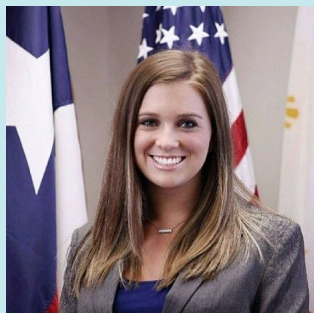


A hand holding a smartphone, with several white envelope icons and a network of dots connected by lines floating above the screen, symbolizing email communication and digital connectivity.

Developing an Email Communications Plan to Recruit International Students

Presenters

MaKailey Jonas
Sponsored and Exchange
Student Coordinator



Don Sears
Director of Sales



Communications Plan

Evaluating Current Processes (Part I)

- List an Issue/ Growth Opportunity
 - Example: We have to manually send each email and the first one doesn't get sent until 3 to 4 days after a student signs up.
 - Example: We respond to every email within 24 hours and then they go into our CRM and receive emails every month. We rarely get a response from the students

Agenda

- The Need for Leads
- Why Email?
- Developing a Communications Plan
- Tips to Implementing Your Communications Plan
- The How-to Guide
- Questions and Discussion



Leads

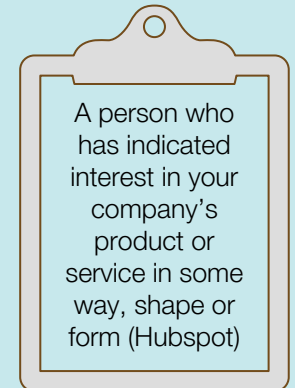
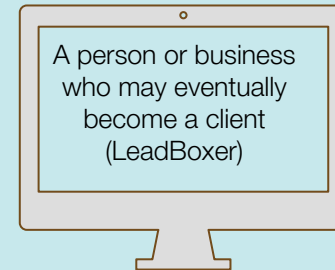
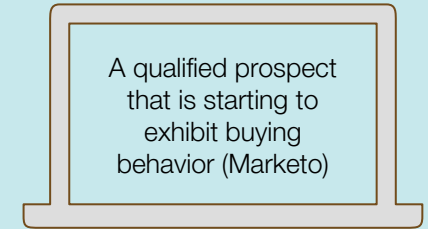
What are they?

- Necessary – Without them you don't need a communication plan

Where do they come from?

- Recruiting fairs, list buys, your website, our website.....

A student that has expressed interest in studying at your school (Don)



Communications Plan

Why Email?

- Nearly 105 billion emails are sent each day
- Email is 40 times more effective at acquiring new customers than Facebook or Twitter.
- 73% of millennials identify email as their preferred means of business communication.

The single most effective way to engage with and communicate with potential students



Communications Plan

Email Building Blocks

- Subject Line
- Content & Call to Action
- Think Mobile
- Speed and Frequency
- Tracking and Testing

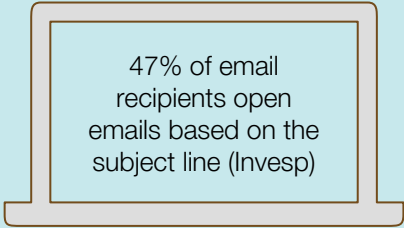


Communications Plan

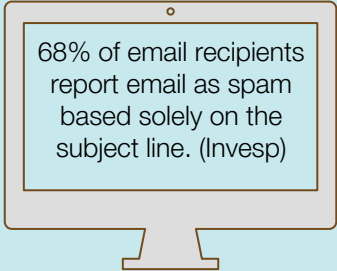
Building Blocks- Email Content

- Subject Lines:
 - Should be compelling - “Open Me!”
 - Should be the right length (6-10 words = 21% open)
 - Should be relevant to content
 - Extra points for personalization (22% more likely to be opened)

“Alijandro, You May Qualify for a Scholarship”
“Don, Register for our Admissions Webinar”



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)

