



How to effectively use email marketing in your recruitment strategy





Presenters



Bryanna Davis
Director,
InternationalStudent.com

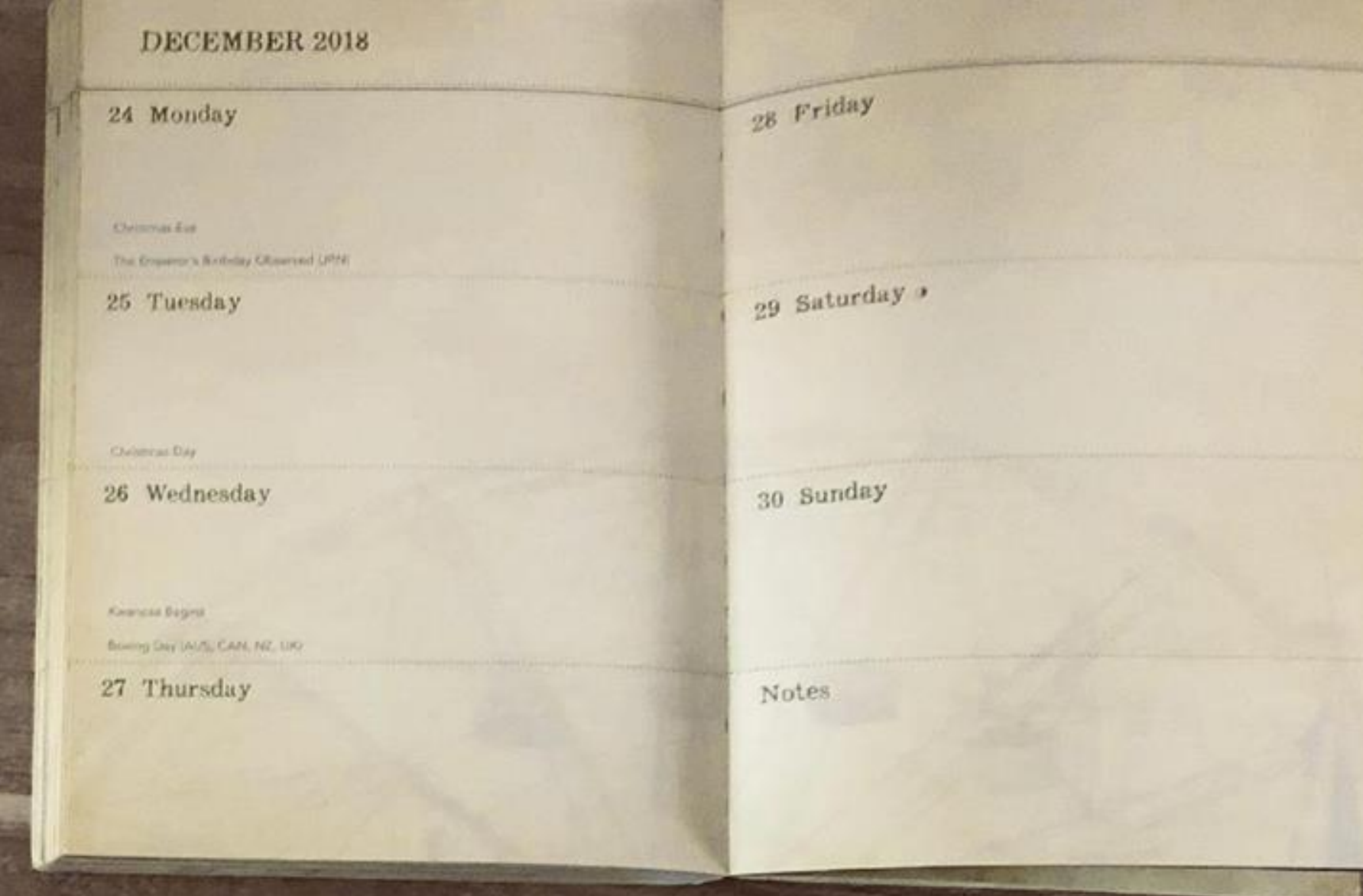


Elyse Achenbach
Coordinator for International
Student Services and Enrollment
Southwestern College



Agenda

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





Getting Started

List 5 unique things that every international student should know about your institution.



