



How to effectively use email marketing in your recruitment strategy





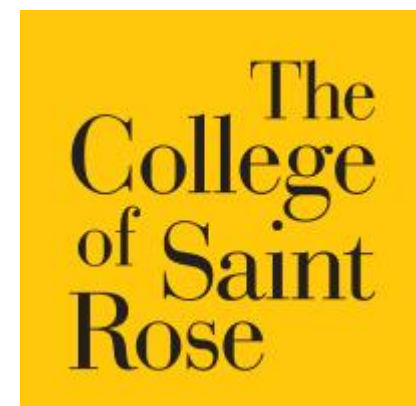
Presenters



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Director,
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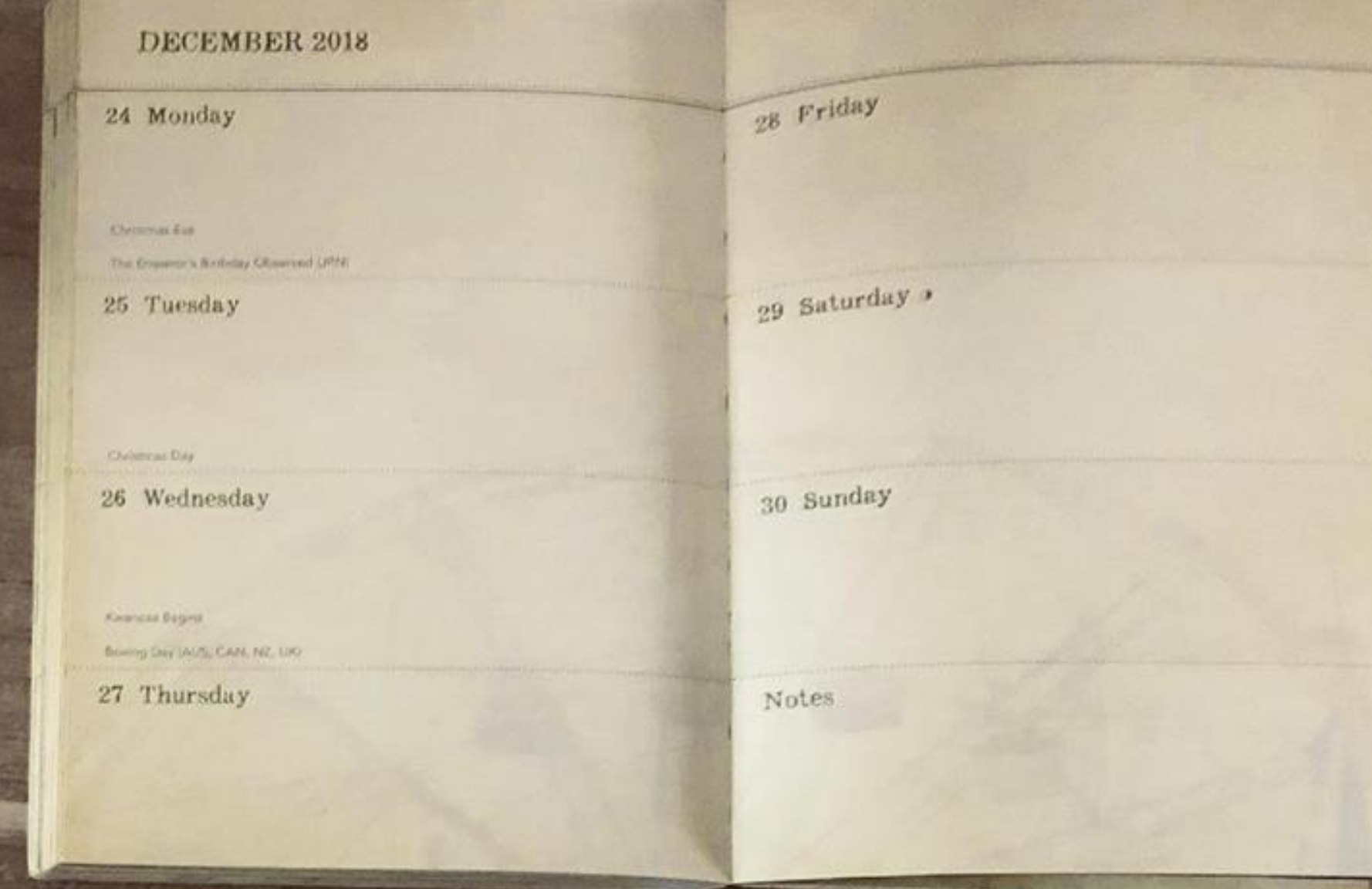


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Agenda

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





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:

- Issue: 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.