Communications Plan

Building Blocks- Content

- Focus the message and calls to action
- Keep a call-to-action above the fold
- Personalize the email greeting
- Develop a relationship and provide contact details



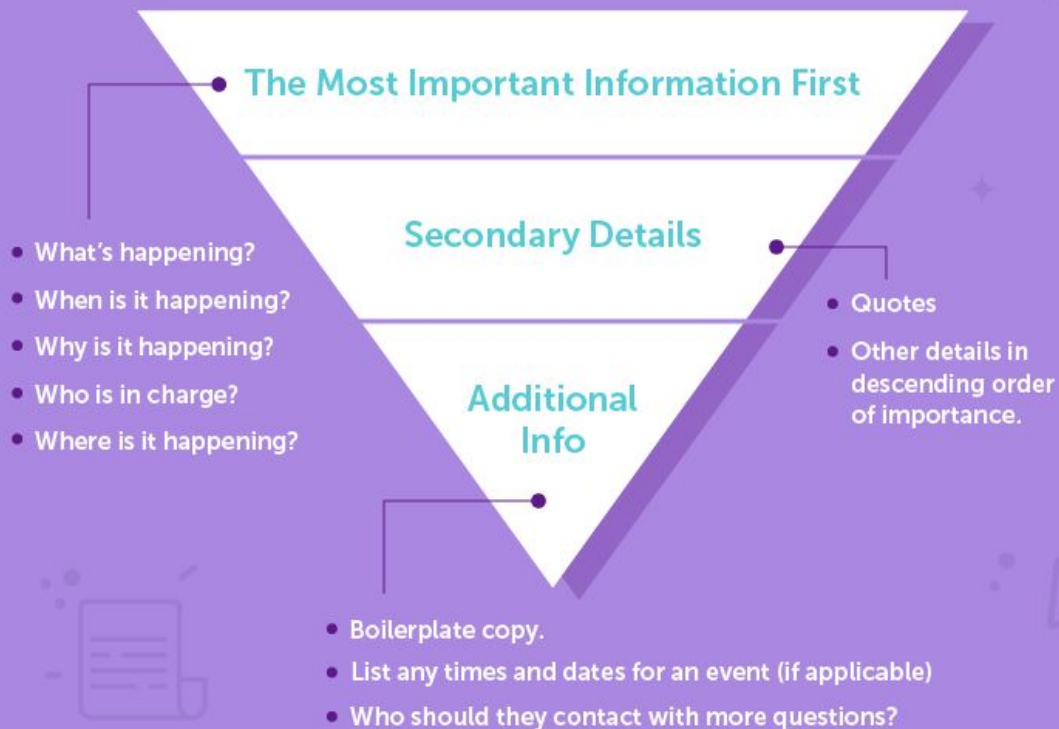
The application for admission is open and we want **YOU** to apply! Appalachian is a unique place full of endless opportunity and we're looking for students like you.

Learn more about the [admission process](#) and [how to apply](#). Let us know if you have questions about academic programs, athletics or anything else. You can contact your [admission counselor](#) with these questions and more! **The deadline to submit your application for early action is November 1 (with all supporting materials submitted by November 15)** in order to receive your admission decision by January 25.

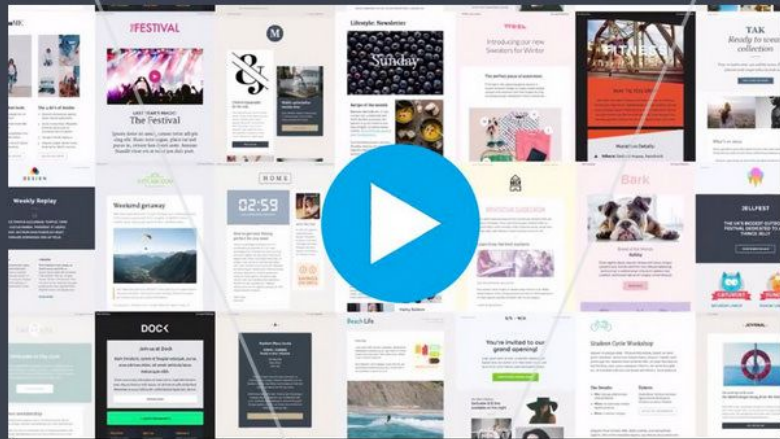
Don't wait – it's time to take the first step to becoming a Mountaineer!