Leads

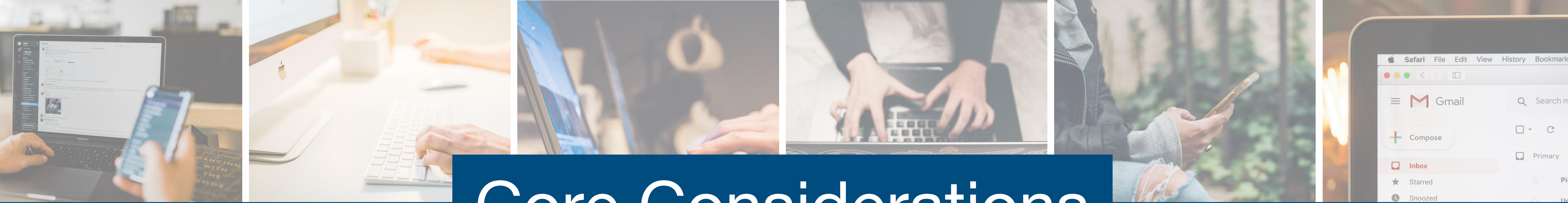
When You Don't Have Them at Hello

- 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
- Don't forget about your pre-header
- 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]
- Subject Line 2: [firstname], Study Science and Engineering at [University Name]

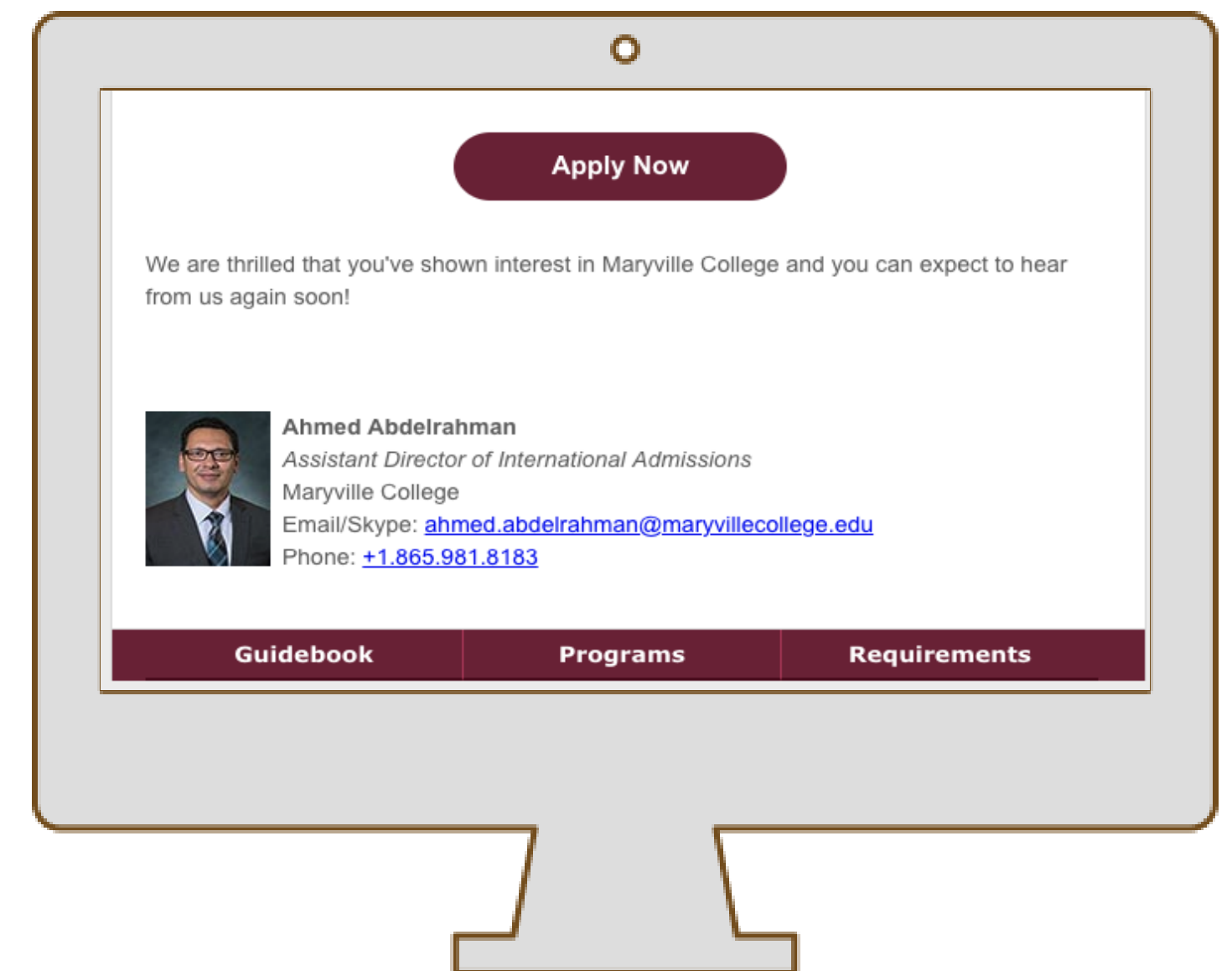
11% increase in opens with personalization



