

15A04

Marketing for Rookies

Tuesday, July 15, 2008
12:00-1:30 p.m.



National Conference on
**Student Recruitment,
Marketing, and Retention**

JULY 15-17, 2008 — CHICAGO, ILLINOIS

Convened by
Noel-Levitz®

Marketing for Rookies

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National Conference on Student Recruitment,
Marketing, and Retention
July 2008



What is marketing?



\$92,336,675,000



Source: National Center
for Education Statistics

1

Enrollment
professionals benefit
from marketing
fundamentals



1. Admissions v. Marketing



2. Marketing is more than promotion



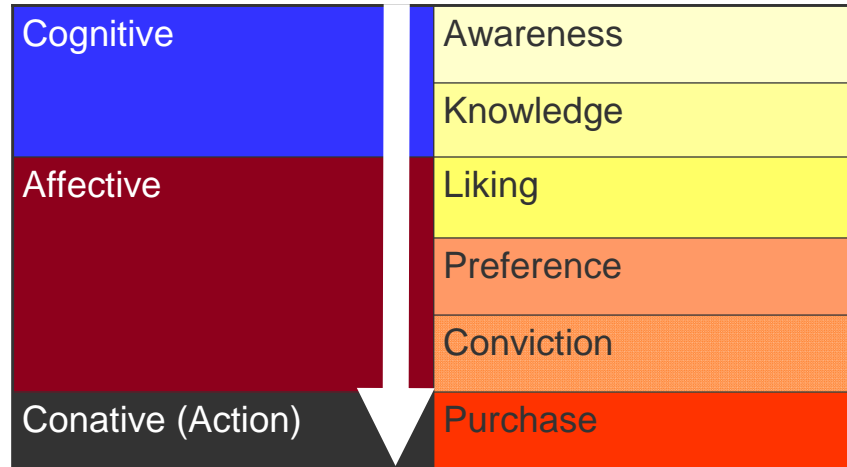
3. Include “The Four P’s” – plus one



4. Marketing is a dialog not a lecture

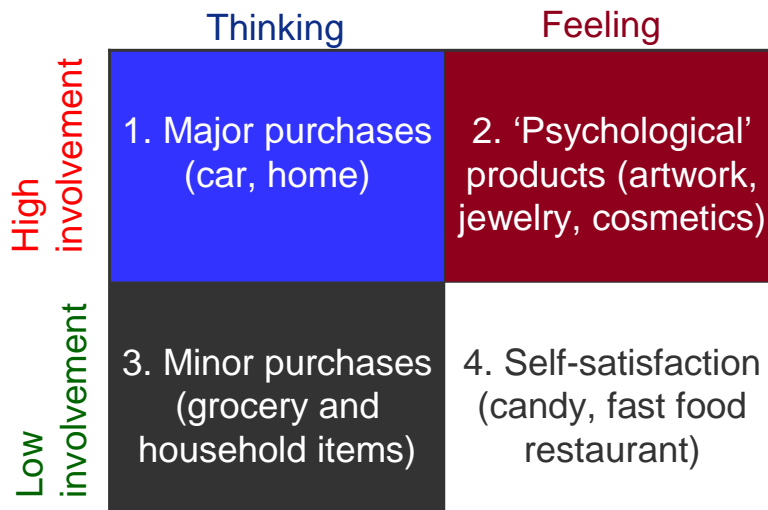


5. Move from awareness to commitment



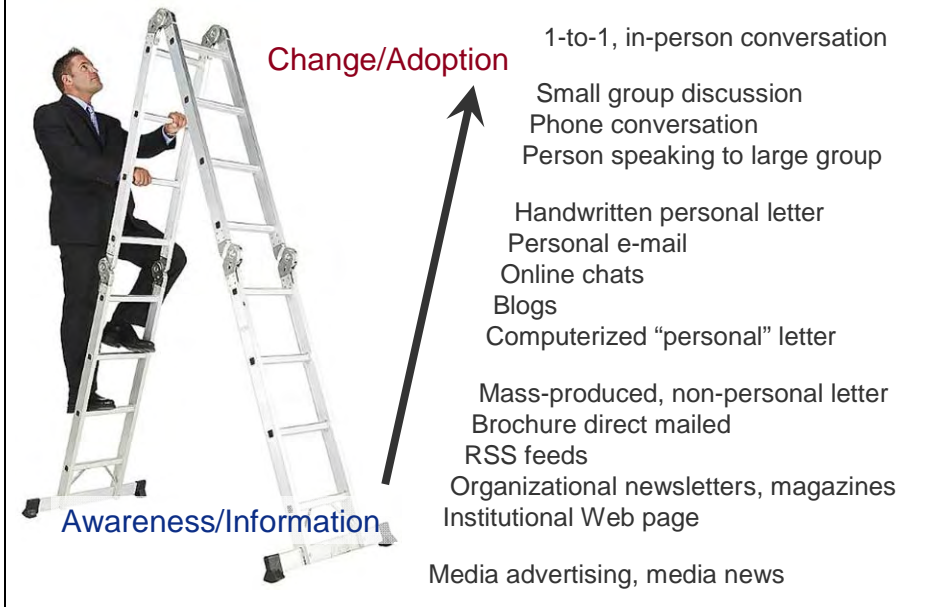
