

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

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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

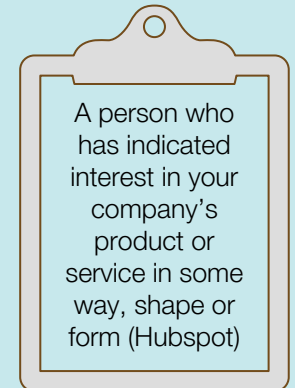
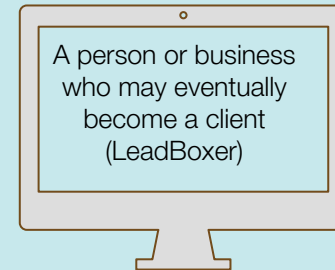
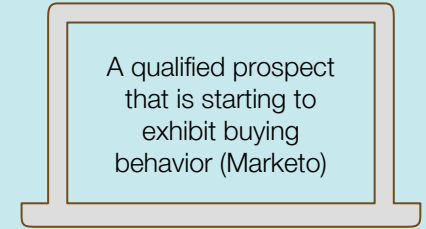
What are they?

- 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

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



Communications Plan

Building Blocks- Know your audience

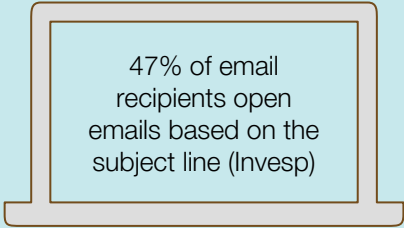
- Do you know where they are located?
- Do you know who makes the important decisions for them?
- Do you have region or country specific plans?

Communications Plan

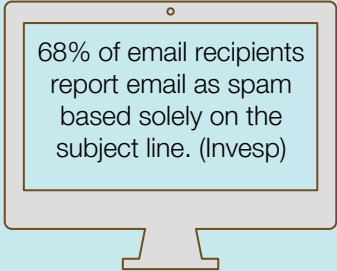
Building Blocks- Email Content

- 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
- Ensure they can contact you



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.**

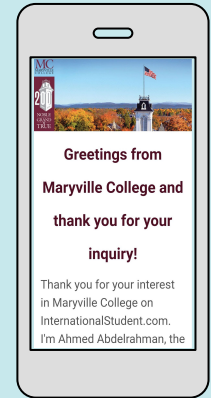
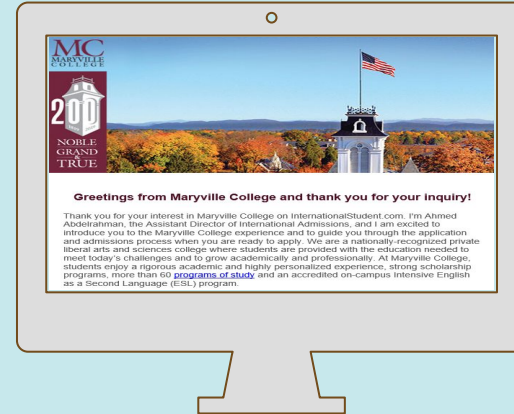
Don't wait – it's time to take the first step to becoming a Mountaineer!

Apply now!

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)

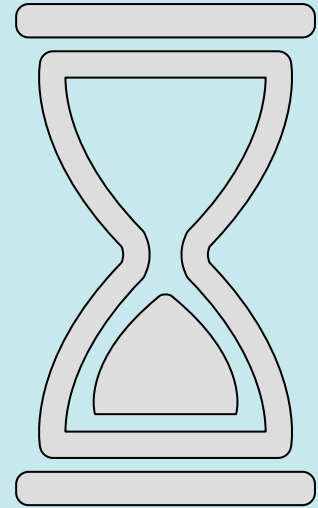


Communications Plan

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]

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!