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
- 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)

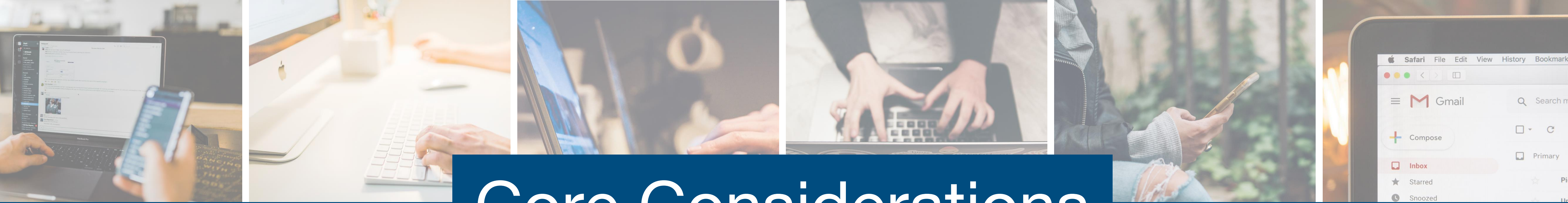


Core Considerations

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]

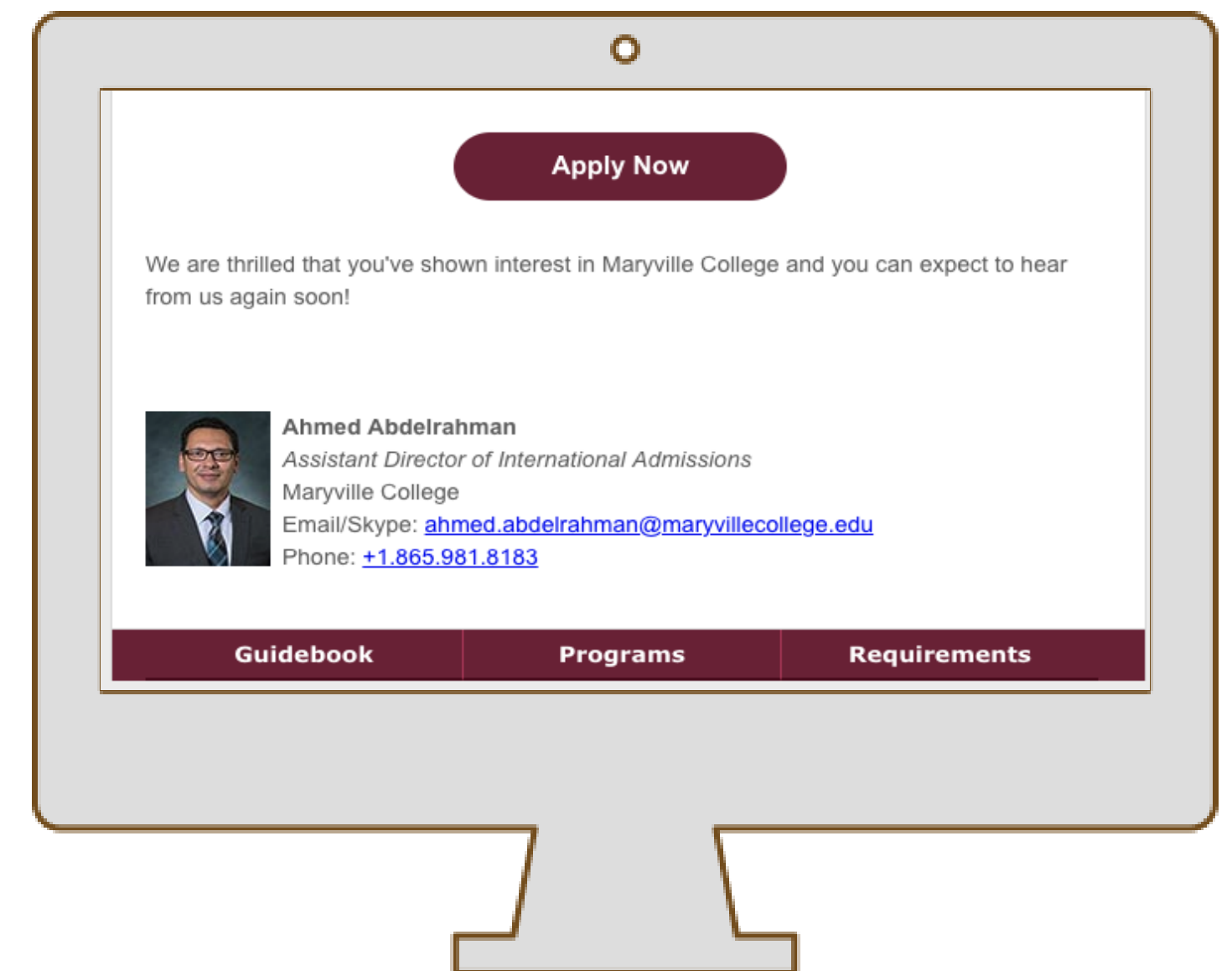
11% increase in opens with personalization