Hierarchy of effects (Lavidge/Steiner)

6. Consider both sides of the brain



The FCB Grid

7. Climb the communications ladder

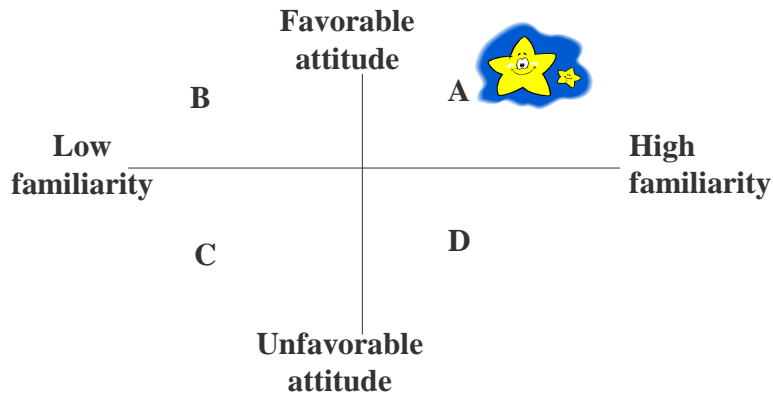


8. Choose strategy with care



9. A brand is . . .

. . . the sum of beliefs, ideas, and impressions that a person has of your institution.



Why do we care about branding?

“Getting the right people to think about you in the right way.”

- Steve Yastrow, Yastrow Marketing

Branding is irrelevant if it doesn't lead to marketing results.

10. Marketing is also internal



Practice!

1. Pick one where your institution excels
2. Pick one where you don't

Price

Place

Promotion

Product



People

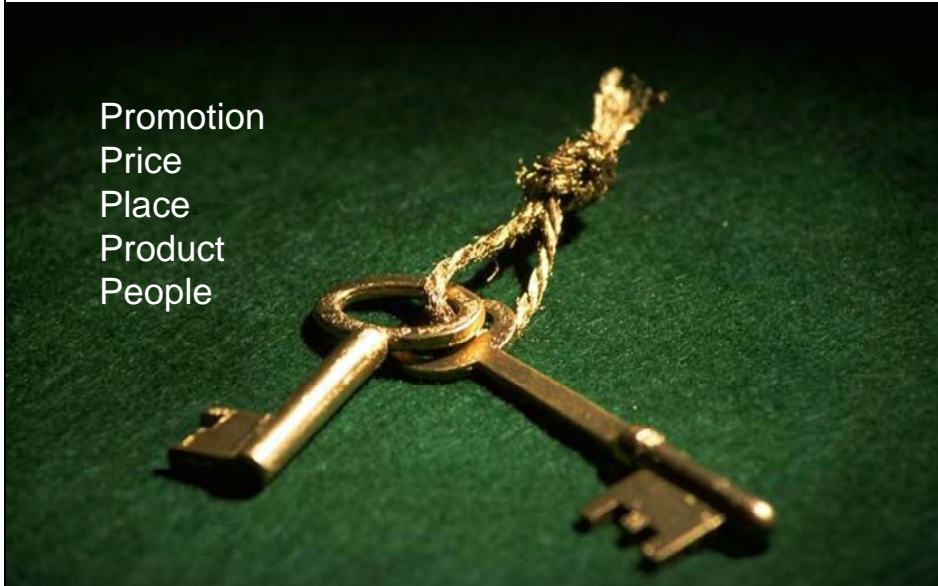
2

Developing your marketing plan will take collaboration



Who owns marketing at your institution?

