

# Your Guide to Using Email Marketing in your Recruitment Strategy

Whether you have a comprehensive email marketing plan in place, or you're just scoping out where and how to get your email marketing plan started- there is always room for growth and InternationalStudent.com is excited to be a part of it.

## Why Email is Important?

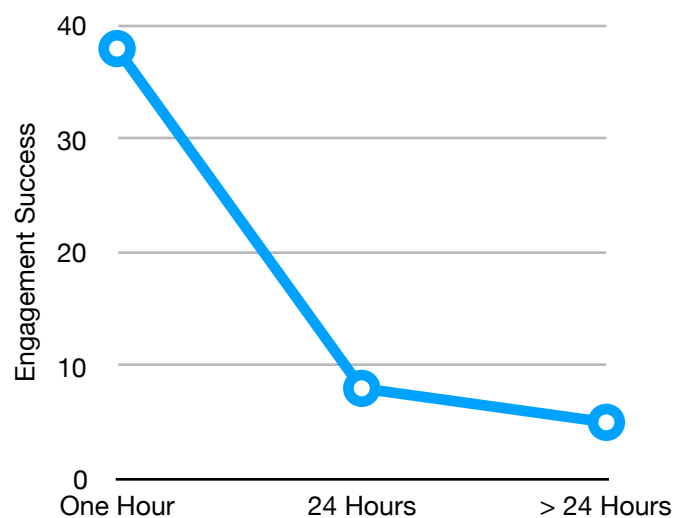
- Email now connects the world
- Institutions not utilizing or harnessing email are missing out on an effective means of reaching students around the world.
- By 2024 email users are projected to rise to 4.48 billion (source: Statista)

## Best Practices in Email Marketing

As you're planning your email marketing strategy, here are a few best practices to keep in mind:

### Response Times

When it comes to connecting to students, responding immediately is essential. The sooner you reply to a "lead" or a potential student, the higher the conversion rate!



- One Hour: 38% engagement success
- 24 Hours: 8% engagement success
- > 24 Hours: 5% engagement success

Source: Vanilla Soft

In other words, reply immediately! Investing in a program that allows you to automate your welcome email and ongoing touch points can increase the engagement rate.



### Content Components

Before an email is even opened there are key content components that are either making or breaking its success:

1. Sender - most users will skim their emails to see who sent it and make a split decision to delete or open. If your email does not clearly identify your institution or a member of staff that the student has been in contact with at your institution, your email is more than likely going into the trash box. Additionally, if you're not up front about who the email is from, your emails could be placed in a spam or junk box and this will impact your deliverability.
2. Subject Line - clever subject lines are fun but if they're not informative on the body of the message the email will fall flat once opened. Your subject line should be compelling, concise and most importantly- relevant to the content of the email. Adding personalization to the subject line not only adds a nice personal touch but it can also have a positive impact on your open rate.
3. Preview Text - the preview text is the one to two sentences following the subject line. It provides you with the extra chance to grab the attention of potential students and entice them to open your email. The preview text should not be ignored and instead used as an extension to your subject line.

## Email Body

Once an email has been opened, here are a few best practices to include in the body of your email:

- Focused Message - If the subject line promises information on degree programs you offer, include this information and keep your information to the point.
- Call-to-Action - The call-to-action can be an in-text hyperlink or a button that potential students can click on. Just like the main message of the email, the call-to-action should be focused and direct them to one or two locations. If a potential student opens an email hoping to learn more about the degree programs you offer, they should be able to read that information in the email and learn even more on your site.
- Personalization - If you have data on the students you're sending emails to- use it. Engagement rates are statistically higher when personalization is used, and it provides a better experience for the student.

### Example

If you know that Ebba is from Sweden and would like to study journalism, those are three pieces of information that allow you to personally connect with Ebba and give her specific information she is seeking when trying to find a US college or university.

- Contact Details - Adding a specific email, phone number and advisor name to an email means students have an actual person they can connect with. In this digital age, being able to have a personal connection and relationship can go a long way.

## Frequency of Contact

There is no straight answer to the question of frequency, and how often you should email potential students. However, you can work through this by initially gathering certain pieces of information to create your own formula. This might include some trial and error, but this is ok! Start by looking at the following:

- What you want students to know about your institution, and how many emails will this span?
- How your key message points align with your admissions cycle and school calendar?

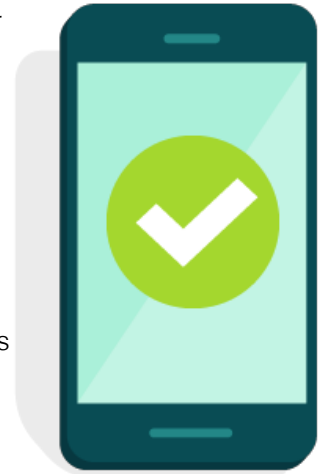
From there, you can come up with an initial schedule for your email campaign. You will want to monitor the campaign opens, clicks and unsubscribes to ensure you have messaging and timing right - this is where the trial and error will come in as you tweak the process based

on this data. Many institutions tend to stick by a once per month touch point.

## Mobile Considerations

Each year the number of users who check their email on their phone increases. Keeping your emails mobile friendly is key so you're not excluding this audience from engaging with your messages. Keep in mind:

- Make buttons big enough for a finger to click
- Use a single-column email template
- Don't rely on images always appearing (never make them the call to action)
- Gifs, videos and large images slow down the load time
- Test what it looks like across various email providers



## Tracking

After an email is sent the work isn't over- next comes the fun part where you can see how it performed and alter your message accordingly. Here are just a few things you should be tracking:

- Delivered
- Opens
- Clicks
- Unsubscribes

## Further Information

If you would like more information on how InternationalStudent.com can help you with your international student marketing and recruitment strategy, including your email marketing plan, contact us for more details.



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<http://www.InternationalStudent.com>