Developing an Email Communications Plan to Recruit International Students

Presenters

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UNIVERSITY
of MARY

International
Student

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
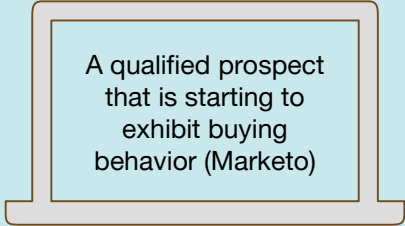
Agenda

- The Need for Leads

- Why Email?

- Developing a Communications Plan

- Tips to Implementing Your Communications Plan

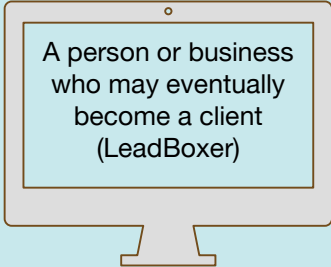- The How-to-Guide

- Questions and Discussion
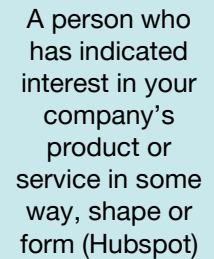
Leads

What are they?

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

- A student that has expressed interest in studying at your school

A qualified prospect that is starting to exhibit buying behavior (Marketo)

A person or business who may eventually become a client (LeadBoxer)

A person who has indicated interest in your company's product or service in some way, shape or form (Hubspot)

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.

Source: campaignmonitor.com, emailinstitute.com, Procurious Statista

Communications Plan

Email Building Blocks

- Subject Line

- Content & Call to Action

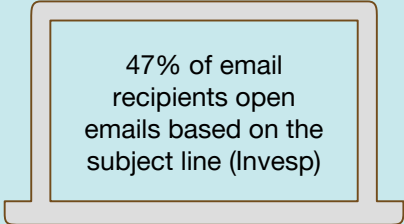- Think Mobile

- Speed and Frequency

- Testing & Tracking

Communications Plan

Building Blocks- Email Content
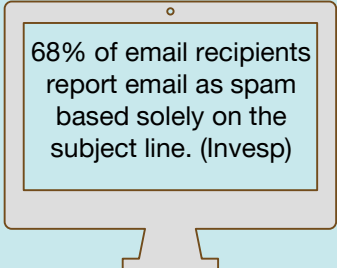
• Subject Lines:

- 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)

"Ebba, You May Qualify for a Scholarship"
"Don, Register for our Admissions Webinar"

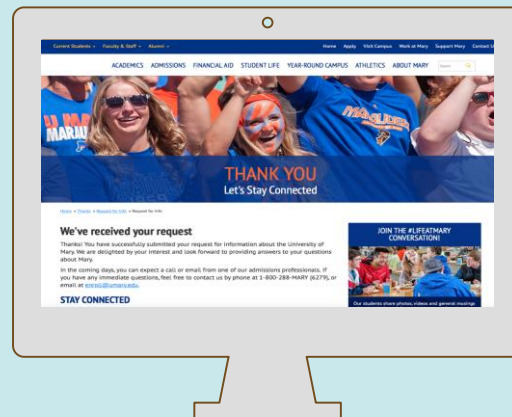47% of email recipients open emails based on the subject line (Invesp)

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

Communications Plan

Building Blocks- Think Mobile

- 80% of online college students conducted some, almost all, or all of their college research on their mobile device (Education Dynamics)

- By the end of 2018, worldwide mobile email users are expected to total over 2.2 billion. (Radicati)