Promotion
Price
Place
Product
People



Develop a 7-step marketing plan

- I. Purpose and Objectives
- II. Environmental Analysis
- III. SWOT Analysis
- IV. Key Marketing Strategies
- V. Marketing Tactics/Implementation Plan
- VI. Financial Forecast
- VII. Measurement and Tracking

3

Start by asking
questions



10 questions to answer



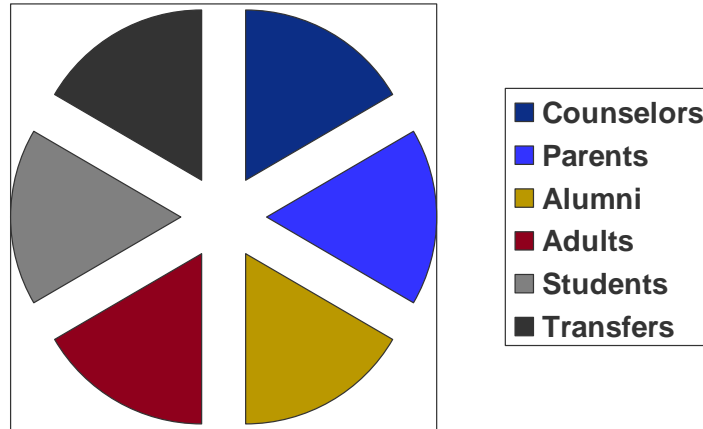
1. What are our organizational goals – and how can marketing support them?

Name recognition

Brand image

Differentiation from competitors

2. What does our target market want and need?



Only market research can answer some questions

- Data collection and review
- Paper/mail surveys
- E-mail/online
- Telephone
- Focus groups
- In-depth interviews



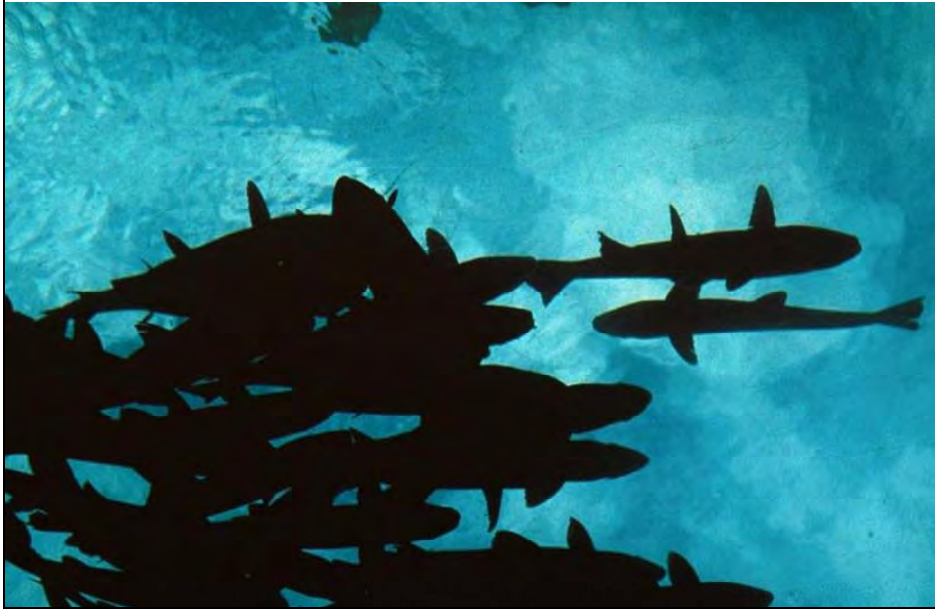
3. What external trends will affect us in the future?



