

# How to effectively use email marketing in your recruitment strategy





# Presenters



**Ashley Zahradnick**

Account Manager,  
InternationalStudent.com



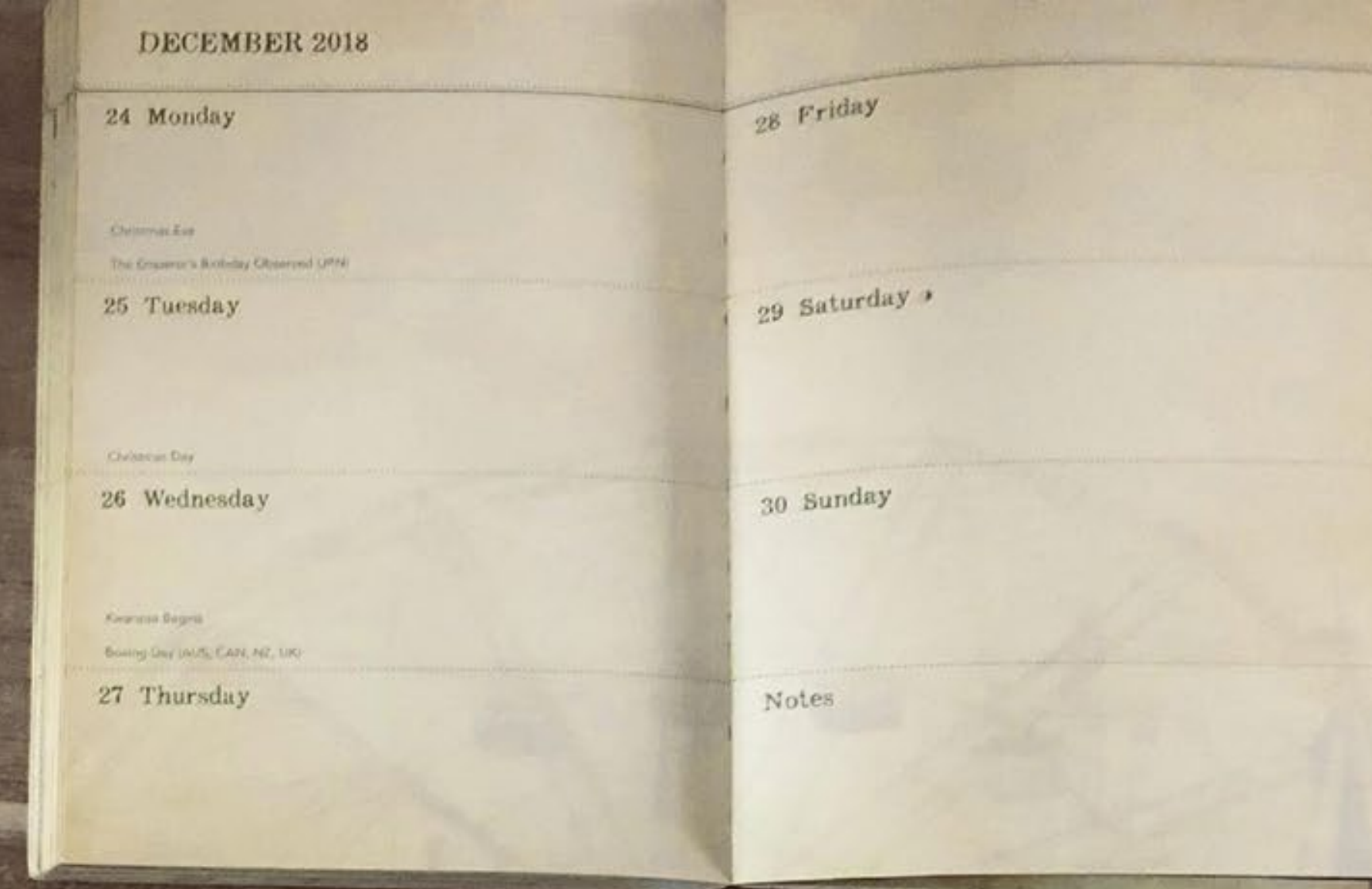
**Todd Beard**

Director,  
English for Academic Purposes  
Lipscomb University



# Agenda

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





