



How to effectively use email marketing in your recruitment strategy





Presenters



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Account Manager



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Director, Office of International
Programs



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Student Recruitment





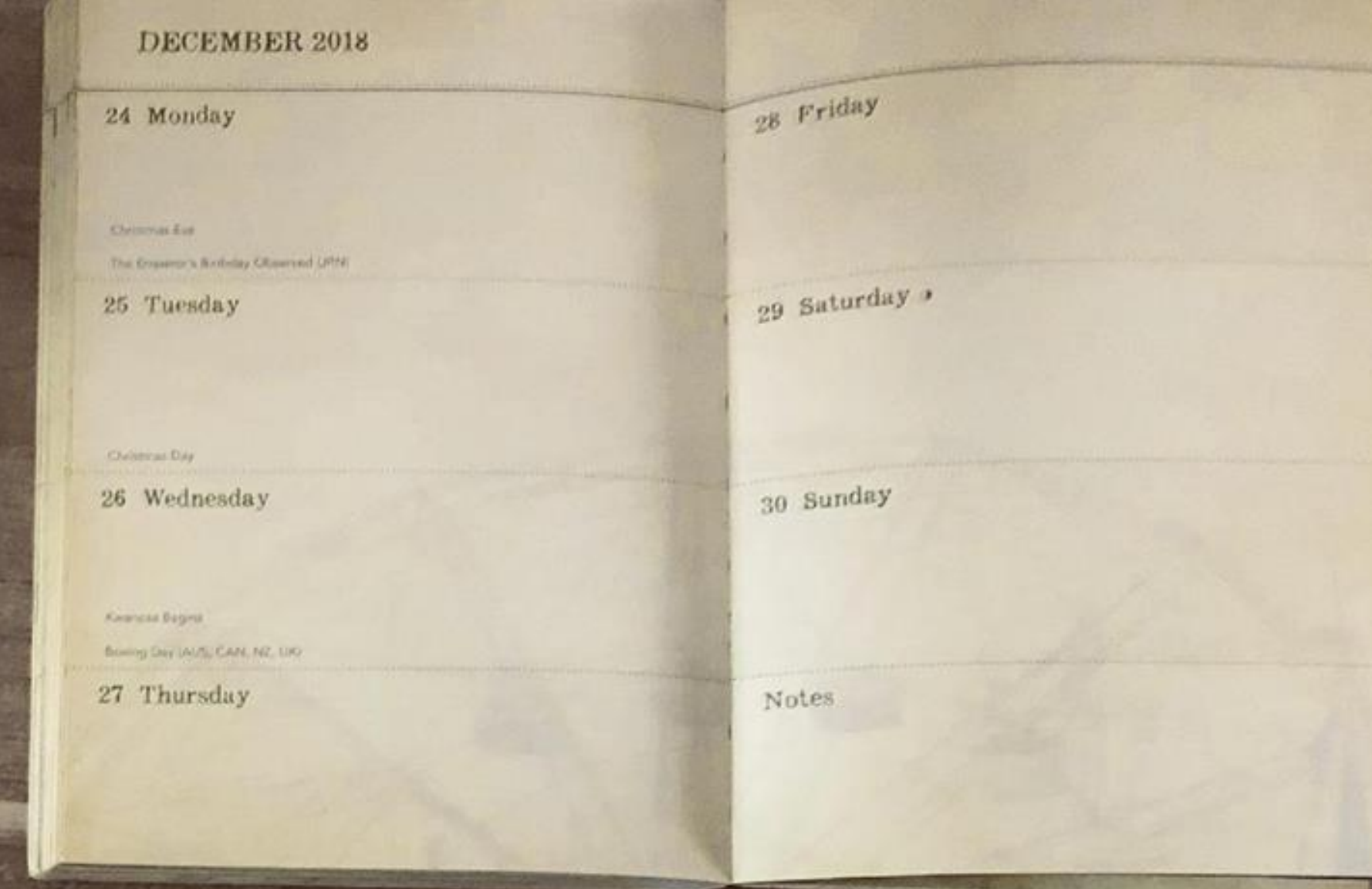
What's in place?

