

# How to effectively use email marketing in your recruitment strategy







# Presenters



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# What's in place?

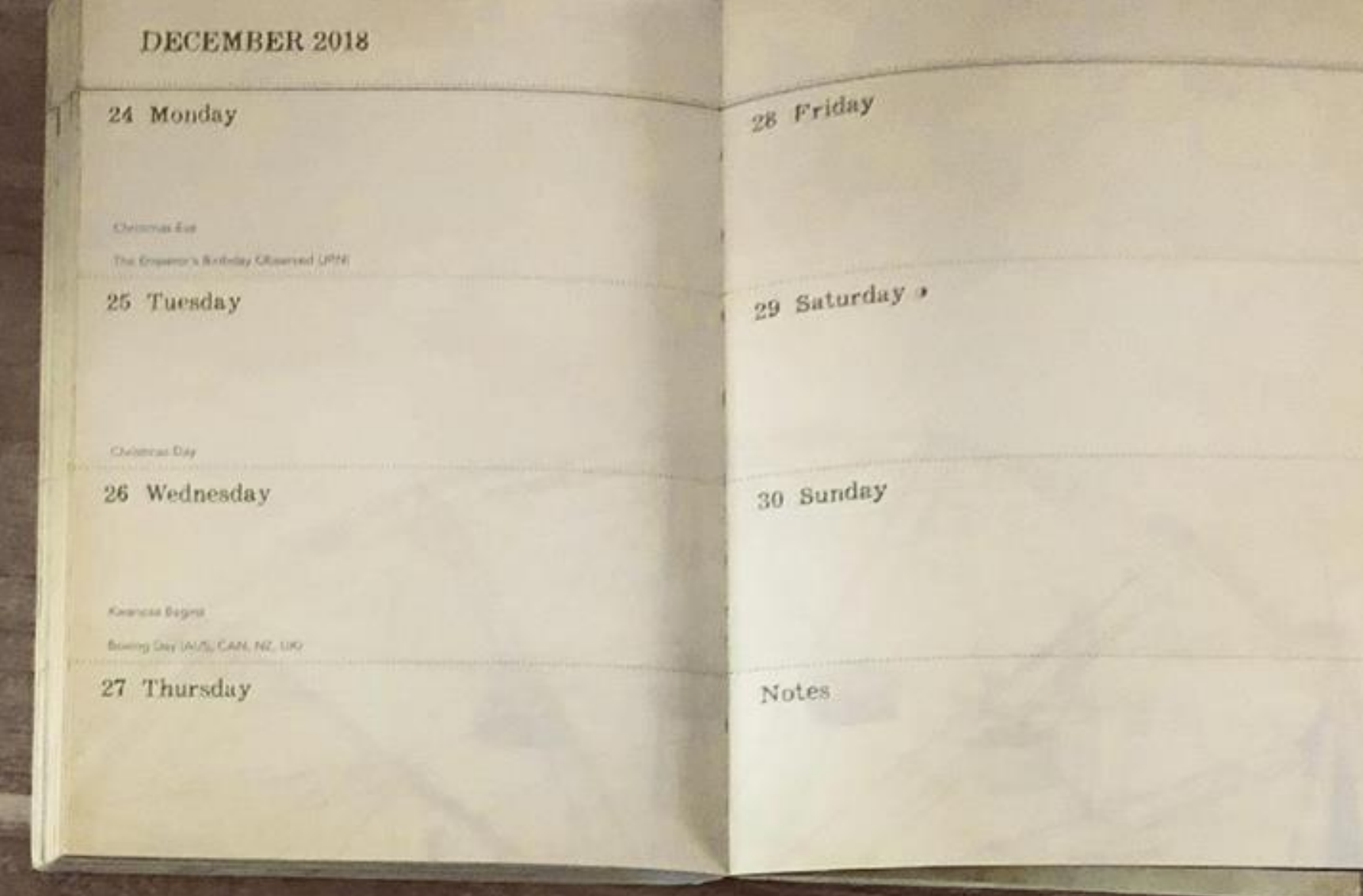
## Evaluating Current Processes (Part I)

- List an issue that's holding you back from starting or improving your email marketing communication plan.
  - Example:
    - Issue: "We're not sure what messaging to include so we're stuck in the content creation stage."
    - Goal: For prospective students to receive a series of 6 emails.