# What's in place?

## Evaluating Current Processes

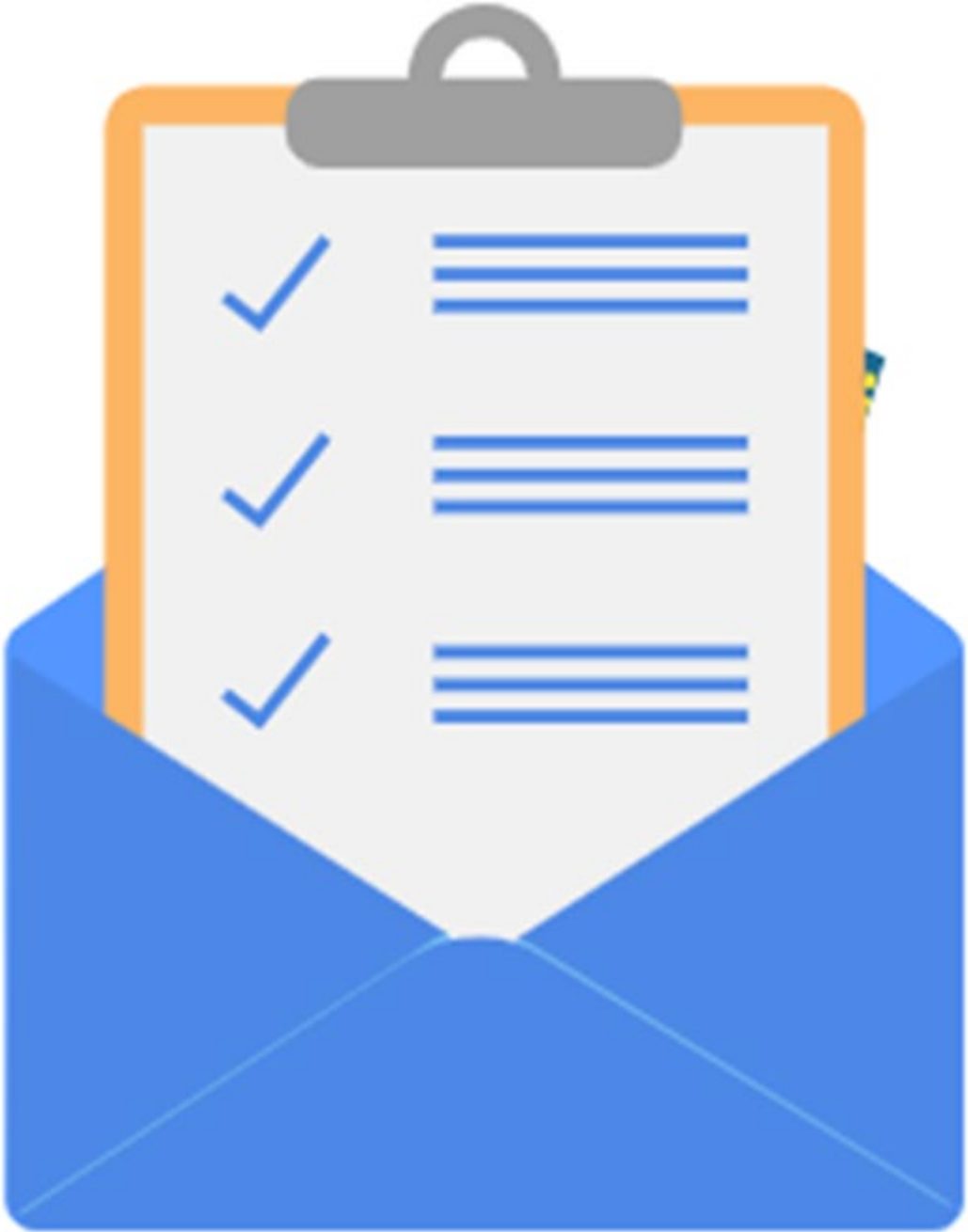
- List an issue that's holding you back from starting or improving your email marketing communication plan.
  - Example: “We’re not sure what messaging to include so we’re stuck in the content creation stage.”
  - Example: “Our university does not have a clear strategy for connecting with prospective students”