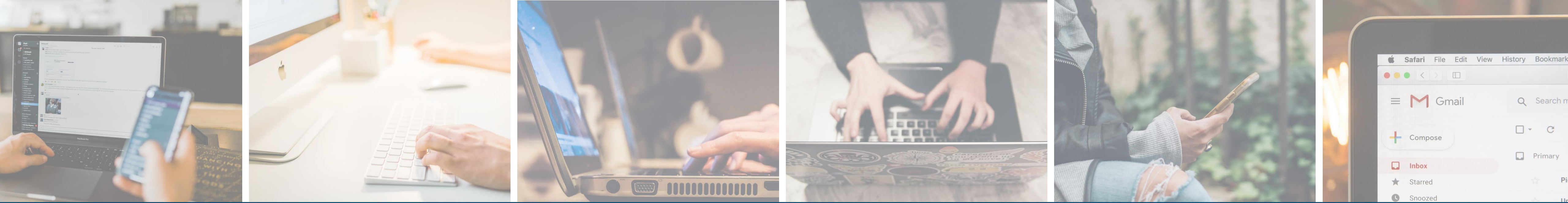
Evaluating Current Processes (Part I)

- 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
- Email Examples
- Communication Plan Development





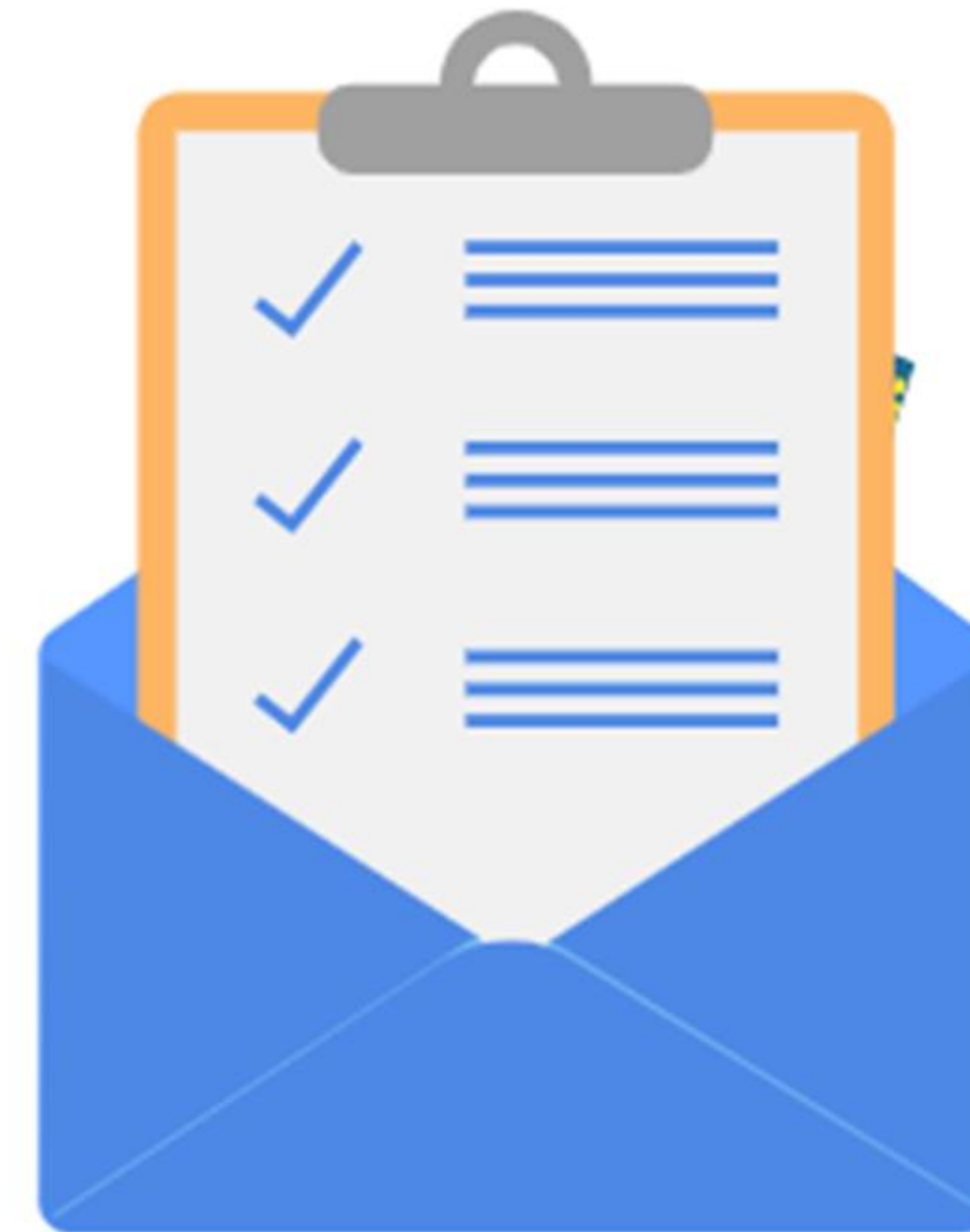
List 5 key things that every international student should know about your institution.