Apply now!

The Inverted Pyramid



Create beautiful emails in minutes



We're really excited to announce the launch of our brand new email builder. It's a whole new way to create beautiful emails in minutes that look great everywhere.

[Learn more about the builder](#)

BEHAVIOR TECH

HOW TO KEEP YOURSELF MOTIVATED (USING BEHAVIORAL ECONOMICS)



Since motivation changes over time, an interesting problem occurs: decisions you make now might not necessarily be the same decisions you would make later. *Make decisions now that will guarantee your success in the future.*

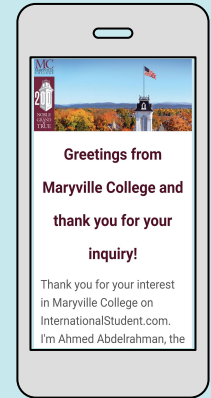
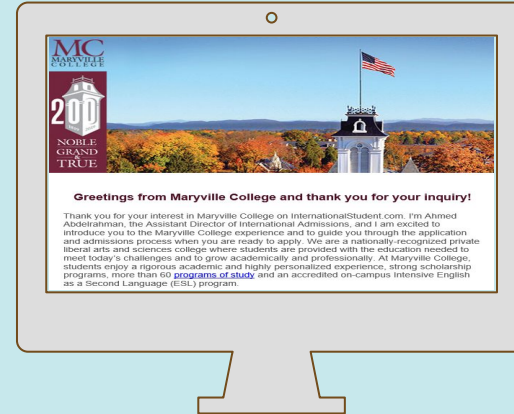
Here's how to do it.

[READ THIS ESSAY](#)

Communications Plan

Building Blocks- Think Mobile

- 48% of the traffic to InternationalStudent.com is from a mobile device (Google Analytics)
- 80% of users delete emails that are not optimized for mobile. (Bluehornet)
- By the end of 2018, worldwide mobile email users are expected to total over 2.2 billion. (Radicati)

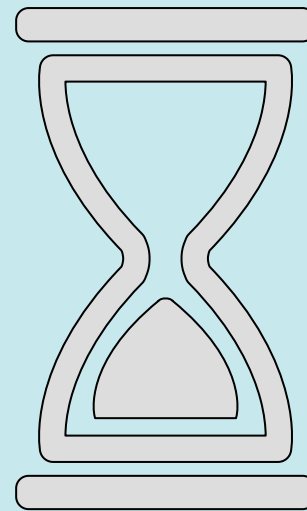


Communications Plan

Building Blocks- Response Time

- You have to have a solution in place to respond ASAP
- Speed-to-lead (VanillaSoft)
 - One Hour - 38% engagement success
 - Twenty-four hours - 8% engagement success
 - More than twenty-four hours - 5% engagement success

Welcome emails have on average 4x the open rate and 5x the click-through rate of a standard email marketing campaign. (InboxArmy)



Communications Plan

Building Blocks- Frequency of Contact

- How often:
 - 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

[illegible]

Example Email Template

What are your first impressions?

How can we improve this email template?

Deciding where to go to college can be overwhelming. There are more than two thousand four-year institutions in the United States. This only adds to the difficulty of your decision. There are qualities that set Example University (EU) apart from other institutions.

There is never a dull moment at Example University! Let's see what our students are up to.