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



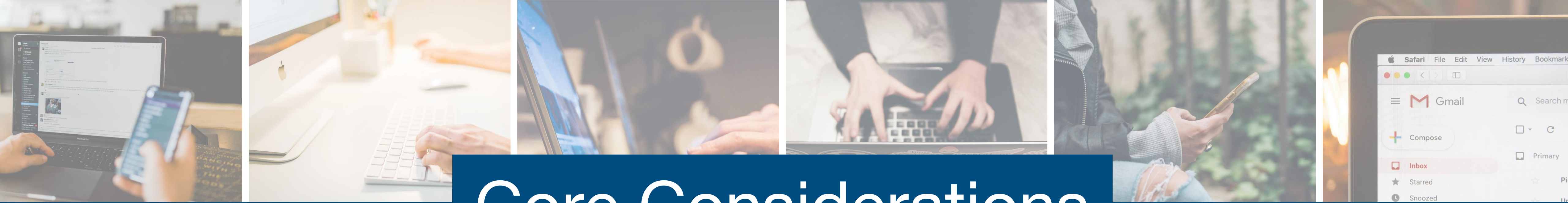


Core Considerations

Consider Mobile Viewers

- If your email is not optimized for mobile, 80 percent of users will delete it. ([Bluehornet](#))
- 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

John,

We are excited that you are strongly considering attending Southwestern College. I understand that the process of choosing a college home is important to you and your family. As your admissions counselor, I want you to know that I am here to help. In weighing your options, please consider that Southwestern College will provide you the opportunity to be a **BUILDER**. Our mission is for you to make a solid contribution to our campus community from day one. We'd like for you to make an impacting difference in your career, by first challenging yourself in and out of the classroom. We build lasting **friendships**. We build **professional relationships**. We build **community**. We build **champions!**

Keep checking us out on www.beabuilder.com When you are ready to apply, complete the form using this link [APPLY](#) and I will waive your application fee! We hope to see you and your family on campus for a visit soon. You can schedule a customized visit any day Monday-Saturday or visit for one of our special events. Just look over your calendar and let us know what day and time works best for you. You can schedule your visit online at [schedule-a-visit](#) or call our office at 1-800-846-1543 ext. 6236.

Enjoy your last year of high school and we hope to see you apply and visit soon! Please let me know if you have any questions. I am here to help!

Have a great day,

Elyse Achenbach
elyse.achenbach@sckans.edu
(620) 262-1110



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

[f](#) [@](#) [v](#) [s](#)

VIEWBOOK

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 (welcome email) 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 Topics