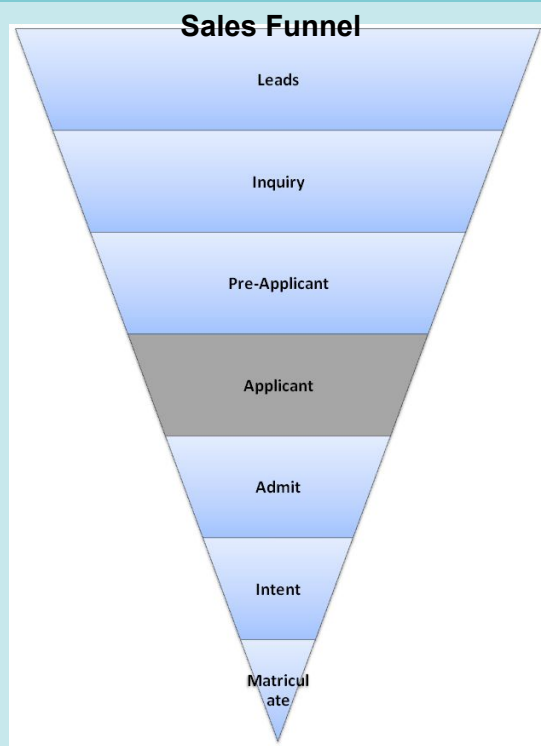
Named one of the best schools for science and engineering, [Auburn University](#) has a long history of innovation. From cancer research to world-leading technology research centers, students that graduate from Auburn are quickly recruited by companies such as Exxon Mobil, NASA and Apple. Below are some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



LESSONS LEARNED To increase interaction:

- More personalized sequences
- Authentic message content & timing
- Single call to action
- Determine who your emails are from
- Have obvious ways for recipients to engage with you
- Use short messages
- Have subject lines they can't resist

Year 5

Auto-Email Sequences per Degree Program and per Sales Funnel Stage and by US or International

Series of timed messages to go out based upon when student enters Funnel stage for specific degree program and whether student is domestic or international.

Year 3

Auto Email Sequences per Degree Program and per Sales Funnel Stage

Series of timed messages to go out based upon when student enters Funnel stage for specific degree program.

Year 1

Auto-Email Sequences per Sales Funnel Stage

Shorter series of timed messages to go out based upon when student enters Funnel stage.

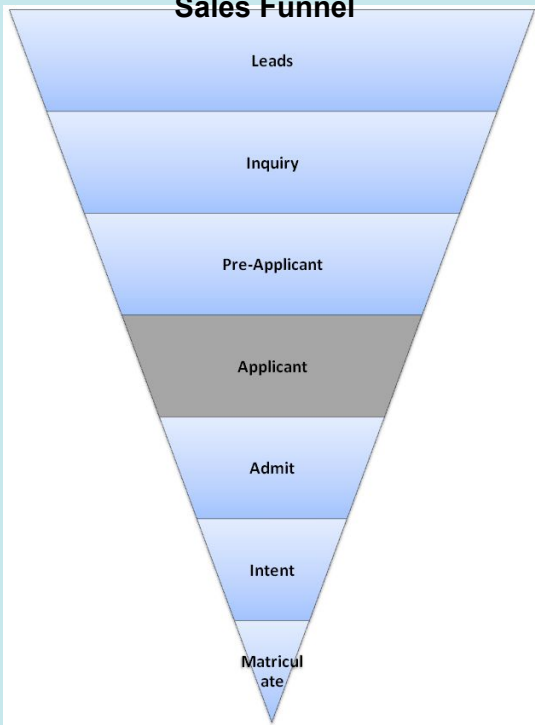
Year 0

Basic Auto-Email Sequence

Series of timed messages to go out based upon when Lead entered system.

