



How to effectively use email marketing in your recruitment strategy





Presenters



Beth Riley
Assistant Director



Karmen P. Sorenson
Karmen@SorensonCo.com



Bryanna Davis
Director,
InternationalStudent.com





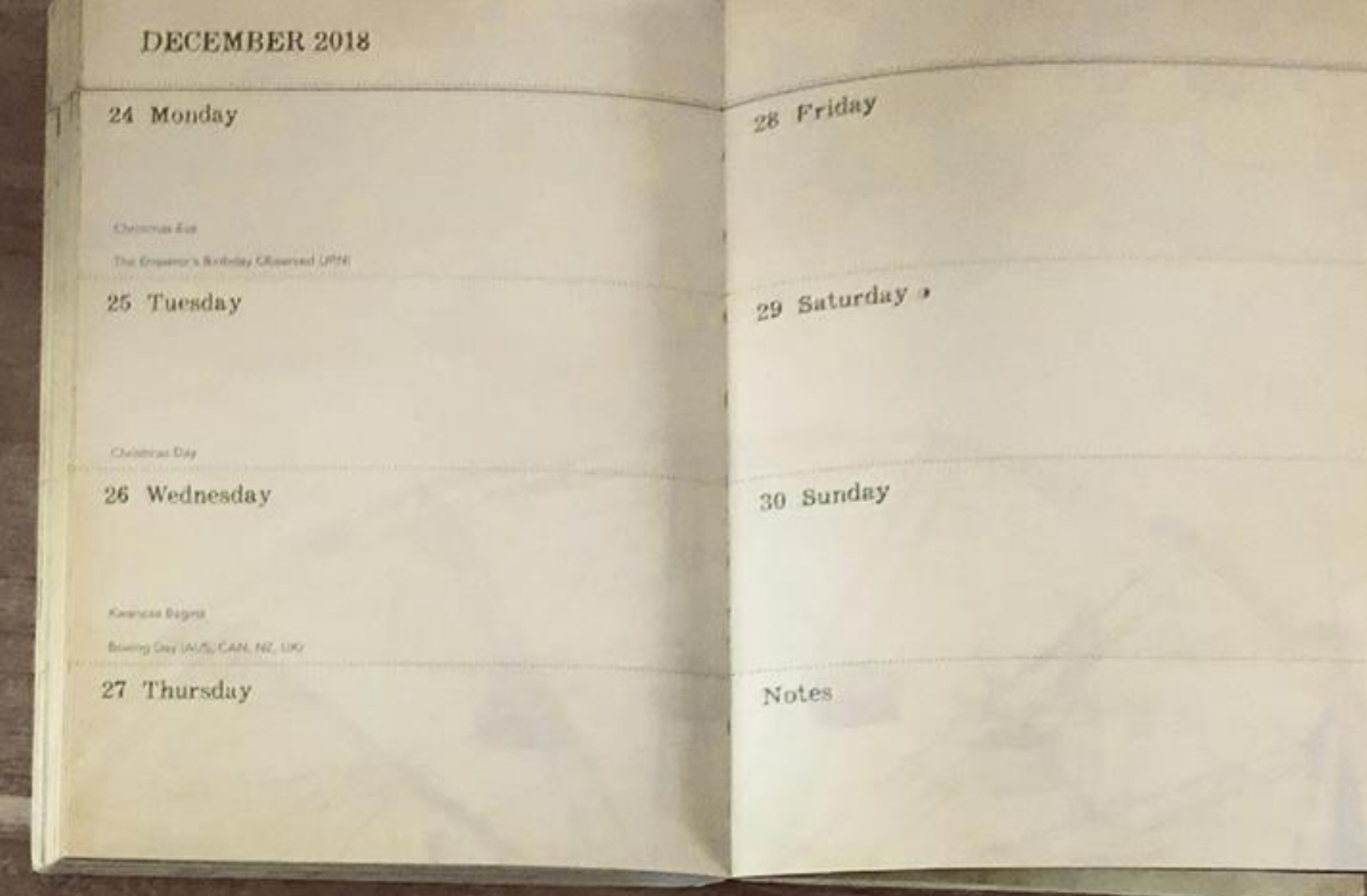
What's in place?