Let's not forget there are numerous opportunities for you to stay active and involved on campus. Joining one of our 90 [clubs/organizations](#), making new friends at the [Wellness Center](#), swimming in our Olympic sized swimming pool located on the second floor of the [Natatorium](#), or catching a [football game](#).

Our 200-acre campus offers up to date dorms and state-of-the-art facilities that serve as hubs for students, staff, and faculty from all walks of life! It's a BIG world on an intimate campus. Our UIW Cardinals enjoy a campus that prioritizes them and their education. How is this done? Our 14:1 student teacher ratio allows for students to become comfortable with their professors and for their professors to have the opportunity to build a relationship with them. You will have the chance to shine in your class! These are qualities that larger schools and campuses cannot offer. Larger campuses in the U.S. can have 20,000 to 40,000 students, making campuses and classrooms feel crowded leaving students feeling forgotten and lost in a sea of classmates. However, at EU our personalized approach is not lost!

If you're still in a bind about choosing a university, all you have to do is ask! We can answer any questions you have about college admissions. Connect with Example University today and inspire your life's trajectory!

Can't get enough of all things EU? Like us on [Facebook](#) and follow us on [Instagram](#)!

Communications Plan

Best Practices - Understand Your Audience

English may be required, but we speak and write it differently.

- “Global English”
- Make your emails ESL friendly
- Avoid expressions/slang that won't translate well
- Easy to see main points
- Remove double negatives and negative connotation- only associate your institution with positivity
- Write out months
Example: Application DUE November 1st.
- Know their name!
- Connect to the reader, invite for a video chat

Example Template Revisions

1. Is it ESL friendly?
2. Does it promote your institution in a positive way?

Is this email ESL friendly?

Deciding where to go to college can be overwhelming. There are more than two thousand four-year institutions in the United States. This only adds to the difficulty of your decision. There are qualities that set Example University (EU) apart from other institutions.

There is never a dull moment at Example University! Let's see what our students are up to.

Let's not forget there are numerous opportunities for you to stay active and involved on campus. Joining one of our 90 [clubs/organizations](#), making new friends at the [Wellness Center](#), swimming in our Olympic sized swimming pool located on the second floor of the [Natatorium](#), or catching a [football game](#).

Our 200-acre campus offers up to date dorms and state-of-the-art facilities that serve as hubs for students, staff, and faculty from all walks of life! It's a BIG world on an intimate campus. Our UIW Cardinals enjoy a campus that prioritizes them and their education. How is this done? Our 14:1 student teacher ratio allows for students to become comfortable with their professors and for their professors to have the opportunity to build a relationship with them. You will have the chance to shine in your class! These are qualities that larger schools and campuses cannot offer. Larger campuses in the U.S. can have 20,000 to 40,000 students, making campuses and classrooms feel crowded leaving students feeling forgotten and lost in a sea of classmates. However, at EU our personalized approach is not lost!

If you're still in a bind about choosing a university, all you have to do is ask! We can answer any questions you have about college admissions. Connect with Example University today and inspire your life's trajectory!

Can't get enough of all things EU? Like us on [Facebook](#) and follow us on [Instagram](#)!

Does this email promote your institution in a positive way?

Deciding where to go to college can be **overwhelming**. There are more than two thousand four-year institutions in the United States. This only adds to the **difficulty** of your decision. There are qualities that set Example University (EU) apart from other institutions.

There is never a **dull** moment at Example University! Let's see what our students are up to.

Let's not **forget** there are numerous opportunities for you to stay active and involved on campus. Joining one of our 90 [clubs/organizations](#), making new friends at the [Wellness Center](#), swimming in our Olympic sized swimming pool located on the second floor of the [Natatorium](#), or catching a [football game](#).