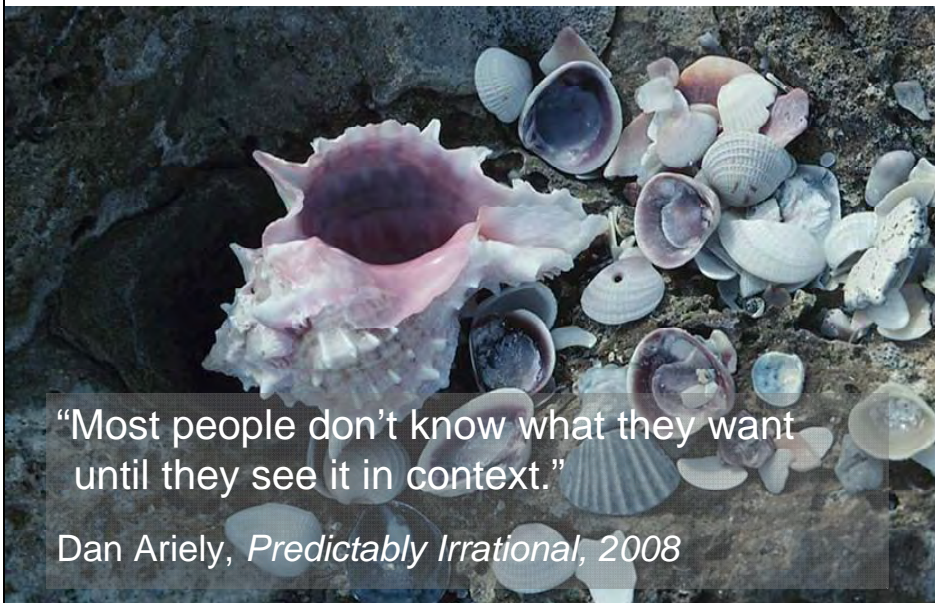
Change is coming at you



4. What is our competitive context?



Why understand the competition?

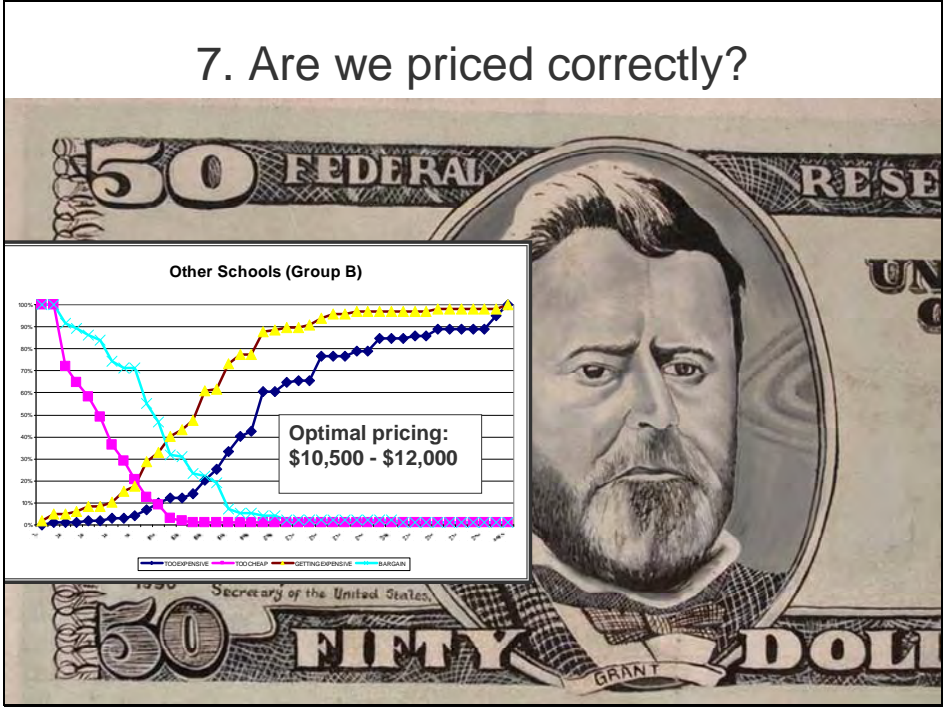
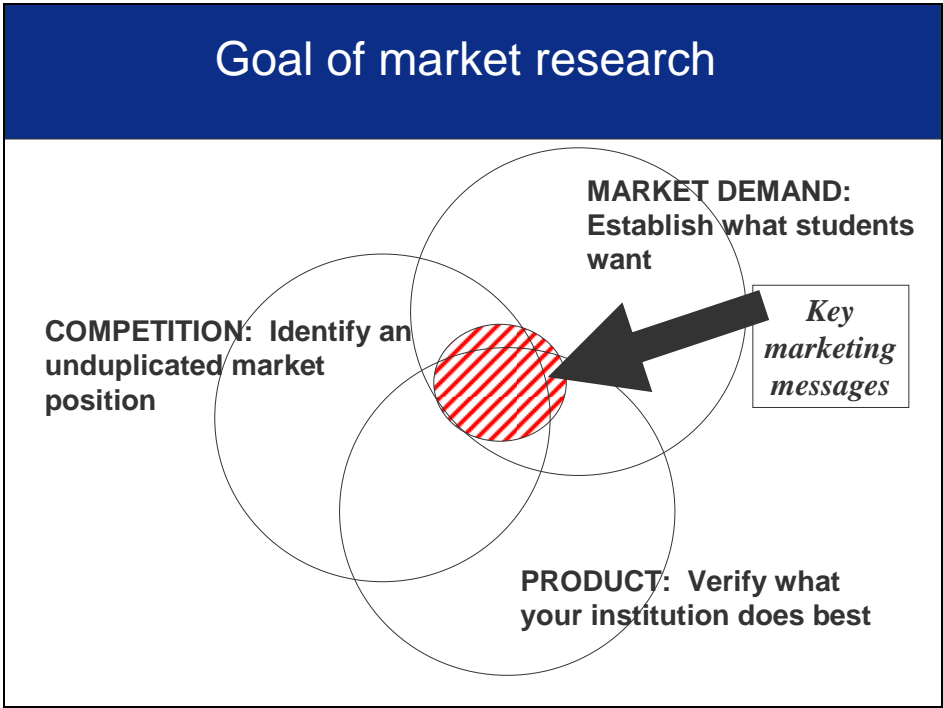