# The Lingo

## Email Lingo 101

- Customer Relationship Management (CRM)
- Call to Action (CTA)
- Above the fold
- A/B testing





# 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.
- It allows you to Remind, Connect, Encourage





# Core Considerations

## Core Considerations

- Subject line
- Content & call to action
- Think mobile
- Testing & tracking
- Legal (CAN-SPAM)





# 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)



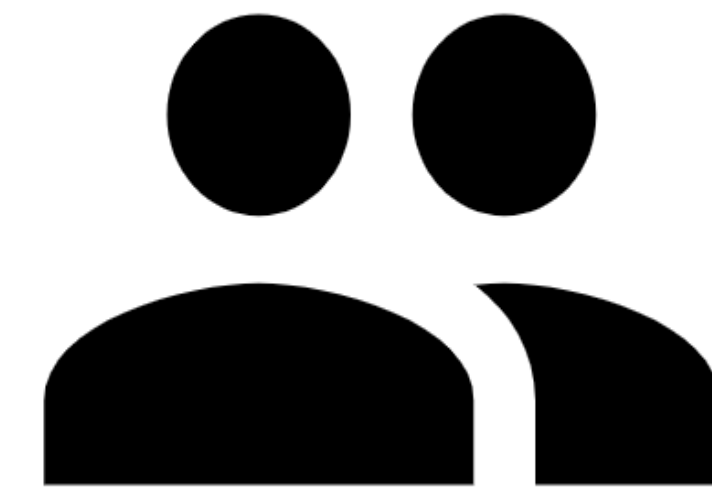


# Get Personal

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**

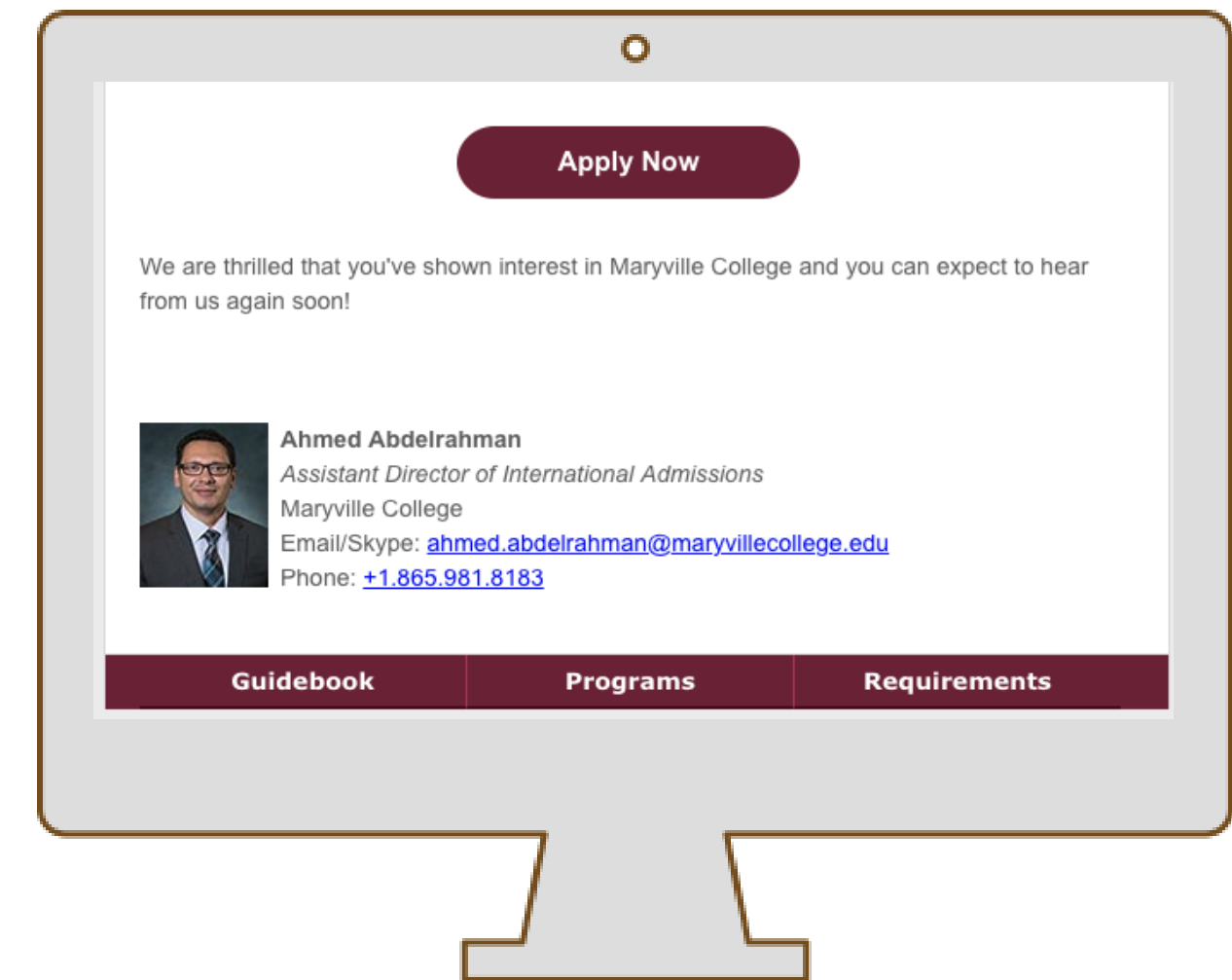




# Content & Call to Action

## 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

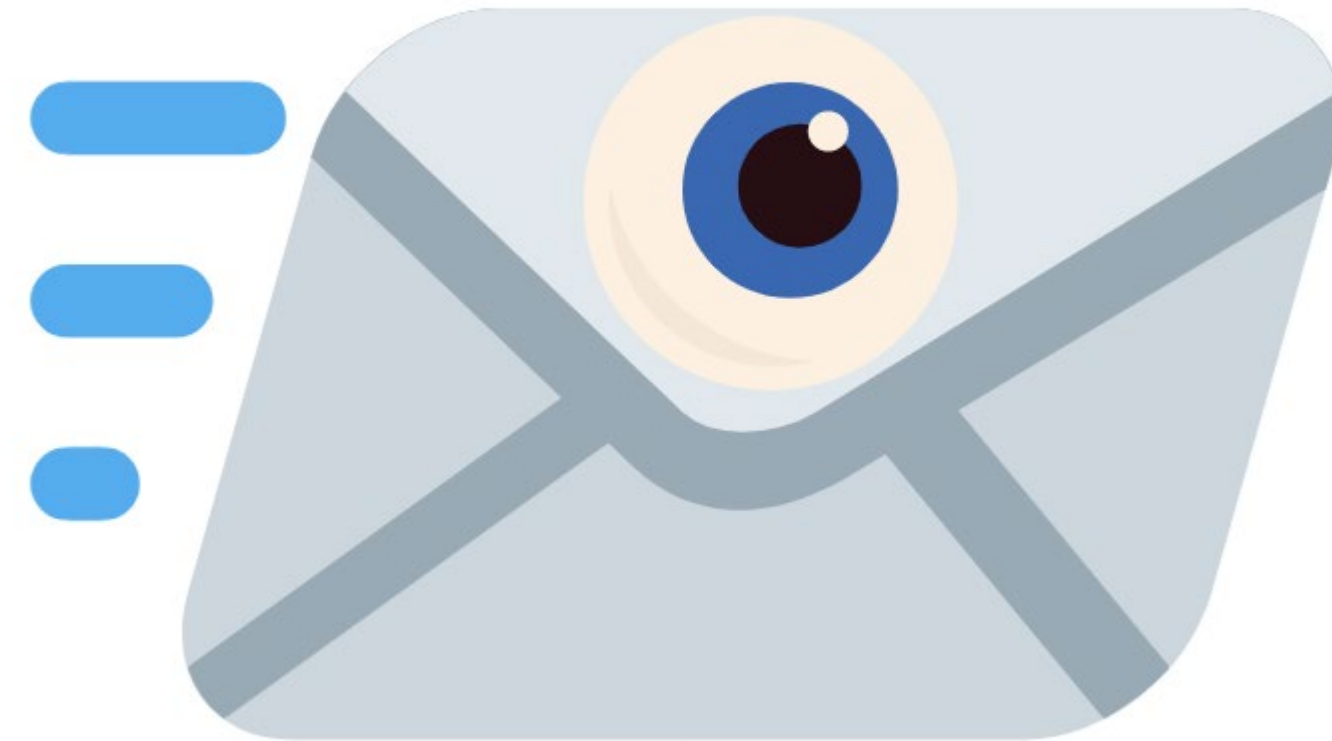