Our 200-acre campus offers up to date dorms and state-of-the-art facilities that serve as hubs for students, staff, and faculty from all walks of life! It's a BIG world on an intimate campus. Our UIW Cardinals enjoy a campus that prioritizes them and their education. How is this done? Our 14:1 student teacher ratio allows for students to become comfortable with their professors and for their professors to have the opportunity to build a relationship with them. You will have the chance to shine in your class! These are qualities that larger schools and campuses cannot offer. Larger campuses in the U.S. can have 20,000 to 40,000 students, making campuses and classrooms feel crowded leaving students feeling forgotten and lost in a sea of classmates. However, at EU our personalized approach is not lost!

If you're still in a bind about choosing a university, all you have to do is ask! We can answer any questions you have about college admissions. Connect with Example University today and inspire your life's trajectory!

Can't get enough of all things EU? Like us on [Facebook](#) and follow us on [Instagram](#)!



Now accepting applications for 2019!

Dear *[LIST:NAME]*,

Are you looking for a US university to call home? Join the UIW family today and become a part of our diverse campus. Our 14:1 student-teacher ratio provides an engaging learning experience. The year is full of fun and exciting events for everyone. We offer 151 multicultural events across campus. Start your journey at UIW.

Apply today for free! There is no application fee if you apply by December 31.

APPLY TODAY

Interested in learning more about our campus? Contact me so we can schedule a video chat.

Sincerely,

MaKailey Jonas

Sponsored and Exchange Student Coordinator

email@example.com

WhatsApp: +1 000 000-0000

Communications Plan

Building Blocks Tracking

- Delivered
- Opens
- Clicks
- Unsubscribes
- Bounces



Testing (A/B)

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

Communications Plan

Building Blocks Tracking & Testing

- Send = 10,000
- Opens
- Subject line
 - Test A = Don, Study Science and Engineering at Auburn University
 - Test B = Study Science and Engineering at Auburn University
- Results
 - Test A
 - Open Rate = 27.23
 - Click = 2.52
 - Test B
 - Open Rate = 24.21
 - Click = 1.49



Want to find the right program for you?

Auburn University offers a wide variety of specialized programs in each of its colleges.

[Request Information >>](#)

Study At Auburn University!

Named one of the best schools for science and engineering, [Auburn University](#) has a long history of innovation. From cancer research to world-leading technology research centers, students that graduate from Auburn are quickly recruited by companies such as Exxon Mobil, NASA and Apple. Below are some of the science and engineering degrees you can choose from at Auburn:

- Computer Science
- Electronic Engineering
- Engineering
- Forestry & Wildlife Sciences
- Aerospace Engineering

Find the program you've been looking for at [Auburn University!](#)

[Learn More](#)

Communications Plan

Establishing Goals & Strategy (Part II)

Using your established growth opportunity, what are you trying to accomplish and what do you need to accomplish your goal(s)?

Example 1

Issue/Growth Opportunity: We have to manually send each email and the first one doesn't get sent until 3/4 days after a student signs up.

Goal: Have an ESP that will meet your needs.

Strategy: Compile all needs, research ESP that will meet your needs and budget.