Evaluating Current Processes (Part I)

- List an issue that's holding you back from starting or improving your email marketing communication plan.
 - Example: "We're not sure what messaging to include so we're stuck in the content creation stage."

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





Core Considerations

Subject Line

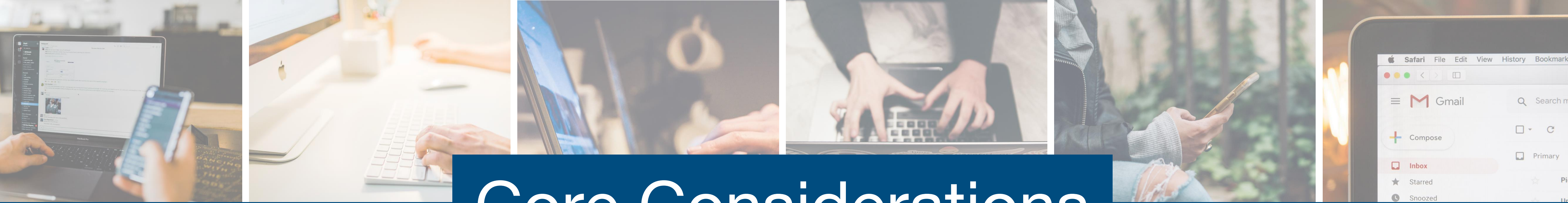
- Should speak to your audience: compelling yet authentic
- Should be the right length (6-10 words)
- Should be relevant to content
- Extra points for personalization (connection and higher open)

“Erica, You May Qualify for a Scholarship”

“Jon, Start the Application Journey 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]
- Subject Line 2: [firstname], Study Science and Engineering at [University Name]

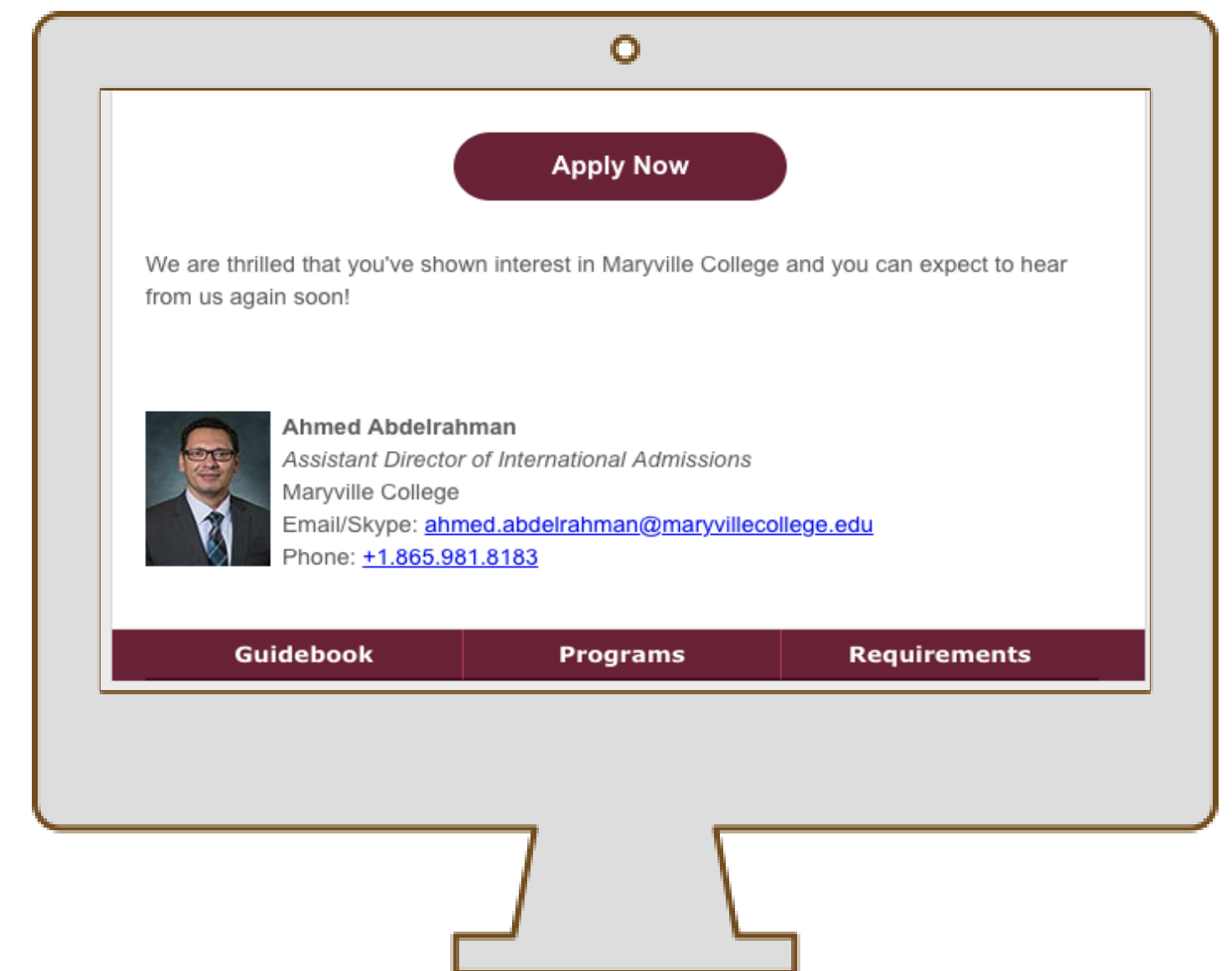
11% increase in opens with personalization



