Alisha are interested were silent!
Secret Shopper Program 2020

Which means a third of the colleges and universities did not respond to a qualified request for information.
No doubt the summer, COVID, stretched resources, and other factors come to bear but ...
Response times are important

Secret Shopper Summer 2020 - 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>8</td>
<td>11%</td>
</tr>
<tr>
<td>1</td>
<td>9</td>
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<td>54</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>No Response</td>
<td>27</td>
<td>39%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>70</td>
<td>100%</td>
</tr>
</tbody>
</table>

Average Response Time 6.5 Days
Firms that tried to contact potential customers within an hour of receiving a query were nearly seven times as likely to qualify the lead and more than 60 times as likely as companies that waited 24 hours or longer.

Sources: https://hbr.org/2011/03/the-short-life-of-online-sales-leads
One response is probably not enough!

56% sent only one email!
Research shows that you can increase your overall email open rate as you increase the number of email responses sent.

We’ve seen engagement double with a 4 to 7 email nurture campaign.
79% of qualified leads never convert as they aren’t nurtured using drips.

Source: https://emailmonks.com/drip-email-marketing/infographic.html
Average number of days for the 1st through the 6th email to arrive
We scored the responses based on these criteria

- Response Time
- Layout
- Content
- Relevance
- CTA / Preheader / Subject Line
- Frequency
Some outstanding examples

Dear Olivia

We have received your enquiry from SchoolFinder and we are delighted that you are interested in studying at Edge Hill University.

Edge Hill University is based on an attractive, award-winning 160-acre campus in Lancashire, close to Liverpool and Manchester. We achieved Gold, the highest rating in the national Teaching Excellence Framework (TEF), for delivering ‘consistently outstanding teaching, learning and outcomes for its students’.

Explore our beautiful campus by watching this short video...

We have a wide range of courses available for Undergraduate students. View our online portfolio to find a course you are interested in.

School branding
Easy to understand
Appealing visuals
Personalization
Hi Olivia,

Thanks for your interest in UNB!

We know you have options when choosing a university. Here’s what sets UNB apart:

- We’ve got strong roots. Established in 1785, we’re proud to be Canada’s oldest English-language University.
- We’re large enough to offer the services of a much larger institution, but our 15:1 faculty-to-student ratio means you’re more than a face in the crowd.
- With 75+ undergraduate and graduate programs to choose from, you can explore your passions and tailor your education.
- There are more than 85,000 UNB alumni worldwide. Our graduates are part of a huge but tight-knit network – become part of the family.

We’ll continue to stay in touch each month to keep you up to date on deadlines, next steps, share more information about the programs you’re interested in and showcase what student life is like at UNB.

We look forward to hearing from you. If you ever have any questions click here to reply to this email and we’ll be in touch.

All the best,
Erin & Travis

Erin Maranda
Client Service Representative
erin.maranda@unb.ca

Travis Deley
Recruitment Officer
travis.deley@unb.ca

Well branded
Direct and easy to understand
Some outstanding examples

Hi Olivia,
Are you looking to study PreMedical or Health Studies?

Massachusetts College of Pharmacy and Health Sciences has been a longtime leader in healthcare education – it’s a fully accredited university and your doorway to worldwide recognition in the healthcare industry.

MCPHS is #1 in preparing students for professional careers in pharmacy, over any other academic institution in the world.

Why MCPHS is Right for You

Although you can’t come to campus, you can still visit with us! Attend our Virtual Information Session on Tuesday, May 19 at 1pm EST to learn more about PharmD.

RSVP Now

THE BENEFITS OF MCPHS:
- 100+ undergraduate and graduate academic programs in healthcare
- Direct entry and pathway programs to eliminate obstacles to graduate school, No SAT or MCAT required
- Clinical rotations in Canada for Optometry and Pharmacy as well as extensive internship and training opportunities
- Renewable scholarships ranging from $2,000-$16,000 per year, OSAP approved for Ontario Students

School branding
Informative Content
Long and short-term
Calls-to-Action
Some outstanding examples

Olivia,

As we're seeing in this unprecedented time, the role of healthcare professionals is critical. And as you consider your future in the field, no institution will better prepare you to make an impact than Massachusetts College of Pharmacy and Health Sciences (MCPHS).

- We're ranked the #1 Most Transformative College (Money)
- We're ranked #3 for Best Economic Value (Georgetown University's Center for Education and the Workforce)

From our dedicated faculty and collaborative approach to our proven success in healthcare education, the MCPHS experience will help you build a future in a high-paying career and an in-demand field.

EXPLORE MORE
Some outstanding examples

NICE TO MEET YOU, OLIVIA!

Thanks for connecting with Redeemer University — a Christian university located in Hamilton, Ontario. If you have any questions at any time, we'd love to hear from you!

Want to learn more? Create a digital viewbook catered to your interests. It has all the important information to help you get started.

CREATE A PERSONALIZED VIEWBOOK

VISIT OPPORTUNITIES

Come experience our campus and get a feel for what it's like to live and study at Redeemer. There are a variety of visit days hosted throughout the year. Learn more.

APPLY NOW!

Take the leap and apply! You can start your application at any time, directly on our website. Learn more.

School branding
Clear Call-to-Action
Appealing visuals
## Best Practices

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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</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 …

• Massachusetts College of Pharmacy and Health Sciences
• Redeemer University College
• Ulster University
• Humber College Institute of Technology & Advanced Learning
• University of Calgary

• Tyndale University College & Seminary
• Capilano University
• Bangor University
• Edge Hill University
• George Brown College
• John Casablancas Institute
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!

Questions?

info@SchoolFinderGroup.com