- 48% of the traffic to InternationalStudent.com is from a mobile device (Google Analytics)
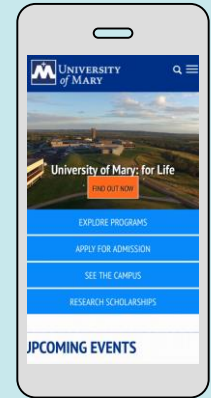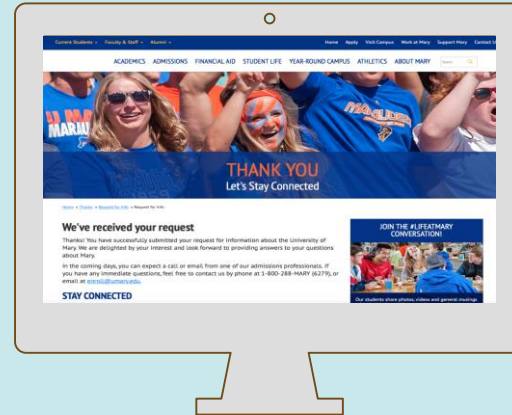
Communications Plan

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)
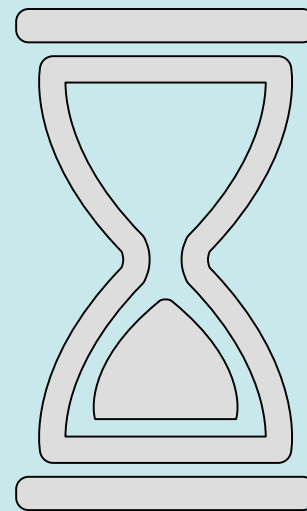
Communications Plan

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

Communications Plan

Email Message	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Welcome Undergrad	X											
Send Viewbook		X										
College application process			X									
Introduction to College/Majors				X								
Checklist for college search					X							
Schedule a visit						X						
"major" that will take you places							X					
"Dean X" has a message for you								X				
Student Life									X			
Residence Life										X		
Unique School information											X	
Apply today												X
Text check in	X	X	X	X	X	X	X	X	X	X	X	X
School monthly newsletter	X	X	X	X	X	X	X	X	X	X	X	X

Communications Plan

Building Blocks- Frequency of Contact

Email Message	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month h 7	Month 8	Month 9	Month 10	Month 11	Month 12
Welcome to Grad Program	X											
Unique School information		X										
College application process			X									
Introduction to College/Majors				X								
Checklist for college search					X							
Schedule a visit						X						
"major" that will take you places							X					
"Dean X" has a message for you								X				
Student Life									X			
Residence Life										X		
Unique School information											X	
Apply today												X
Text check in	X	X	X	X	X	X	X	X	X	X	X	X

Communications Plan

Building Blocks- Frequency of Contact, Examples

Different communication (drip) plans depending on where the student is at in the funnel.

- Application Communication Plan (students who have applied to the institution)
- Accepts Communication Plan (students who have been accepted to the institution)
- Deposits Communication Plan (students who have made the $150 enrollment deposit)

There is also drip plan for students who have decided not to attend our institution.

- Less Likely Communication Plan
- Dormant Communication Plan

Communications Plan

Application Communication Plan – Day 1

- Tone: Will focus on the brand of the school

- Subject Line: You're One Step Closer

- Call to Action (CTA): Contact your Admissions Rep/Finish Application

UNIVERSITY of MARY

At Mary, you will grow in wisdom and knowledge.

FINISH APPLICATION ›

Now that you've started the application process, you're one step closer to embarking on your educational journey at the University of Mary. Once you come to campus, you'll be welcomed into our diverse and supportive community. You'll become a leader equipped with the skills you need to thrive in your career and in life.

Communications Plan

Application Communication Plan – Day 3

-   Tone: Will focus on admissions

-   Subject Line: Congrats on Taking the First Step Towards Enrolling

-   Messaging: Congratulate student on taking steps toward enrolling at the University of Mary.

Student will continue to receive messages from the App Communication Plan until the Rep changes the stage (life cycle) of the student

Communications Plan

Application Communication Plan – Day 90

- Tone: Re-engagement to keep the application alive.

- If no response the application will be cancelled by the admissions rep.

Student will continue to receive messages from the App Communication Plan until the Rep changes the stage (life cycle) of the student

UNIVERSITY of MARY

Hi tstJay,

A while ago you had mentioned you were interested in the University of Mary. I haven't heard from you in a while, so please call me or respond to this email if you'd like to keep your application open (or if you would like it closed for now). And, as always, reach out with any questions you may have!