# Testing & Tracking

## 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



# 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

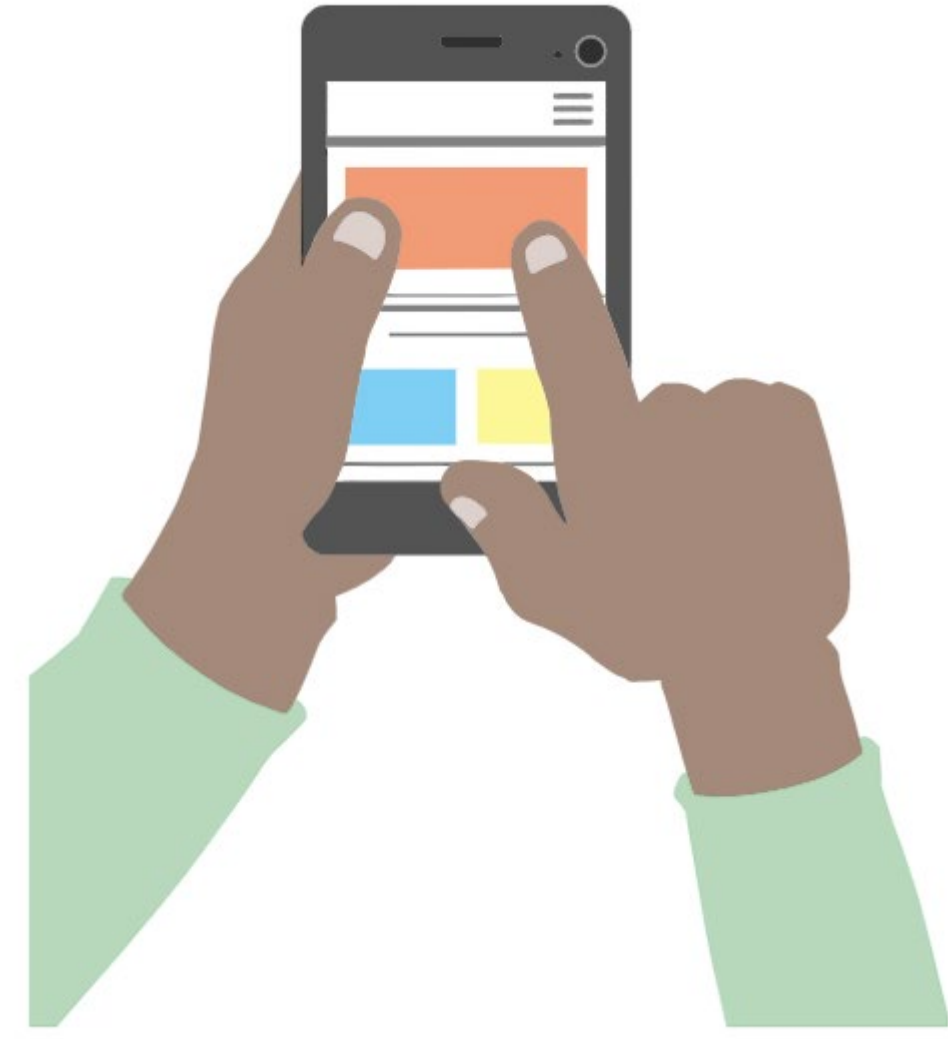
In Europe, the General Data Protection Regulation (GDPR) regulates data protection and privacy for citizens of the European Union and European Economic Area. It includes similar requirements and can be more restrictive than US laws.