The Lingo

Email Lingo 101:

- Call to Action (CTA)
- Above the fold
- A/B testing
- Customer Relationship Management (CRM)
- Touchpoints
- Email Service Provider (ESP)
- Segmentation





Leads

When You Don't Have Them at Hello

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

Why Email?

- Ability to be automated, customized, tracked and measured
- 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 Considerations:

- Subject line
- Content & call to action
- Think mobile
- Testing, tracking & analytics





Subject Line

Subject Line:

- Should speak to your audience: compelling yet authentic to your brand
- 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, 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)

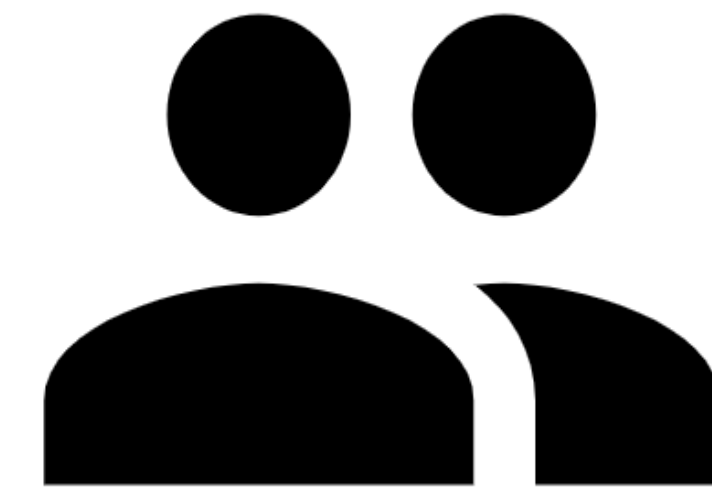


Get Personal

Subject Line: Personalization vs. Without Personalization

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

11% increase in opens with personalization

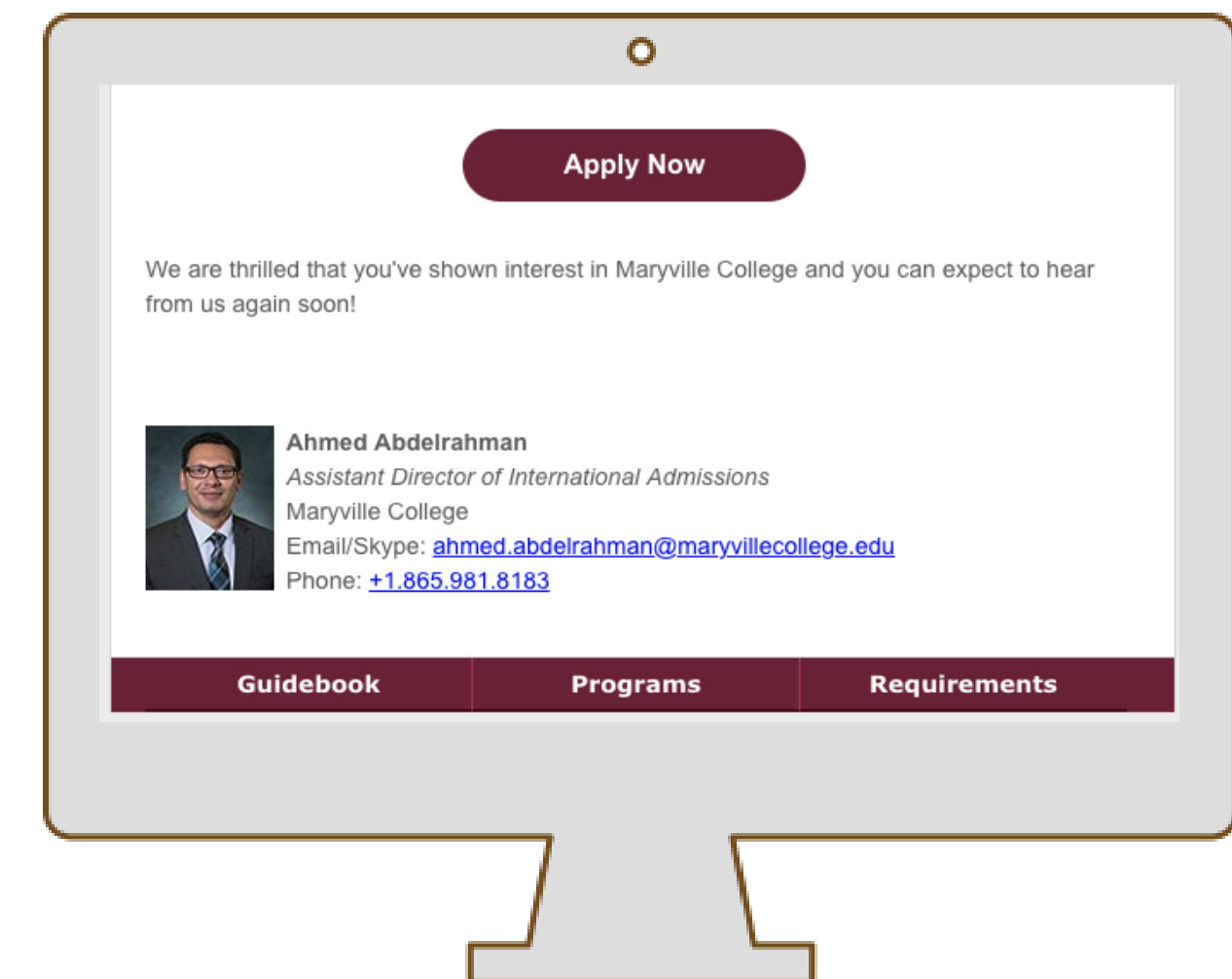




Content & Call to Action

Content & Call to Action (CTA):

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





Think Mobile

Consider Mobile Viewers:

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

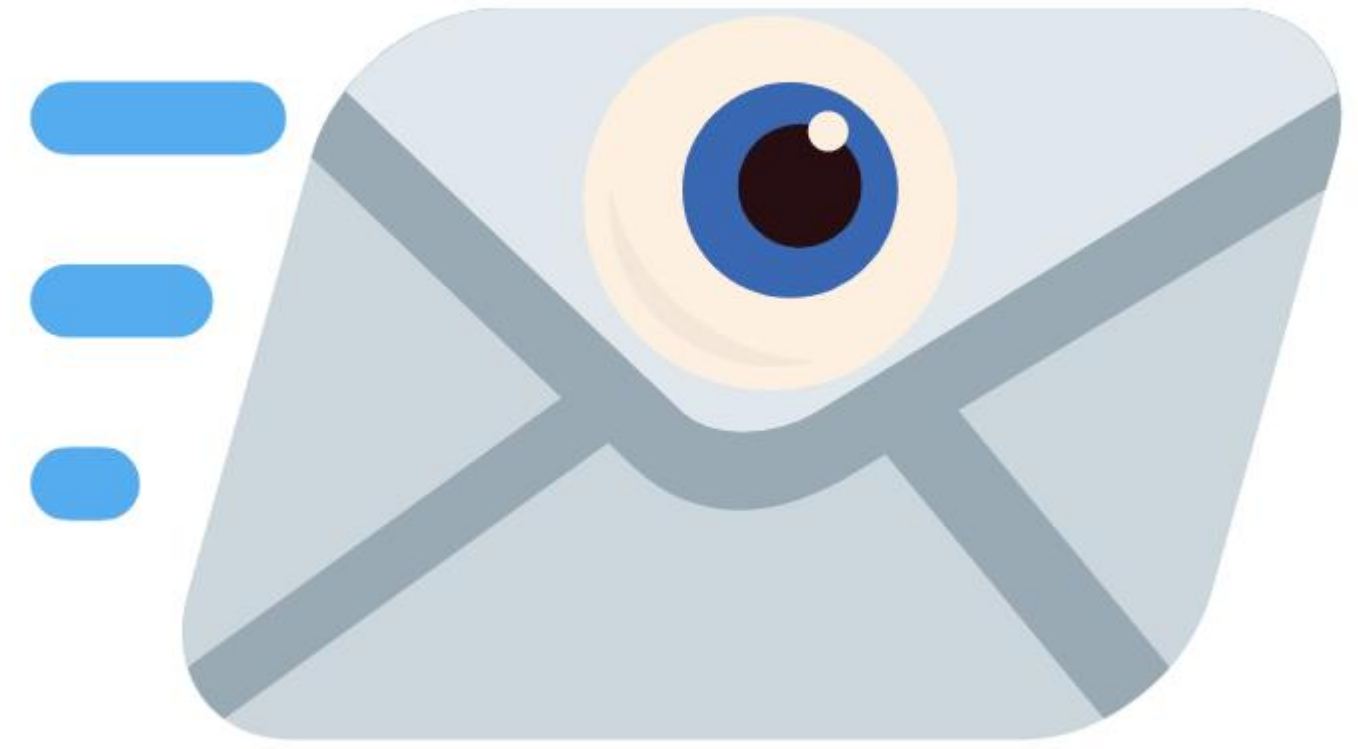




Testing & Tracking

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

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: [+1.365.981.8183](tel:+13659818183)

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

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

info@studytennessee.us

#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



Discover Our Campus

Dear Karl,

Our hilltop campus is full of history and made for adventure.

No matter where you are in the world, you can explore our campus anytime by taking a [virtual tour](#). Close by? Come see our campus in person and take an [on-campus visit](#).

Discover where you can go as an Arkansas Razorback.

If you have any questions, please let me know or visit our website at [grad.uark.edu](#).

Sincerely,

Lynn Mosesso
University of Arkansas
Director of Graduate and International Admissions



Apply

Complete our [online application](#) and take the first step toward realizing your educational goals.



Learn

Learn which of our 130+ graduate [degree programs](#) will help you build a better world.



Visit

[Schedule a visit](#) to tour our campus. Can't make it to Fayetteville? Take a [virtual tour](#).



Graduate School & International Education
340 N. Campus Drive, Gearhart 213, 1 University of Arkansas, Fayetteville, AR 72701
Phone: 1-479-575-4401 | Email: gradinfo@uark.edu



Discover Your Possibilities

Dear Karl,

My name is Lynn Mosesso and I am the Director of Graduate and International Admissions. I want to share with you some of the reasons why students are choosing the University of Arkansas:

- Located in Fayetteville, the [4th Best Place to Live in the United States](#)