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



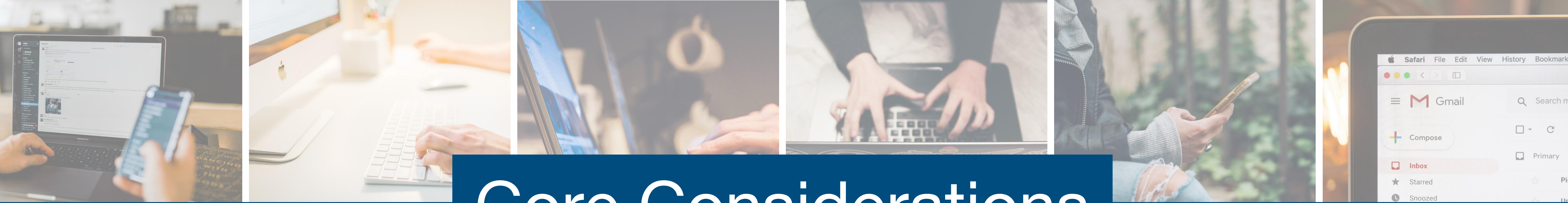


Core Considerations

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

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)
- Hello and how to apply
- Reach and convert student with a clear message and CTA





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



Ivanhoe International Center

Dear ,

Thank you for your interest in the South Dakota School of Mines & Technology! We will be sending you additional information soon. Wondering which degree to pursue at SD Mines? Click on our [degrees and programs](#) link.

Please let us know if you have any additional questions.





Sincerely,

[SD Mines Ivanhoe International Center Staff](#)

DEGREES

South Dakota School of Mines & Technology Admissions

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


   

VIEWBOOK



The Welcome Email

Guidebook Programs Requirements



Greetings from Maryville College and thank you for your inquiry!


Thank you for your interest in Maryville College on InternationalStudent.com. I'm Ahmed Abdelrahman, the Assistant Director of International Admissions, and I am excited to introduce you to the Maryville College experience and to guide you through the application and admissions process when you are ready to apply. We are a nationally-recognized private liberal arts and sciences college where students are provided with the education needed to meet today's challenges and to grow academically and professionally. At Maryville College, students enjoy a rigorous academic and highly personalized experience, strong scholarship programs, more than 60 [programs of study](#) and an accredited on-campus intensive English as a Second Language (ESL) program.