# The Welcome Email

## 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

[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](mailto: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

[info@studytennessee.us](mailto: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.



{{sys-preferred}},

Thank you for your interest in Lipscomb University! We will send you correspondence throughout the year with helpful tips and information about Lipscomb. If you or your family have any questions, please don't hesitate to reach out to your [admissions counselor](#).

If you haven't visited our beautiful 113-acre campus yet, please check out our [visit options](#) to find a time that best fits your schedule. We hope to see you soon!

Best,

**The Lipscomb Admissions Team**

**Lipscomb University**

One University Park Drive, Nashville, TN 37204

615.966.6123 | [Take a Virtual Tour](#) | [Visit Campus](#)





# Communications 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 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 {{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**



# Communications Plan



## Study at the School of Computer Science and Information Systems at Northwest Missouri

We are excited that you want to pursue an advanced degree to study computer science in the US. The computer science industry is wide-ranging with many options and career paths including information security and assurance, data management or mobile computing. If you are a motivated student exploring your options for grad school, Northwest Missouri just might be your place to call home!

As an international student in the School of Computer Science and Information Systems at Northwest Missouri State University you are eligible to receive a university laptop and a \$500 scholarship toward the first semester tuition. The opportunities don't end there! Thrive as a technological leader by joining one of Northwest Missouri's unique student organizations such as the Cybersecurity Club, The Association of Computing Machinery, Upsilon Pi Epsilon and more.

Check out how [Northwest Missouri State University](#) can transform your educational path today.

Get Started!



## See What Northwest Missouri State Can Offer

What is on your checklist for the perfect US college? Is it affordability, courses in fields that interest you, campus safety or finding a great career right after graduation? At [Northwest Missouri State University](#) you can have all four as they:

- Offer degrees in Biology/Life Sciences
- Have a low tuition cost that includes your own laptop, textbooks, housing and medical insurance
- Were voted "Safest College Town in America," for three years in a row by SafeWise
- Ranked first in the state when it comes to graduates landing a job after graduation. Ninety-three percent of Northwest Missouri graduates find jobs within six months

Northwest Missouri State University is now [accepting applications](#) from students that are interested in Computer Science, Business, Graphic Design and Biology. Come check off your college wishlist!

Get Started!



# 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
- 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.

**UNIVERSITY OF SOUTHERN INDIANA**

### 5 Reasons to Apply to the University of Southern Indiana

The University of Southern Indiana (USI) has more than 11,000 students, including international students from more than 70 countries. Why do so many students choose USI? Here's just five reasons why:

1. USI is a broad-based institution offering more than 100 areas of study.
2. Located in Evansville, USI is in a medium-sized city with all the benefits of a tight-knit community. Plus, it's an easy drive to exciting cities like Indianapolis, Louisville, Nashville, and St. Louis.
3. Dedicated to celebrating and embracing cultural diversity, USI plans trips and events through the International Club (iClub) and the Small World Program for any students interested in meeting to exchange cultural experiences.
4. 83% of recent USI graduates report they are employed; of those, 82% report being employed within their field.
5. The University provides a high-quality, affordable, and safe living environment that is committed to the academic success of the approximately 2,800 students who live on campus.