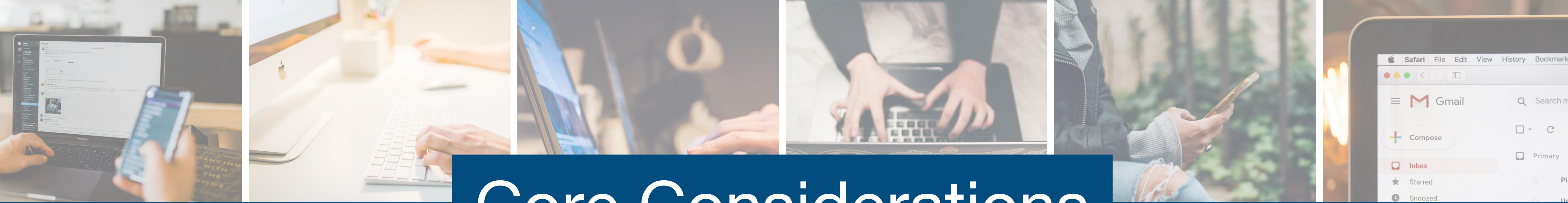


Core Considerations

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 finger friendly
- Count your scrolls before the first CTA





Email Building Blocks

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, Nationality, Program



Communication Plan

1. List 5 unique things that every international student would want to know about your institution
2. Delivery timeline- flowchart



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



Communication Plan

Before the Application: Touch Point Timeframe

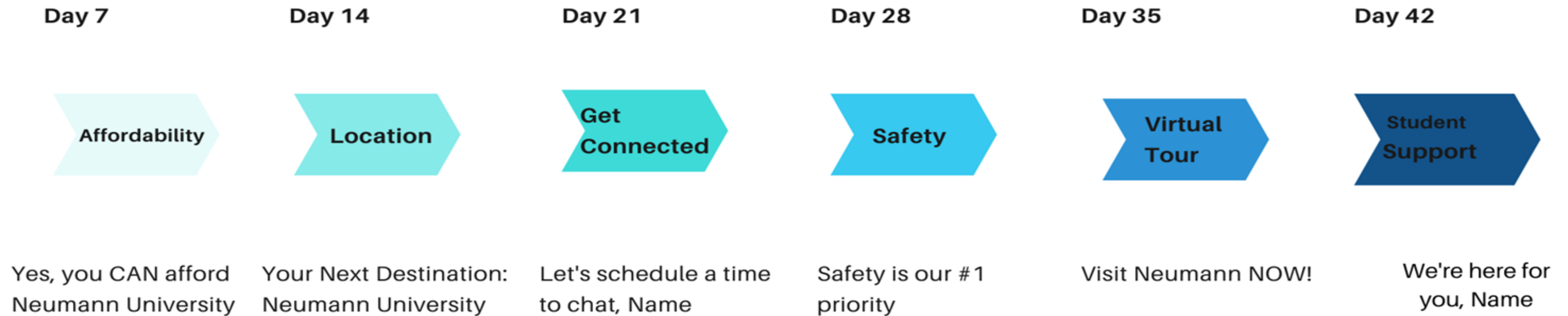
- How often:
 - Email 1 ASAP, then make a plan that makes sense with the information you want to share
 - Time it around your search cycle
 - Contact them at least once per month
 - Monitor the campaign, opens, clicks and unsubscribes
 - Adjust your frequency and messaging based upon results
 - Transactional vs. marketing messaging

As a prospect goes through a campaign, engagement decline is normal.



Communication Plan

Before the Application (Search Communication): Touch Point Timeframe Example





Communication Plan

Introduction to Neumann

ApplySubject: Welcome to Neumann University 🙌

Hi {{Preferred}},

My name is John Ettore and I'm the international advisor at [Neumann University](#)!

Our campus is home to international students from all over the globe, and I know you'll fit right in, {{Preferred}}. While there's a lot of information on our website, I wanted to make sure to highlight a few important things:

- **Scholarships:** Neumann is a private liberal arts university, but that doesn't mean a degree from here is expensive. We offer **merit-based scholarships up to \$13,000 for international students**, along with work study opportunities.
- **Location:** We are close to Philadelphia, the **fifth largest city in the United States** and just 20 minutes away from an international airport. If you're looking to explore other cities around the country, Neumann is also a **two-hour train ride from New York City and Washington, D.C.**
- **Dedicated Support:** The Office of International Studies Education is created just for students like you! **From airport pickups to a personal advisor**, you'll find a helping hand every step of the way.