- [#1 Best Affordable Places to Live](#), *U.S. News & World Report*
- [13th Fastest-Growing Public University](#), *The Chronicle of Higher Education*
- Over [200 degree programs](#) from which to choose

Discover why Fayetteville is a [great place to call home](#).

If you have any questions, please let me know or [visit our website](#).

Sincerely,

Lynn Mosesso
University of Arkansas
Director of Graduate and International Admissions



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Complete our [online application](#) and take the first step toward realizing your educational goals.



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Karl,

At the University of Arkansas, we do things differently.

We etch the names of our graduates in stone because that's [how much they mean to us](#). We call the Hogs on game days because we are proud to be Razorbacks. We think some rocks should be commemorated because we know they can be the start of a love story.

Discover how [our traditions](#) are untraditional.

If you have any questions, please let me know or visit our website at [grad.uark.edu](#).

Sincerely,

Lynn Mosesso
University of Arkansas
Director of Graduate and International Admissions



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Legal Considerations

CAN-SPAM is a US law that protects people from receiving unwanted or deceptive email.

For higher education marketers, the two main things to keep in mind are:

- Include an Opt Out message and link
- Make sure the subject line of your messages matches the content

In Europe, the General Data Protection Regulation (GDPR) regulates data protection and privacy for citizens of the European Union and European Economic Area. It includes similar requirements and can be more restrictive than US laws.