Are you ready to apply? [Create an account](#) then submit your application online.

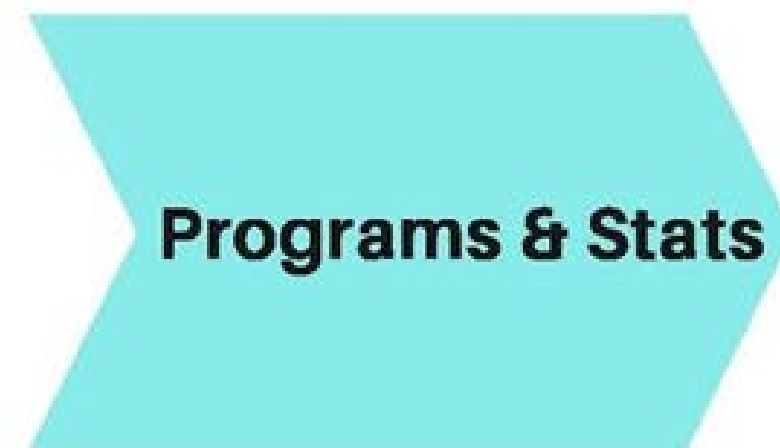
**START NOW**



# Communication Plan

Before the Application: Touch Point Timeframe

**Day 2**



Study [Program] at  
University Name

**Day 4**



5 Reasons Why You  
Should Consider  
University Name

**Day 8**



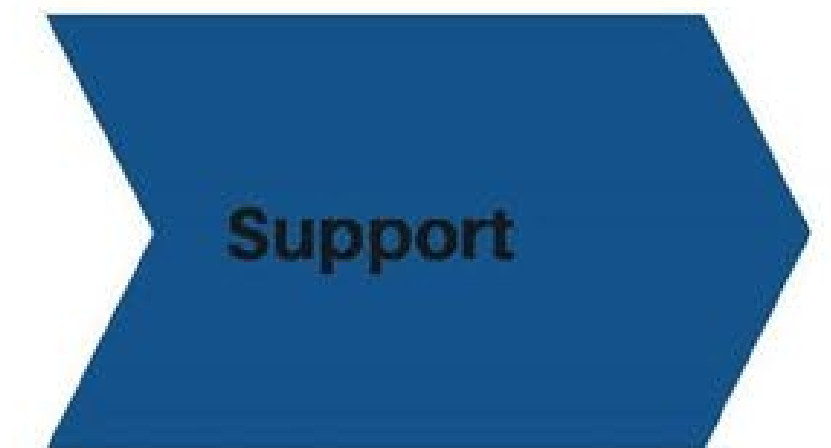
Take a Virtual Tour of  
University Name

**Day 16**



Explore the 120+  
Clubs and Sports at  
University Name

**Day 23**



Need extra support in  
college? No problem!

# After the Application



International Study Center

**Keep in touch**

Hello Daryl,

Thanks for applying to study at Lipscomb University International Study Center. We are still processing your application. While you're waiting, why not join our social community?

Connect with us on [Facebook](#)

Join our student community on Facebook

[international.lipscomb.edu](http://international.lipscomb.edu)

Please quote your reference ID SQA186



International Study Center

**Exciting career opportunities**

Hello Daryl,

Studying abroad is great for your career! At Lipscomb University International Study Center, you'll be supported every step of the way.



### Future focused

Based in Nashville, Lipscomb University is near diverse businesses and helps students to network, intern and volunteer.

[Find out more](#)



### Global communities

Be part of the global Lipscomb University alumni when you graduate, with contacts all over the world.