1. Look at your “Top 5”

2. Other Ideas:

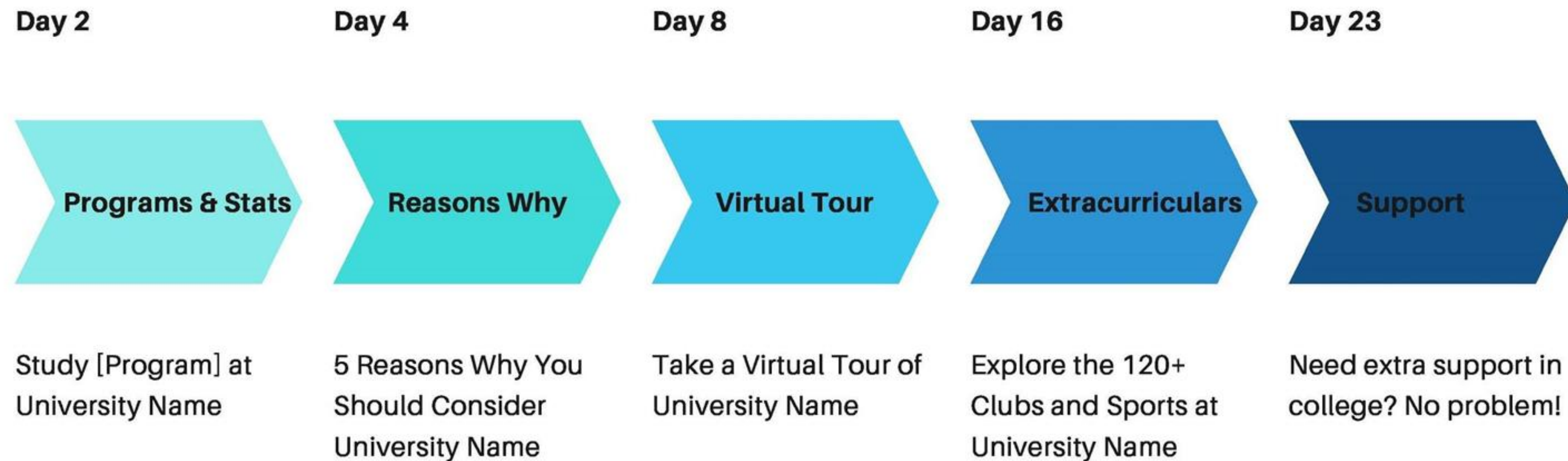
- Hello and How to Apply
- Program Specific Information
- Life on Campus/Virtual Tour
- Reasons Why Students Choose You
- Extracurriculars Including Sports, Clubs and Organizations
- Support Around Campus
- Local Living

3. 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





Communication Plan

Inquiry,

Thank you for your interest in becoming a Southwestern College Moundbuilder! We are the school on the hill continually building since 1885. We have a long history and an exciting future! I would love for you to come and explore all Southwestern has to offer. I hope you will do the following things soon:


1. Go on a virtual campus tour! <https://vimeo.com/108409271>
2. Apply for admission! I will waive your \$25 application fee so it won't cost you a cent! Use the code JINX25 at checkout to waive your application fee. Apply online at www.beabuilder.com/apply.
3. Send us your high school transcript and a copy of your passport. You can send them to me by email to elyse.achenbach@sckans.edu or mail to:

Southwestern College
Office of Admission
100 College St.
Winfield, Ks 67156-2499

I am excited to help you in this college journey any way I can. Please let me know if you have any questions! You can call, text, or email me at the contact info below.



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

Subject:
Is Online Education Right for You?



Dear Bryanna,

How do you know if earning a degree online is the right choice for you?

If you work full time, have a family, or are heavily involved in your community, fitting fixed course times into your schedule can pose an almost impossible challenge. **In contrast, WGU's flexible online programs allow your schedule to dictate when you study—not the other way around. There's no set university timetable to fit into your life.**

And it's not just the increased flexibility that makes earning a degree at WGU is different—even from other online universities. Our unique, competency-based approach to education offers many advantages, for example:

- 1. You determine how fast you graduate.**
Competency-based education lets you move through courses as quickly as you master material—there's no need to spend time relearning what you already know, or to wait for a new semester to start before you move on to your next course. If you complete extra courses each term, you really can graduate faster.
- 2. You can make your money go farther.**
Because tuition is charged at a flat rate—you pay the same amount every term no matter how many courses you complete—you can get more out of your tuition dollars. If you're able to finish faster, you'll save both time and money.
- 3. You get one-on-one mentor support from start to finish.**
From your first contact with WGU through graduation, you'll have a dedicated mentor to help you accomplish your education goals. Your mentor can answer questions, guide you through your degree program, and most importantly, your mentor will be there to support and motivate you through any challenges you may face along the way.