# Agenda

- Leads
- Core Considerations
- The “Welcome” Email
- Communication Plan Development
- Email Examples







# Leads

## When You Don't Have Them at Hello

- Leads are still shopping
  - The Online Shopping Cart Effect
- Remind, Connect, Encourage with lead nurturing

## Why Email?

- Ability to automated, customized, tracked, measured, multiple touch points.
- Email is 40 times more effective at acquiring new customers than social media. (McKinsey & Company)
- It allows you to Remind, Connect, Encourage.







# Core Considerations

## Core Email Considerations

- Subject line
- Content & call to action
- Consider mobile readers
- Testing & tracking

## Email Lingo 101

- CTA
- Above the fold
- A/B testing
- ESP







# Core Considerations

## Subject Line

- Should speak to your audience: compelling yet authentic
- Should be the right length (6-10 words)
- Should be relevant to content
- Extra points for personalization (connection and higher open)

“Erica, You May Qualify for a Scholarship”

“Jon, Start the Application Process Today”

47% of email recipients open emails based on the subject line (Invesp)

68% of email recipients report email as spam based solely on the subject line. (Invesp)



# Core Considerations

Subject Line: Personalization vs. Without Personalization

- Subject Line 1: Study Science and Engineering at [University Name] (2658)
- Subject Line 2: [firstname], Study Science and Engineering at [University Name] (2969)