The Application Process is Simple

Take 15 minutes to submit an application form today ([online](#) or [paper](#)) and the [admissions office](#) will inform you of a decision within two weeks of receiving all required documents. If admitted, you will automatically be offered one of our [merit scholarships](#) ranging from \$19,000-\$23,000 per year.

[Apply Now](#)

We are thrilled that you've shown interest in Maryville College and you can expect to hear from us again soon!



Ahmed Abdelrahman
 Assistant Director of International Admissions
 Maryville College
 Email/Skype: ahmed.abdelrahman@maryvillecollege.edu
 Phone: [+1.865.981.8183](tel:+18659818183)

Guidebook Programs Requirements



TENNESSEE
 A place to study. A place to call home.

Every year 10,000 international students make Tennessee their academic home.

You Are Welcome Here!

From large research universities and ESL programs to smaller private colleges and community colleges, there is an institution in Tennessee ready to help you earn your degree in the United States! Find out more about the [Study Tennessee schools](#) then click on the school of your choice and learn more to start your journey!

Not sure what to expect? [Check out our blog](#) to find out more information about Tennessee.

We hope you choose the great state of Tennessee for your international education!

[Start Your Journey](#)



STUDY TENNESSEE
info@studytennessee.us



Tennessee is a 1 day drive for 50% of the US population

#2 in the USA
 The south is the second largest growth area for international students to study.
 -SEVIS By The Numbers Report 2018.

#12 Economy
 The state has a strong economy with international connections.
 -US News and World Report 2019.



The Welcome Email

Start your own welcome email!





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

List 5 key things that every international student should 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

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

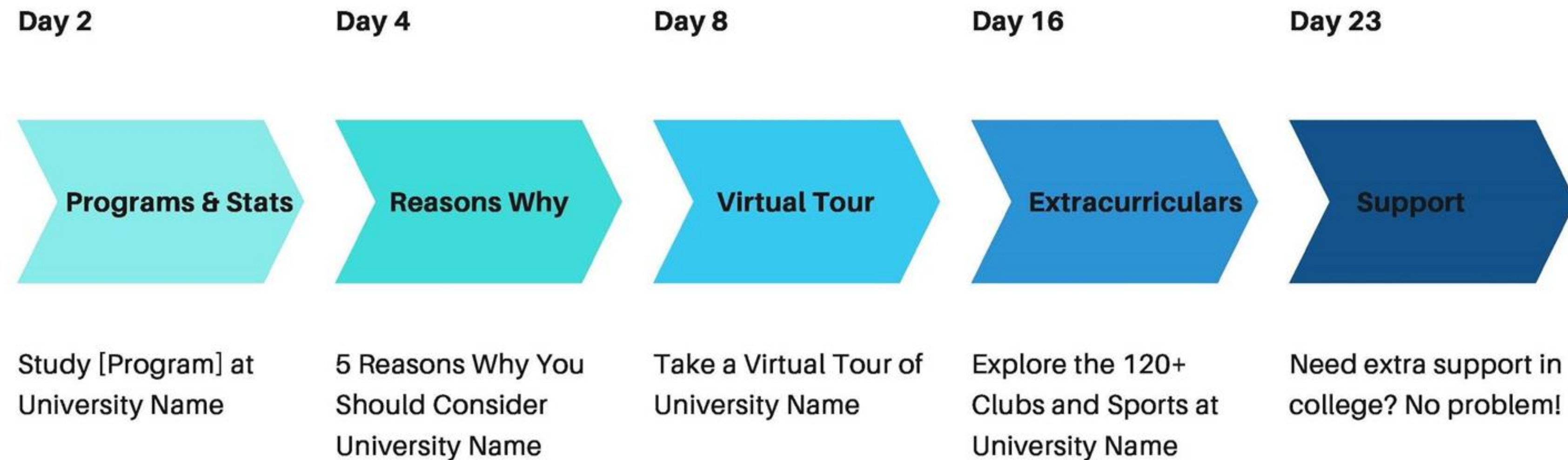
Before the Application: Touch Point Timeframe Example