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

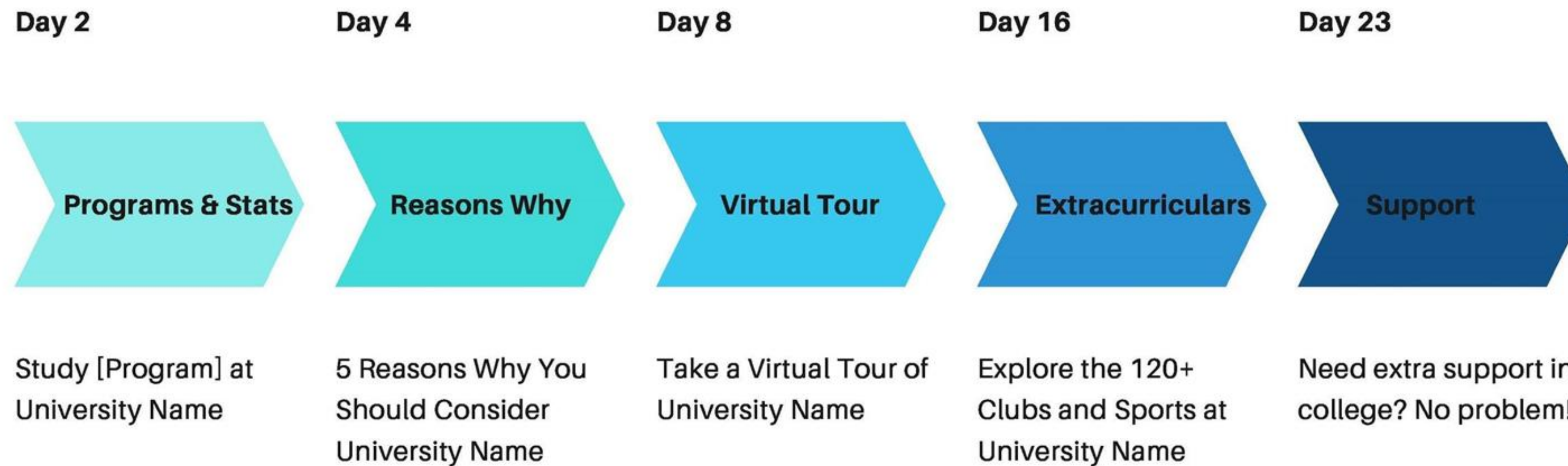
Before the Application: Touch Point Topics

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
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





Communication Plan

Before the Application: Email Examples



Hi `{Contacts.First Name}`,

Here are three reasons to finish your application to McNeese today:

- **Greater return on your investment:** We're among the top in Louisiana for the best average starting salary and the best college education value for our graduates.
- **Our programs are competitive with leading universities:** We've been named one of the best regional universities in the South for the eighth consecutive year.
- **Excellence with a Personal Touch:** Instead of getting lost in a sea of faces, our students benefit from our warm, close-knit community.

[Take me to my application](#)

Questions?

Please contact us at 337-475-5962 or email internationaloffice@mcneese.edu. We are open Monday through Thursday from 7:30 a.m. to 5 p.m. and Fridays from 7:30 a.m. to 11:30 a.m.

Geaux Pokes!



Dear `{Contacts.First Name}`,

`{if [{Contacts.Citizenship Country} == 'Nigeria']}`Thank you for your recent application to McNeese! We are happy to receive your application, and glad to have another Nigerian student interested in joining us. We have many great students from Nigeria studying here now.`{/if}``{if [{Contacts.Citizenship Country} == 'Ghana']}`Thank you for your recent application to McNeese! We are happy to receive your application, and glad to have another Ghanaian student interested in joining us. We have many great students from Ghana studying here now.`{/if}`

For your transcripts, you do not need to mail in your transcripts, as we only consider your WAEC results. All you need to do is submit your WAEC scratch card information to our office and we will verify your scores and calculate your GPA for admission.

Please respond to this email with the following:

- Exam Number
- Year
- Examination: Private or School
- Serial Number
- PIN

If you have taken or are taking other high school credentials, please reply to this email and let us know so we may modify your requirements.

We look forward to receiving your response documents soon. Please keep track of your application online through AppStat.