Communications Plan

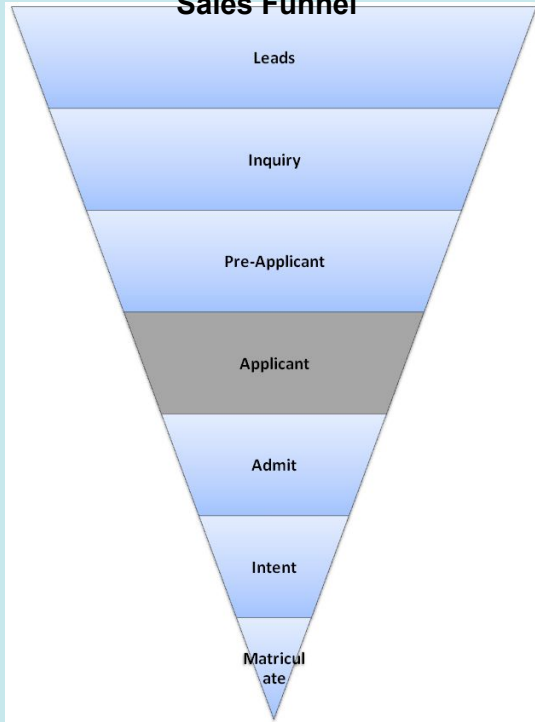
Sales Funnel



Email Title	Email Subject	Sender	Time
Inquiry - 0.1 Welcome	Here's the information you requested	Recruiter Name	1 day after the INQUIRY prospect created
Inquiry - 0.2 Degree Programs	More degree options to advance your career	Recruiter Name	8 days after the INQUIRY prospect created
Inquiry - 0.3 Application Process	Important application deadlines	Recruiter Name	22 days after the INQUIRY prospect created
Inquiry - 0.4 Campus Visit/Location	Meet us in Los Angeles	Recruiter Name	36 days after the INQUIRY prospect created
Inquiry - 0.5 Career	Career services to help you succeed	Recruiter Name	78 days after the INQUIRY prospect created

Communications Plan

Sales Funnel



Email Title	Email Subject	Sender	Time
Pre-Applicant - 0.1 Application	Take the next step toward your degree	Recruiter Name	1 day after the PRE-APPLICANT prospect created
Pre-Applicant - 0.2 Financial Aid	Check out our Financial Aid Application Guide	Recruiter Name	8 day after the PRE-APPLICANT prospect created
Pre-Applicant - 0.3 Application Deadlines	Don't miss these important application deadlines	Recruiter Name	15 days after the PRE-APPLICANT prospect created
Pre-Applicant - 0.4 Campus Visit	Let's meet at XYZ University	Recruiter Name	29 days after the PRE-APPLICANT prospect created
Pre-Applicant - 0.5 A Few Steps Away	Apply Today	Recruiter Name	45 days after PRE-APPLICANT record created

Communications Plan



Hear from MiraCosta College graduates who successfully transferred to their top-choice universities!



Lizeng from China

Lizeng believes he made the right choice by attending MiraCosta College that helped him focus on his academic path. Lizeng transferred to UC Berkeley as a linguistics major. [Watch his video.](#)

Application is Open
for Spring 2019



CSU The California State University
INTERNATIONAL TRANSFER EVENT

SAVE THE DATE

3rd Annual International Transfer Fair

- Thursday, October 11
- 2-4 pm
- MiraCosta College Oceanside Campus

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



Communications Plan

Best Practices

- Response Time
- Frequency of contact
 - Adapting message based on school calendar
- Email Content
 - Subject Lines
 - Think mobile
 - Focus the message and calls to action
 - Keep call-to-action above the fold
 - Personalize the email greeting -
- Tracking and Testing
 - Test your emails - send test emails to colleagues for second opinions



Communications Plan

Why Email?

- A Comfort Zone
- Options for Every Budget
- It can be Instantaneous and Automated
- It is Measurable and Trackable (Analytics! Yea!)
- Conversation Starter
- It is Customizable
- It Allows for Multiple Touch Points
- It's Effective