Example 2

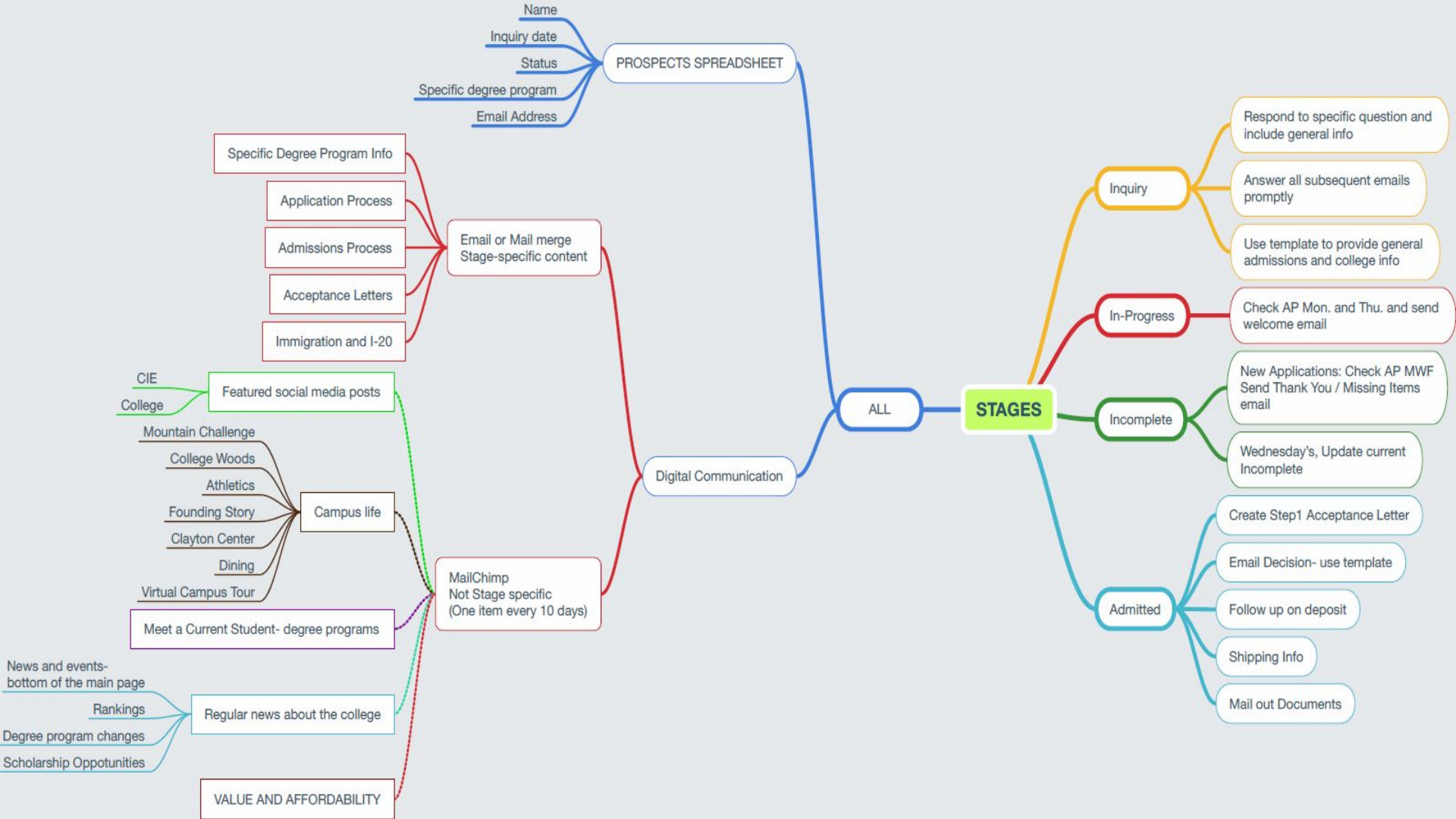
Issue/Growth Opportunity: We have no idea where students drop off in our communications.

Goal: To establish where students are dropping off so we can further evaluate and improve.