5. How well are we performing today?



6. What messages appeal to our markets?

| <i>Students</i> | <i>Parents</i> |
|--|---|
| School has my major | Quality of classroom teaching |
| Quality of programs in my area of interest | Quality of programs in child's area of interest |
| Quality of classroom teaching | Quality of academic resources and facilities |
| Scholarships and financial aid | Safety of campus location |



8. What marketing tools will be most effective for meeting our goals?

Challe Your Mind

It's amazing. Wow, I'm going to be a part of this great thing!

The bold idea

Inspiring your heart

YOUR COLLEGE

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Bethel College Career Center

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Applications edit

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Events

Marketplace

Causes

more

Location: 10

Phone: Ms 57

Mon - Fri:

Hot or Not?



- Colleges that put up sites on social networking sites to describe their programs, campuses, and students

Hot 61% Not 39%

- Colleges that advertise on social networking sites, like MySpace or Facebook

Hot 53% Not 47%

- Individual admissions counselors from colleges setting up pages on social networking sites to connect with interested students

Hot 56% Not 44%

FTIC: Would you give a valid e-mail address? When?

Yes!

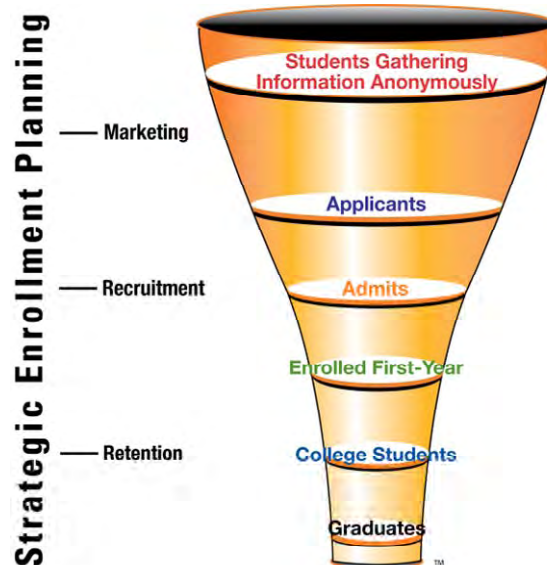
– 84%

When?