Want to know more? [Fill out our easy online form today!](#)

WGU Enrollment
enrollment@wgu.edu

[Click to CHAT NOW](#)

[Get inspired by student success stories and find ways to share your own with #ShareWGU](#)



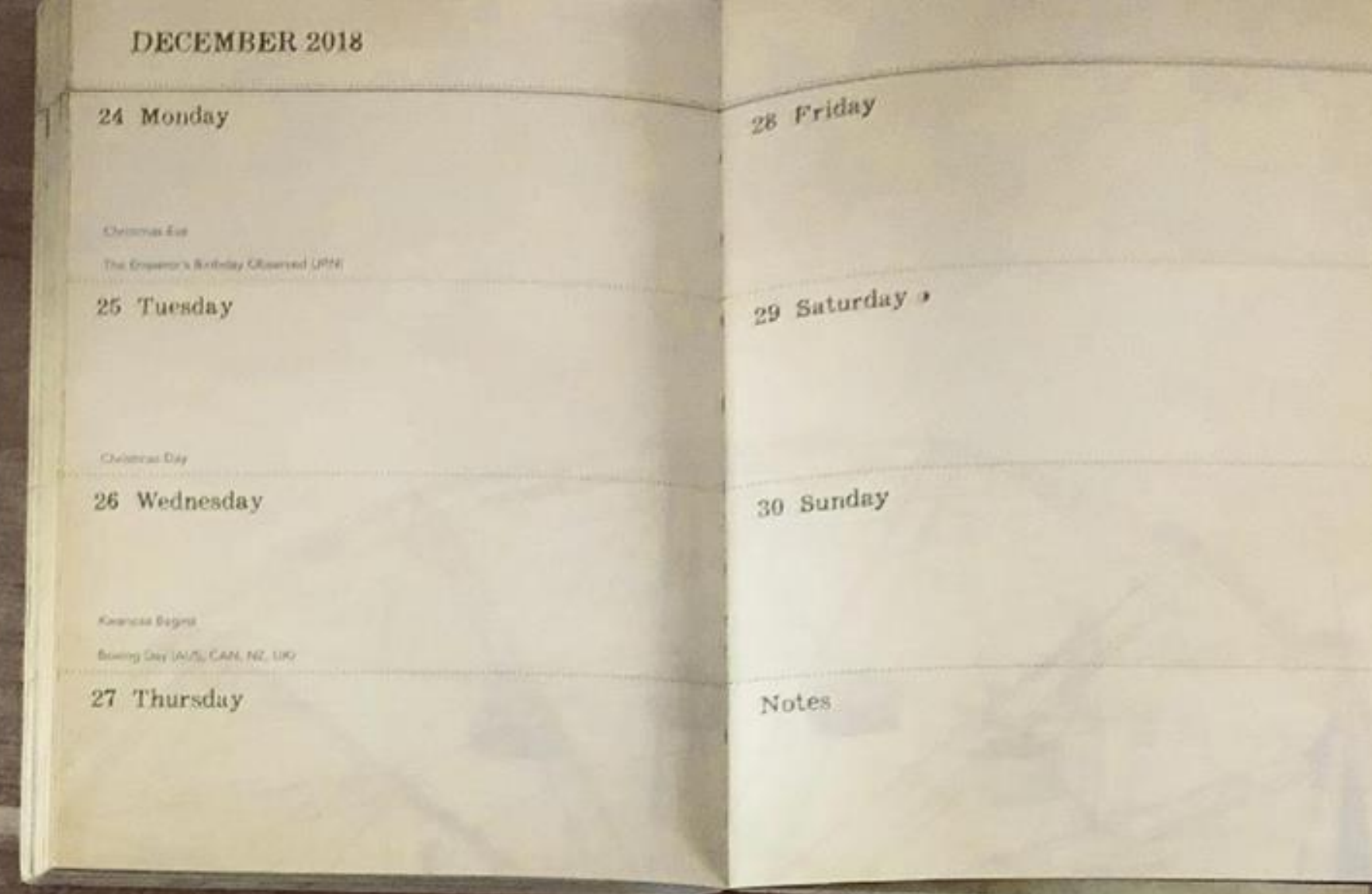
Western Governors University
Chat now!

LIVE CHAT

Talk to a WGU advisor right now!

[Live Chat](#)

Questions?



**Please complete
this session
evaluation
NOW!**

 Or FAVORITE now
and EVALUATE later!