**11% increase in opens with personalization**

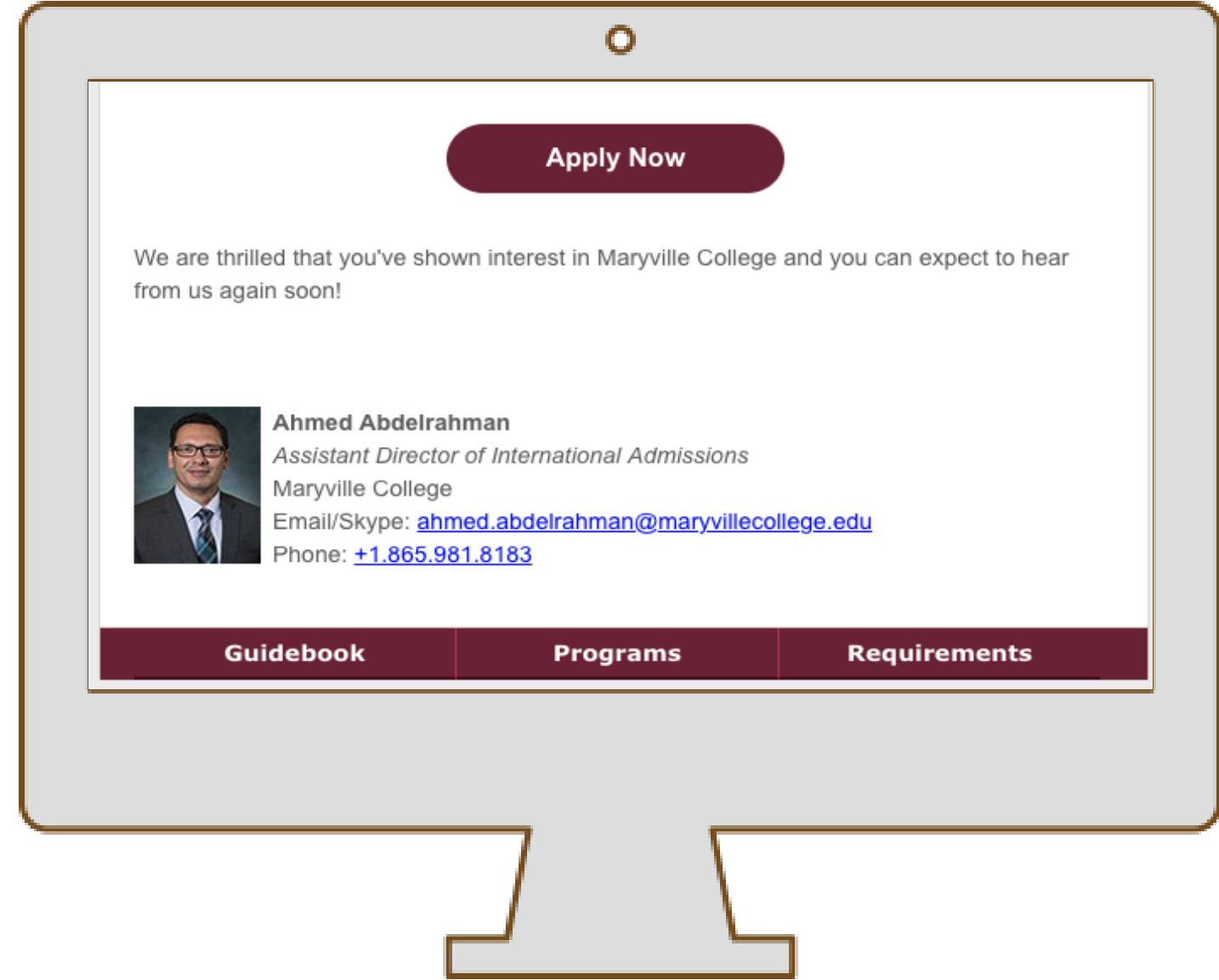




# Core Considerations

## Content & Call to Action

- Focus the message and calls to action
- Keep a call-to-action above the fold
- Personalize the email greeting
- Ensure they can contact you







# Core Considerations

## Consider Mobile Viewers

- If your email is not optimized for mobile, between 70- 80 percent of users will delete it. ([Adestra](#))
- Test before you send (Litmus)
- Ensure links are touch friendly
- Count your scrolls before the first CTA







# Core Considerations

## Tracking

- Delivered
- Opens (21.5%)
- Clicks (8.12%)
- Unsubscribes (0.01%)
- Bounces (9.04%)



## Testing A/B

- Subject line
- Call to action
- Day and time
- Personalization
  - Name, Country, Nationality, Program





# The Welcome Email

## Why have an Email Communications Plan?

- Manage greater volume with a small staff
- Reach and Convert Students That Will Stay
- Engage them Over Time

## Where to begin?

- Welcome emails have on average 4x the open rate and 5x the click-through rate of a standard email marketing campaign. (*InboxArmy*)
- Apply Now e-mails
- Deadline e-mails
- Information e-mails





# The Welcome Email

Getting Started....







# The Welcome Email

Starting with where we are ...

We have some messaging

We have some knowledge of prospects & admits

We have defined timelines

We have "touch points"





# The Welcome Email

Keeping it Student-Focused.

Exploring

Investigating

Applying

Anticipating

Considering

Committing



1. Define critical stages in student journey.
2. Place existing messaging along student journey.
3. Revise messaging to be concise, student-focused, and have a single action.
4. Fill in gaps in messaging to support journey (mindful of frequency and content).
5. Automate messaging.
6. Test frequency, messaging, content, voice.
7. Increase personalization





# The Welcome Email

Dear John Windsor:

State University offers comprehensive degree programs in a wide variety of majors, including Biology, Forestry, Business, Economics, Modern Languages, Architecture, Economics, Engineering, Sports Medicine, Pharmacy, and more. Please find additional information about majors at <http://www.stateuniversity.edu>.

Our campus is situated centrally in the state and offers easy access to internship opportunities, hands-on learning projects with employers, and we provide three career fairs per year to ensure top job placement rates for our graduates. Additional career information and placement rates are available at <http://www.careeroff/stateuniversity.edu>.

The early application deadline is November 1, 2019. Submit your application now for early consideration at <https://www.apply/stateuniversity.edu>. If you would like to talk with one of our student ambassadors, please send your e-mail to [recruitment@stateuniversity.edu](mailto:recruitment@stateuniversity.edu).