Days	Total Days	Shorter	Communication Name
0	0	0	Overview
14	14	7	Counselor Intro
14	28	7	Visit
14	42	7	Majors
14	56	7	App Processing is Ongoing
14	70	7	Social Media
14	84	7	Still Time to Apply



Communication Plan

Before the Application: Touch Point Timeframe Example





Communication Plan

Before the Application: Email Examples



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](#)



Ivanhoe International Center

Dear {{Preferred}},

Ready to apply? Go to the [SD Mines International Admissions](#) page and get started!

Sincerely,

[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



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



Communication Plan

After the Application: Touch Point Timeframe Example

Undergrad Accept Comm Plan	
Congratulations	Day 0
Next Steps	Day 1 after acceptance
Financial Aid	Day 1 after Acceptance
Accept Your Acceptance	Day 3 after acceptance
Deposit	Day 1 after Accept Your Acceptance
Deposit Nudge	Day 5 after Accept Your Acceptance
Housing Information	
Housing Deposit	
Advisor Introduction	Day 1 after Deposit
Registration Credentials	Day 3 after acceptance
Orientation Invitation	Day 3 after acceptance
Textbook Information	Day 21 before start date
Student Life	Day 45 before start date
Residence Life	
Registration and Orientation confirmed	
Thank you for choosing X	

Graduate Accept Comm Plan	
Congratulations	Day 0
Next Steps	Day 1 after acceptance
Accept Your Acceptance	Day 3 after acceptance
Deposit	Day 1 after acceptance
Deposit Nudge	Day 5 after acceptance
Advisor Introduction	Day 1 after Deposit
Registration Credentials	Day 3 after acceptance
Orientation Invitation	Day 3 after acceptance
Textbook Information	Day 21 before start date
Student Life	Day 45 before start date
Residence Life	
Registration and Orientation confirmed	
Thank you for choosing X	



Communication Plan

Accept Next Steps Email

From: Real Person <real.person@university.edu>
Sent: Tuesday, January 1, 2019
To: Student
Subject: Congratulations, you have been accepted to the University of College

Congratulations on your acceptance to the University of College. We look forward to you joining our student body and welcoming you on campus. Your next step is to let us know by < date> that you will be accepting your spot in our student body for the <academic year>.

ACCEPT YOUR SPOT IN THE STUDY BODY

Deposit email

From: Real Person <real.person@university.edu>
Sent: Tuesday, January 1, 2019
To: Student
Subject: Congratulations, you have been accepted to the University of College

START ON YOUR DEGREE TODAY

You've come this far. It's time to take the next step toward achieving your degree. Click the link below to accept your spot in the upcoming cohort. Once your deposit is received, your spot is secure and you will be able to register for classes early.

ACCEPT AND DEPOSIT



Communication Plan

Meet Your Advisor Email (sent after deposit received)

From: Real Person <real.person@university.edu>
Sent: Tuesday, January 1, 2019
To: Student
Subject: Congratulations, you have been accepted to the University of College

GET ON TRACK FOR YOUR { X Degree }. YOUR ADVISOR IS STANDING BY TO HELP.

Congratulations again on your acceptance to the University of College!
A personal academic advisor has now been assigned to you:

<Insert Advisor and Major here>

Your advisor is standing by to help you complete the enrollment process, apply for financial aid, and begin selecting and registering for courses you will need to start earning your bachelor's degree.

CONTACT YOUR ADVISOR NOW

Points of Contact to Ensure Matriculation

- Congratulations
- Next Steps
- Accept your Acceptance
- Deposit
- Advisor
- Registration
- Orientation
- Housing
- Financial Aid
- Textbook Information
- Student Life
- Residence Life



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?