If you're ready to submit your application to Neumann, **you can start now!**

And remember, I'm always here if you have questions.

John Ettore
Assistant Director of Undergraduate Admission
215-444-3484



Communication Plan

Scholarships/Affordability

Apply

Subject: Yes, you CAN afford Neumann University

Hi {{Preferred}},

It's John checking in again from Neumann University! I hope you're doing well.

The cost of an education is a concern I hear about a lot. But I want to tell you – Neumann truly does everything to make a private education affordable.

- There are scholarships reserved only for international students that **range from \$9,000 to \$13,000**.
- For full-time degree-seeking students, Neumann offers the option to **work on campus up to 20 hours a week!** This is an incredible opportunity not found at many other universities and can really help keep the cost down.

To be automatically considered for merit-based scholarships, begin your application to Neumann today.

If you have questions about other awards available, let's set up a time to Skype or FaceTime!
Talk soon, {{Preferred}}!

John Ettore
Assistant Director of Undergraduate Admission
215-444-3484



Communication Plan

Location

Apply

Subject: Your next destination: Neumann University

Hi {{Preferred}},

I think you're really going to love living at Neumann University. International students on campus tell me all the time how perfect our location is!

- We're right next to Philadelphia, **one of the largest cities in the entire country!**
- Neumann is **20 minutes from the Philadelphia International Airport**, making it easy to go anywhere, anytime.
- A **two-hour train ride away are MAJOR cities** like New York City and Washington, D.C. In fact, many students get internships in these places during the summer (and get job offers later on!)
- Neumann is located in Aston, Pennsylvania, a **safe and secure town** that offers plenty of charm and history.

I know you'll love calling Neumann your new home, {{Preferred}}. **Get started on your application for free today!**

John Ettore

Assistant Director of Undergraduate Admission

215-444-3484



Communication Plan

1:1 Connect with John

Get Connected

Subject: Let's schedule a time to chat, {{Preferred}}

Let's connect, {{Preferred}}!

I'm sure you have a lot of questions when it comes to applying to Neumann University.
Questions like:

- Are there scholarships available for international students? (Yes)
- What's the application process like? (Fast and easy)
- Will I find the support I need from faculty and staff? (From day one)

But why talk about it over email when we can chat on the phone!

When is a good time to Skype or Facetime? I'd love to set up a time to talk about all things Neumann.

Reach out and let me know, {{Preferred}}! **Or if you're ready, you can apply for FREE now.**

John Ettore

Assistant Director of Undergraduate Admission

215-444-3484



Communication Plan

Campus Safety & Community

Apply

Subject: Safety is our #1 priority

Hi {{Preferred}},

Neumann University takes campus safety very seriously.

- **24/7:** Campus security is available 24 hours a day, every day, to make sure our students feel safe and sound at all times.
- **Crisis Manager:** Neumann has its own app that provides real-time safety updates to the entire campus community.
- **Shuttles:** We offer shuttles that run all throughout the day, making it easy and safe to get to where you want to go. There is also a train and bus available.

Ready to experience our safe campus? [Submit your Neumann application.](#)

Have a great day!

John Ettore

Assistant Director of Undergraduate Admission

215-444-3484



Communication Plan

Virtual Visit

Apply

Subject: Visit Neumann NOW!

Hi {{Preferred}},

Are you interested in visiting Neumann University? **We make it easy with our virtual tour.**

Click all over campus to discover the beauty of Neumann. It's a great way to see how you'll fit in here, all from the comfort of your own home.

And when you're ready, make sure to submit your application. It's fast and free!

As always, reach out with any questions. I'm here every step of the way!

John Ettore

Assistant Director of Undergraduate Admission

215-444-3484



Communication Plan

International Student Education

Apply

Subject: We're here for you, {{Preferred}}

Hi {{Preferred}},

What kind of support will you find at Neumann University? The Office of International Studies Education is dedicated to helping you:

- **Adjust to life in the U.S.:** Studying in a different country is a major adjustment, and we're here to assist you with the transition to a new culture.
- **Answer questions:** Where should you bank? What kind of cell phone plan should you get? Our staff has all the answers you're looking for.
- **Feel safe:** From the moment you touch down in America, you'll see a comforting face at the airport ready to pick you up and take you to your Neumann home.

It's time to Discover the NU You, {{Preferred}}! Begin your application now.

John Ettore

Assistant Director of Undergraduate Admission

215-444-3484



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)
- Warm Greeting
- Call to Actions:
 - To Apply
 - Check out a Major
 - Join a Webinar
 - Meet an International Student





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
 - One CTA
- Develop a Connection
 - Put a Face with a Name
 - Tone, Excitement and Gratitude





The Welcome Email



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
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Phone: [+1.865.981.8183](tel:+1.865.981.8183)





The Welcome Email

Start your own welcome email!





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?