Contact us at (555)555-5555 for any questions. Go Chipmunks!

Sincerely,

Recruitment Office  
State University

## Example 1





# The Welcome Email

Dear John:

Thank you for your interest in State University, a diverse community of leaders inspiring leaders! My name is Kim Laury and I'll be your guide to the State University Engineering program.

You've taken the first step toward becoming an inspiring leader and you'll be in good company at State University!

- State University's Mechanical Engineering is top-ranked by U.S. News & World Report.
- State University is recognized as the #1 source of young professional for technology companies in the state by Engineering News.
- State University is fully accredited by the Regional Accreditation Association.

Schedule a [pre-admissions consultation](#) to find out more. I can't wait to meet you and show you around!

Sincerely,

Kim Laury  
Admissions Counselor  
[Kim@stateuniversity.edu](mailto:Kim@stateuniversity.edu)  
(555)555-5555

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## Example 2





# The Welcome Email

## Key Parts of Your Welcome Email

- Respond ASAP
  - One Hour - 38% engagement success
  - Twenty-four hours - 8% engagement success
  - More than twenty-four hours - 5% engagement success (VanillaSoft)
- Be Concise
  - Link to One Place: the Application
- Develop a Connection
  - Put a Face with a Name
  - Tone, Excitement and Gratitude





# The Welcome Email

Start your own welcome email!







# Communication Plan

List 5 unique things that every international student would want to know about your institution.





# Communication Plan

## Before the Application: Touch Point Topics

1. Look at your “Top 5”
  2. Other Ideas:
    - Hello and How to Apply
    - Program Specific Information
    - Life on Campus/Virtual Tour
    - Reasons Why Students Choose You
    - Extracurriculars Including Sports, Clubs and Organizations
    - Support Around Campus
    - Local Living
    - Mission Messaging
- 
1. Map out a recurring flow chart designed to display and improve business processes through creating value to the student while minimizing waste and making the process efficient for you.





# Communication Plan

## Before the Application: Touch Point Timeframe

- How often:
  - Email 1 ASAP, then make a plan that makes sense with the information you want to share
  - Time it around your admissions cycle and school calendar
  - Contact them at least once per month
  - Monitor the campaign, opens, clicks and unsubscribes
  - Adjust your frequency and messaging based upon results

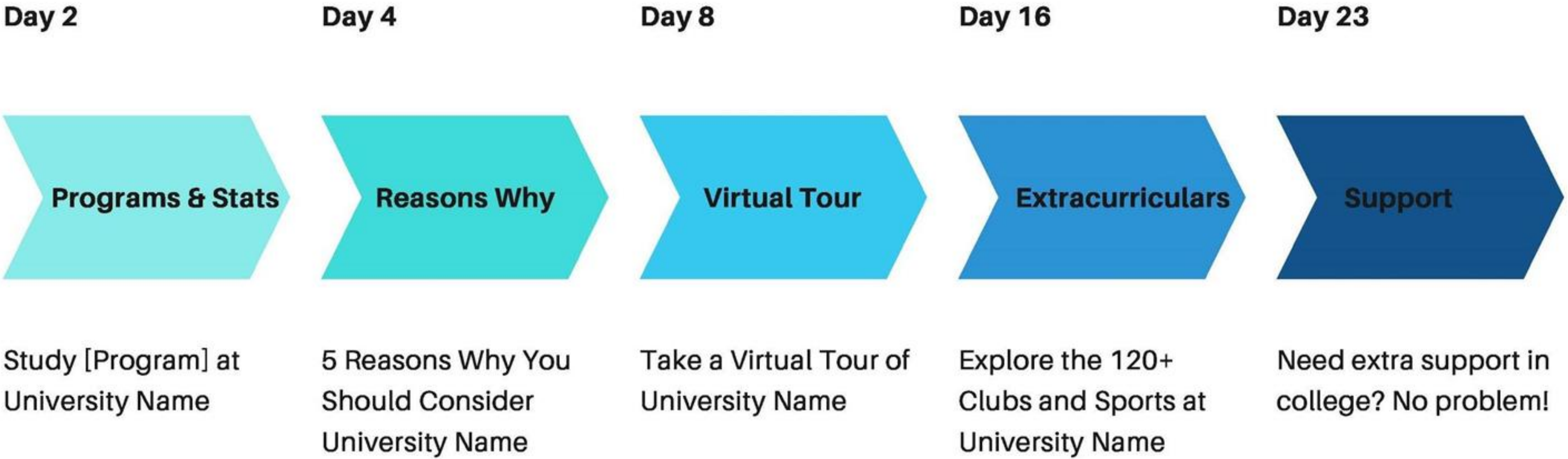
As a prospect goes through a campaign, engagement decline is normal.