Are you still interested in attending the University of Mary?

Anne Yantes
701-355-8052
acyantes@umary.edu

(800) 288-6279 | enroll@umary.edu | umary.edu

7500 University Dr, Bismarck, ND 58504
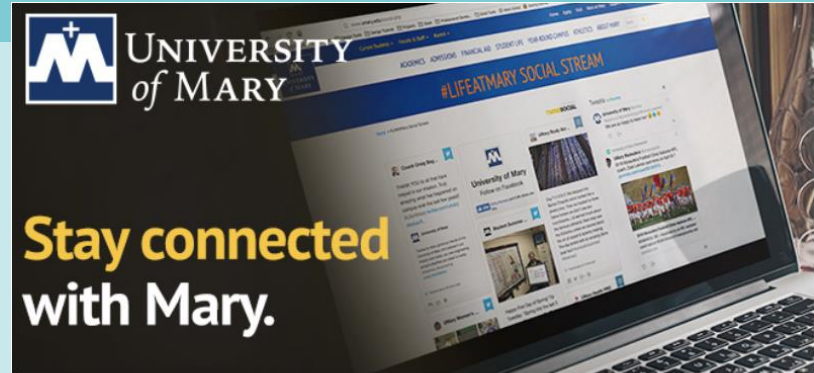
Communications Plan

Grad Accept Comm Plan	
Congratulations	Day 0
Next Steps	Day 1 after acceptance
Accept Your Acceptance	Day 2 after acceptance
Deposit	Day 2 after acceptance
Deposit Nudge	Day 5 after acceptance
Advisor Introduction	Day 1 after deposit
Registration Credentials	Day 4 after deposit
Orientation Invitation	Day 4 after deposit
Textbook Information	Day 21 before start date
Student Life	Day 45 before start date
Residence Life	Day 7 after deposit
Registration and Orientation confirmed	15 days after deposit
Thank you for choosing X	Day 1 of start term

Communications Plan

Deposit Received Communication Plan- Day 3

The Student has made a $150 enrollment deposit

- Tone: Brand

- Messaging: Introduce the student to life at Mary by directing them to see what their future peers are saying. Encourage them to start using social media.

- Subject Line: Have You Checked Out #LifeAtMary?