[Find out more](#)

Join our student community on Facebook

[international.lipscomb.edu](http://international.lipscomb.edu)





# Re-evaluation

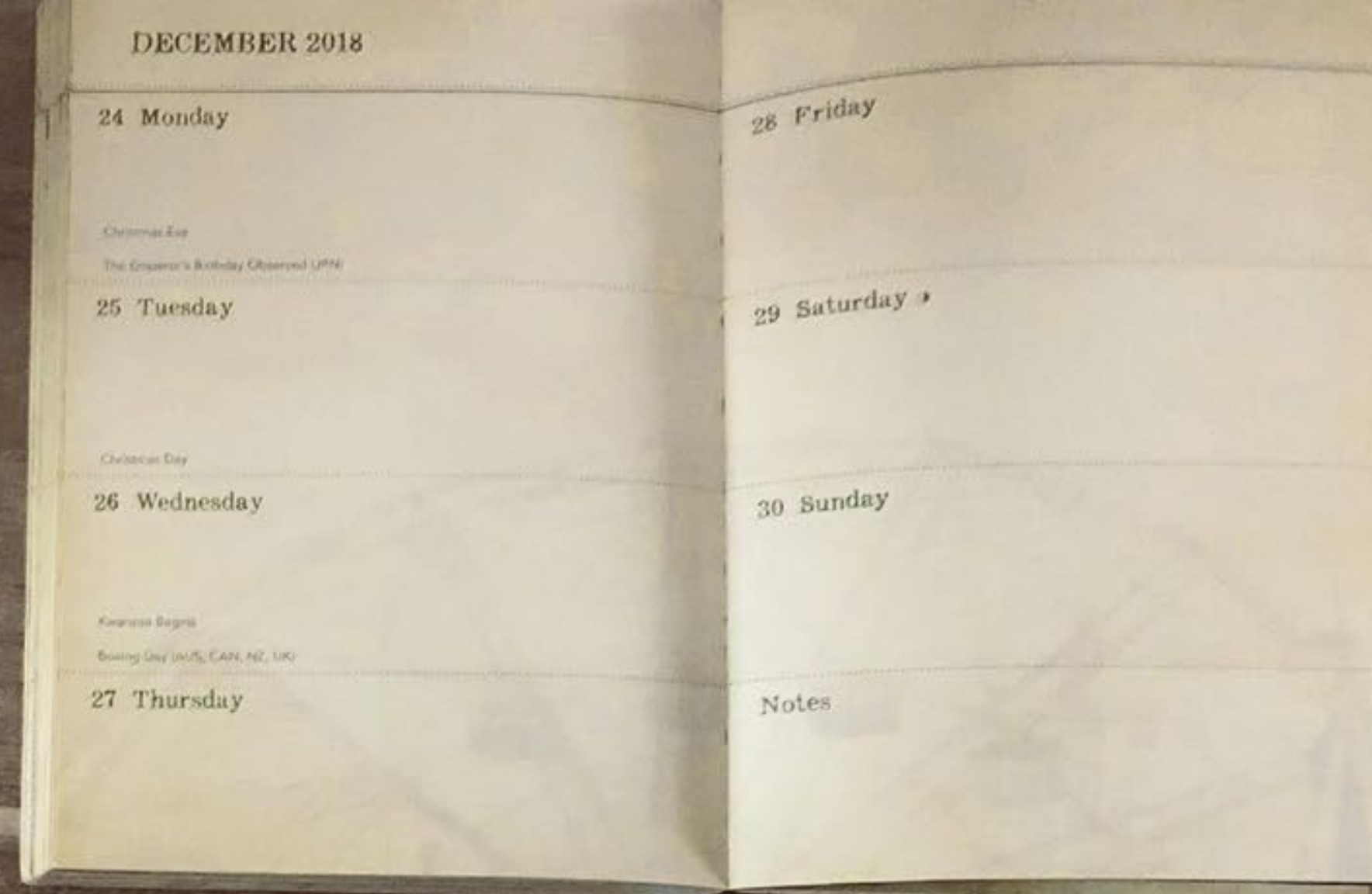
## Establishing Goals & Strategy

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?





NAFSA REGION VII CONFERENCE | NOVEMBER  
HILTON ORLANDO LAKE BUENA VISTA | 17-20, 2019



**Please complete  
this session  
evaluation  
NOW!**



**Or FAVORITE now  
and EVALUATE later!**