# Communication Plan


## Before the Application: Touch Point Timeframe Example







# Communication Plan

 **Ivanhoe International Center**

Dear Ijaz,


Want to be an engineer or a scientist? SD Mines is a great choice for undergraduate studies. Our 17 degree programs give you the opportunity to explore the full range of possibilities a successful career in engineering and science. [Click here](#) to learn about the exciting programs waiting for you at SD Mines!

We hope to hear from you soon!  
[SD Mines Ivanhoe International Center Staff](#)

Ivanhoe International Center  
 South Dakota School of Mines & Technology  
 501 E Saint Joseph Street  
 Rapid City, SD 57701

[CLICK ME](#)

**South Dakota School of Mines & Technology**

 **Ivanhoe International Center**

Dear Ismail,

An average starting salary of \$63,354 (USD)! A degree from the South Dakota school of Mines and Technology can help you succeed in science and engineering.

Learn more about a successful future and have fun by becoming a SD Mines Hardrocker by [clicking here](#).





We hope to hear from you soon!  
[SD Mines Ivanhoe International Center Staff](#)

Ivanhoe International Center  
 South Dakota School of Mines & Technology  
 501 E Saint Joseph Street  
 Rapid City, SD 57701

[CLICK ME](#)

**South Dakota School of Mines & Technology**

**Ivanhoe International Center**  
 501 E. Saint Joseph St. Rapid City, SD 57701  
 (877) 877-6044

[VIEWBOOK](#)





# Communication Plan

## Once the Student Begins Application: Touch Point Timeframe - Manual E-mails

Day 1

### For Inquiries or Applications Started

E-mail template states  
“Thank you for your interest. We will review your application within 10 business days...”

By Day 10

### Application Reviewed

E-mail templates sent:

- Admitted E-mail
- Missing Documents needed

### Pros

- Ability to personalize the e-mail to each applicant
- Easier to manage all applicants at all stages

### Cons

- There is less opportunity to communicate, especially with many applications to process
- Time consuming





# Communication Plan

## Once the Student Begins Application: Automated System

### Applicants receive an automated e-mail when:

- they create an account. (Inquiry)
- they start entering information in application. (App Started)
- they have been absent from the application for 4 days and again at 10 days, and then every week. (App Started)
- they submit their application. (App Submitted)

### Applicants receive manual e-mails when:

- they are missing required documents
- they have submitted the application and have general questions.

College of San Mateo

Dear [Student's Name],

Thank you for submitting your application and supporting documents. You have taken the first step to becoming an international student at the College of San Mateo.

We received the submission and will now begin reviewing and processing your application.

Our staff is here to help you through the application and admission process. If you have any questions, feel free to reply to this email or call or stop by our office Monday – Thursday between 8:30am and 4pm PST.

We hope to see you on our campus very soon!

Best Regards,

International Education Program

College of San Mateo





# Re-evaluation

## Establishing Goals & Strategy (Part II)

Using the issue you wrote down earlier, what is a possible solution to that issue and what do you need to accomplish your goal(s)?

Example:

- Issue/Growth Opportunity: We're not sure what messaging to include so we're stuck in the content creation stage.
- Goal: For prospective students to receive 6 emails.
- Strategy: Develop a list of "must-know" topics for students to receive. Use the tips in this presentation to start writing the content and build the emails needed.



Questions?