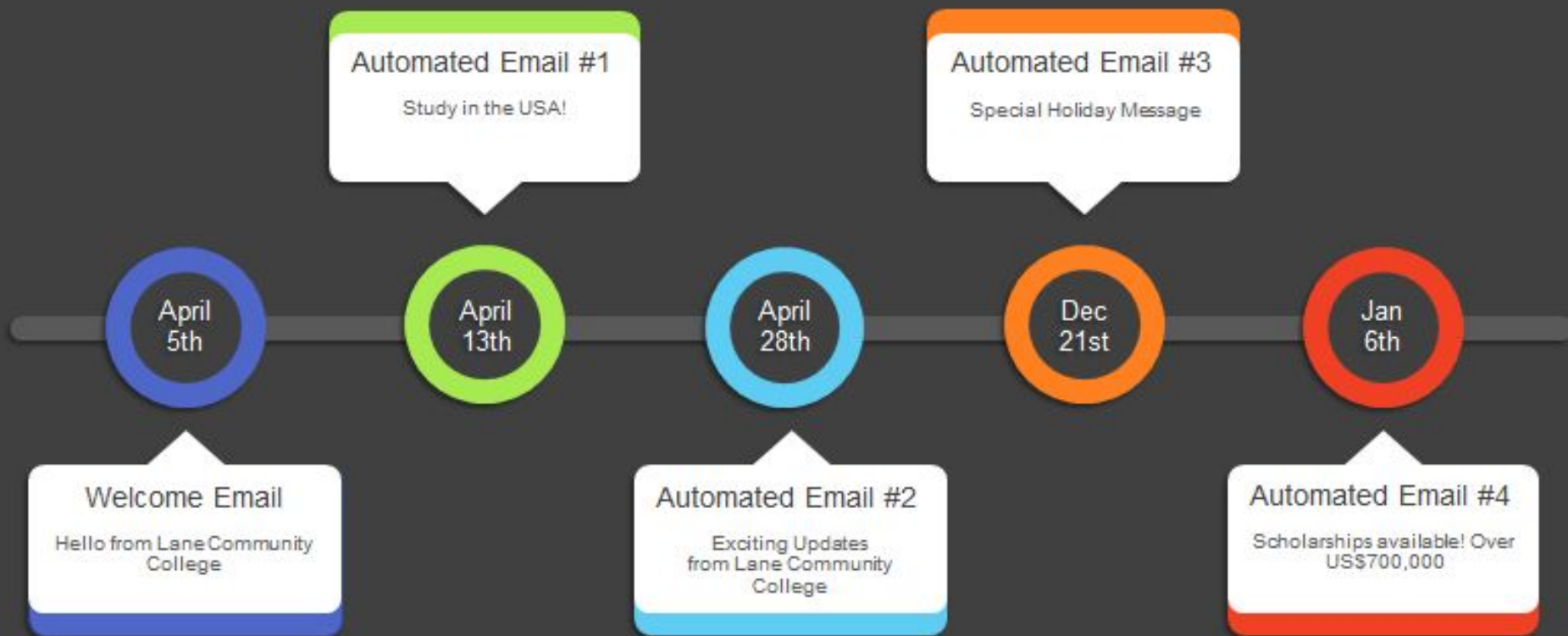
Strategy: Gather and compare data within your communication plan (or start getting data in general) and see where students stop opening & clicking, but start unsubscribing.

Questions





Example Communications Plan



Communications Plan

Each email should have a clear goal.

- Majors, program highlights
- University awards, new rankings
- Social media follows
- Priority deadlines
- Scholarship applications

Communications Plan

Choosing an Email Program



Communications Plan

Choosing an Email Program

I need to.....

- Send one automated email to each inquiry. My CRM handles things from there.
- Send a series of emails to get students to apply. After that, admissions handles enrollment.
- Send a series of emails that will move students through the entire funnel
- Send all the follow up through my .edu email account manually. I have plenty of time each day!

Communications Plan

Choosing an Email Program



Price = \$0-\$199/mo

12,000 Emails/mo

2,000 subscribers

Easy to use templates

Basic tracking

Great place to start -
Ease of use - A bit
buggy at times



Price = \$20-\$125/mo

Unlimited

500-2500 subscribers

Easy to use templates

Decent tracking

Great place to start -
Free trial - Price
increases as
subscribers increase



Price = \$0-\$199/mo

12,000 Emails/mo

2,000 subscribers

Easy to create workflows

Good tracking

Marketing automation
solution - Also offer a
CRM



Price = \$1,250 -\$4000/mo

Unlimited emails/mo

10,000 subscribers

Known for ease of use and for
automated emails
Good tracking

Marketing automation -
Integrates into Salesforce - a
bit pricey

<https://www.pcmag.com/article2/0,2817,2453354,00.asp>