- CTA: Engage in Social Media

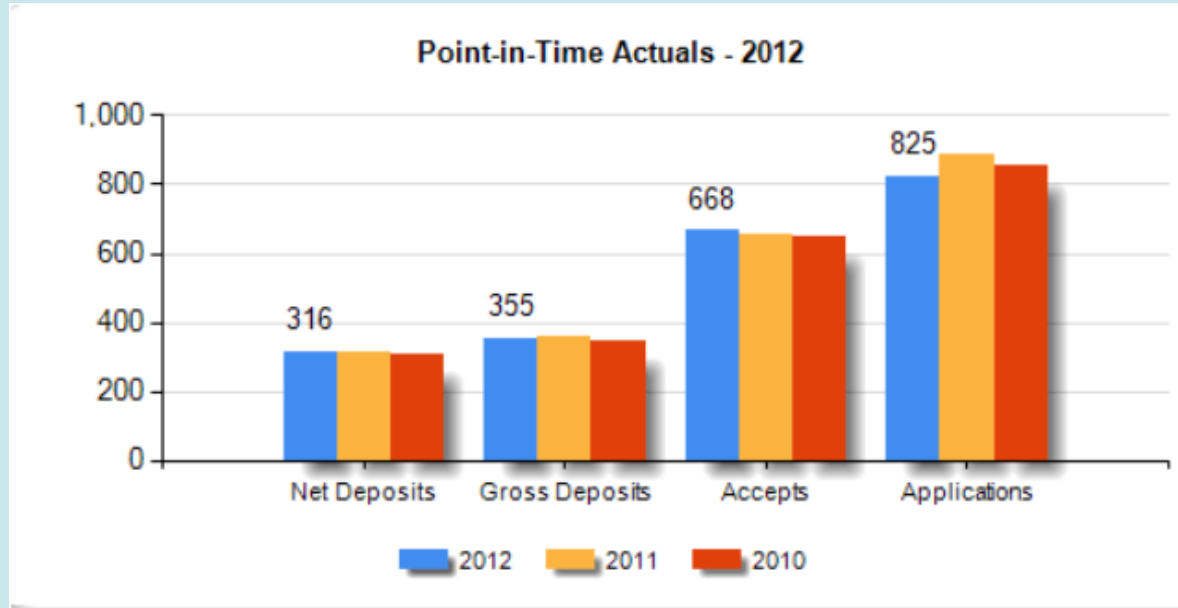# Communications Plan

Deposit Received Communication Plan

> *The Student has made a $150 enrollment deposit*

- Day 17
- Day 31
- Day 45
- Day 101

- During the deposit plan, students will also receive information from their admissions rep regarding spring registration. The student may also receive emails from Student Development, Athletics, etc. all of these messages will have a call to action (CTA).

Communications Plan

Before Email Communication Plan

A quick view of the University of Mary's recruiting status prior to an email communications plan (Fall 2012-2013)

Point-in-Time Actuals - 2012

- Net Deposits: 316
- Gross Deposits: 355
- Accepts: 668
- Applications: 825

Legend: 2012, 2011, 2010

Communications Plan

After Email Communication Plan

A quick view of the University of Mary's recruiting status planned drip communication (Fall 2018-2019)
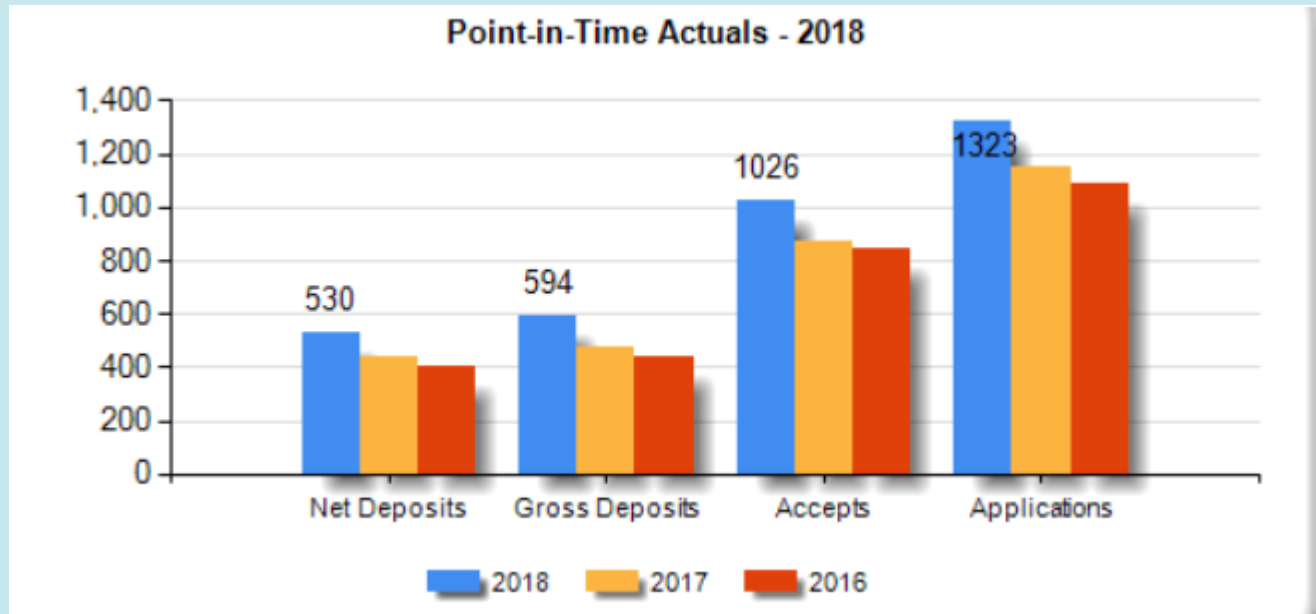
Communications Plan

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

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?

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