Sincerely,

Samantha Farraj
Coordinator of International Admissions and Recruiting





Re-evaluation

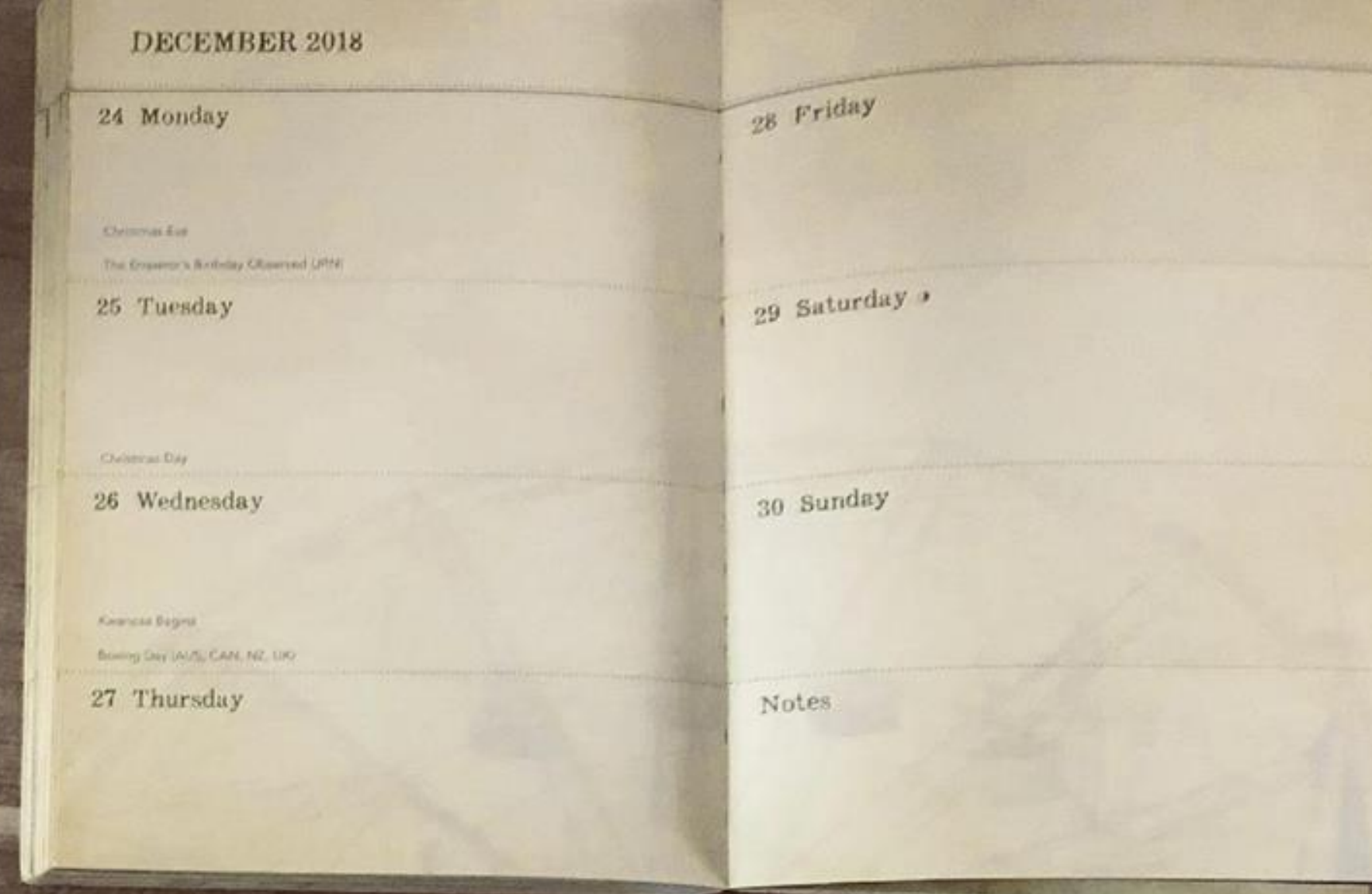
Establishing Goals & Strategy (Part II)

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?



**Please complete
this session
evaluation
NOW!**



**Or FAVORITE now
and EVALUATE later!**