- As an inquiry 34%
- As an applicant 38%
- After acceptance 15%
- After my final decision 12%

“Lurkers”

The funnel has changed



Action planning

| Activity/ Description | Time- table | Responsibility | Budget | Control/ Evaluation Procedures |
|--------------------------|----------------|----------------|--------|--------------------------------------|
| | | | | |

Create an action plan for one of
the following

- A Web strategy
- A special event
- A public relations strategy
- An internal communication to support marketing

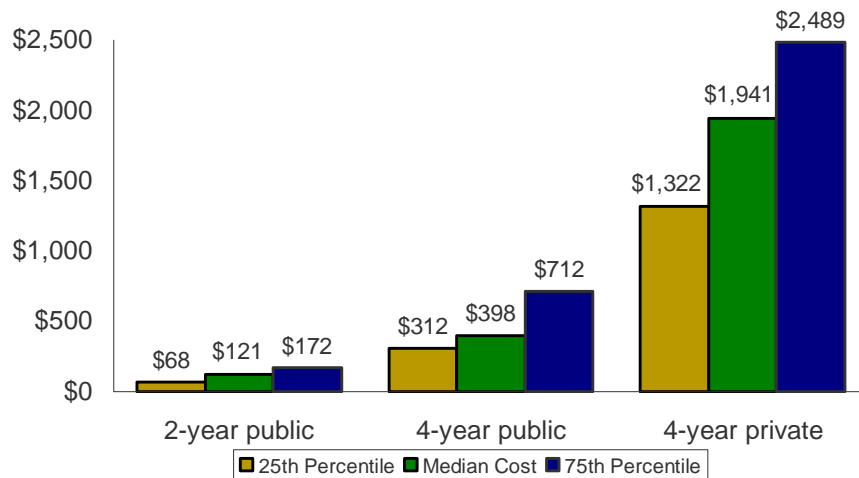
9. What kind of investment should we make in marketing?

- 30% of companies spend between 3-5% of revenue on marketing
- 45% spend over 6% (most of those between 6-10%)

Source: Go-To-Market Strategies (GTMS), gtms-inc.com



Cost to recruit a single student



©2007 Noel-Levitz, Inc
Noel-Levitz 2007 Cost of Recruiting Report

10. How will we measure success?

- Response rates
- Funnel changes
- “Before and after” research
- Revenue



Marketing means measuring

| Your College First Time In College (FTIC) New Student Funnels: Fall 2002-2007 April 23, 2008 | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| Stage/Year | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Inquiries | 4,195 | 3,754 | 4,561 | 3,999 | 4,391 | 4,989 |
| <i>Conversion Rate</i> | 55% | 66% | 59.5% | 63.9% | 64.8% | 59.2% |
| Applicants/Admits | 2,308 | 2,477 | 2,715 | 2,544 | 2,847 | 2,954 |
| <i>Yield Rate</i> | 80.8% | 79.4% | 76.6% | 77.9 | 75.8% | 74.4% |
| Enrolled | 1,864 | 1,966 | 2,081 | 1,981 | 2,159 | 2,197 |

Common marketing mistakes

1. Disconnect between expectations and reality
2. Intuition-based decisions without research
3. Starting with tactics
4. Under-funding the Web
5. Generic positioning
6. Last minute, one-time strategy
7. Changing creative because you're bored
8. Not integrating marketing efforts with admissions



Other marketing-related presentations

Today

- 2:00 15B02 Working the Funnel with E-Mail Marketing
- 15B09 Market Research as Change Agent

Wednesday

- 8:15 16A10 Facing the Giants
- 9:45 16B04 Pricing Research
- 16B07 Communicating with Parents
- 2:00 16D03 Compelling Recruitment Communications
- 16D11 Sustainable Brand Strategy
- 3:30 16E02 What are e-Expectations?

Thursday

- 8:15 17A07 The New Hot Market: Subpopulations
- 17A11 Admissions Video 101
- 11:15 17C03 Strategic Research
- 1:45 17D07 Influencing the Influencers;
- 17D11 Virtual Events