



How to effectively use email marketing in your recruitment strategy





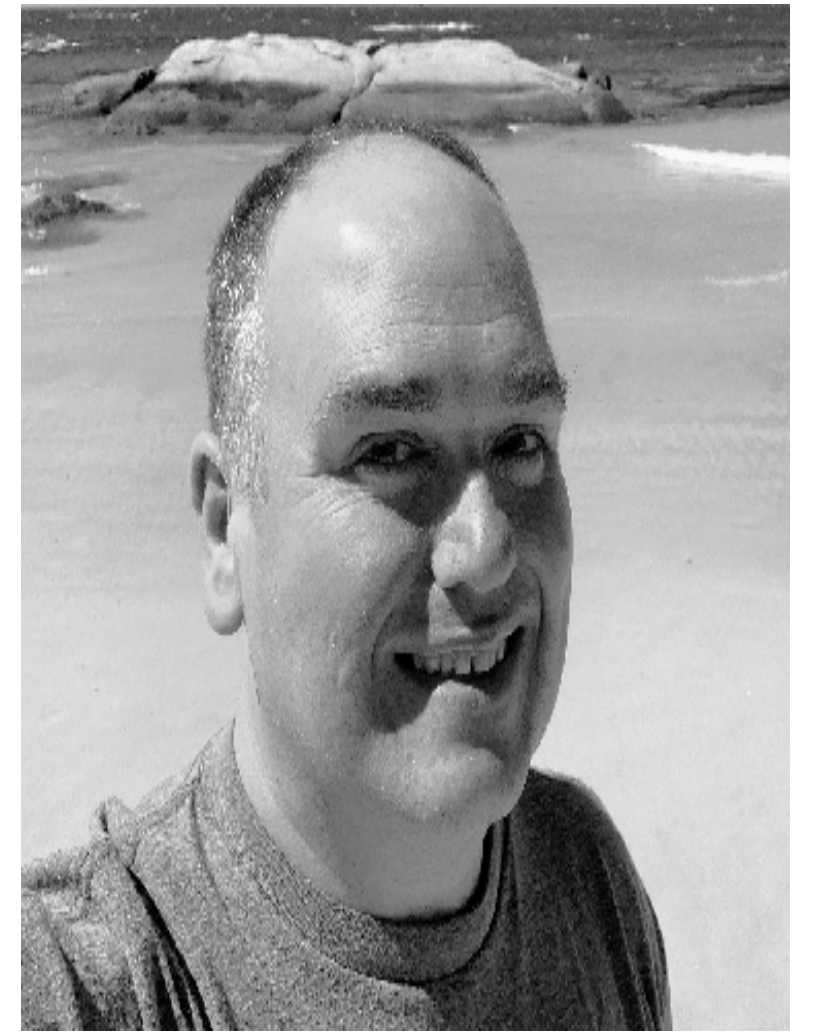
Presenters



Ashley Zahradnick
Account Manager



Colleen Thapalia
Senior Director of Graduate Recruitment
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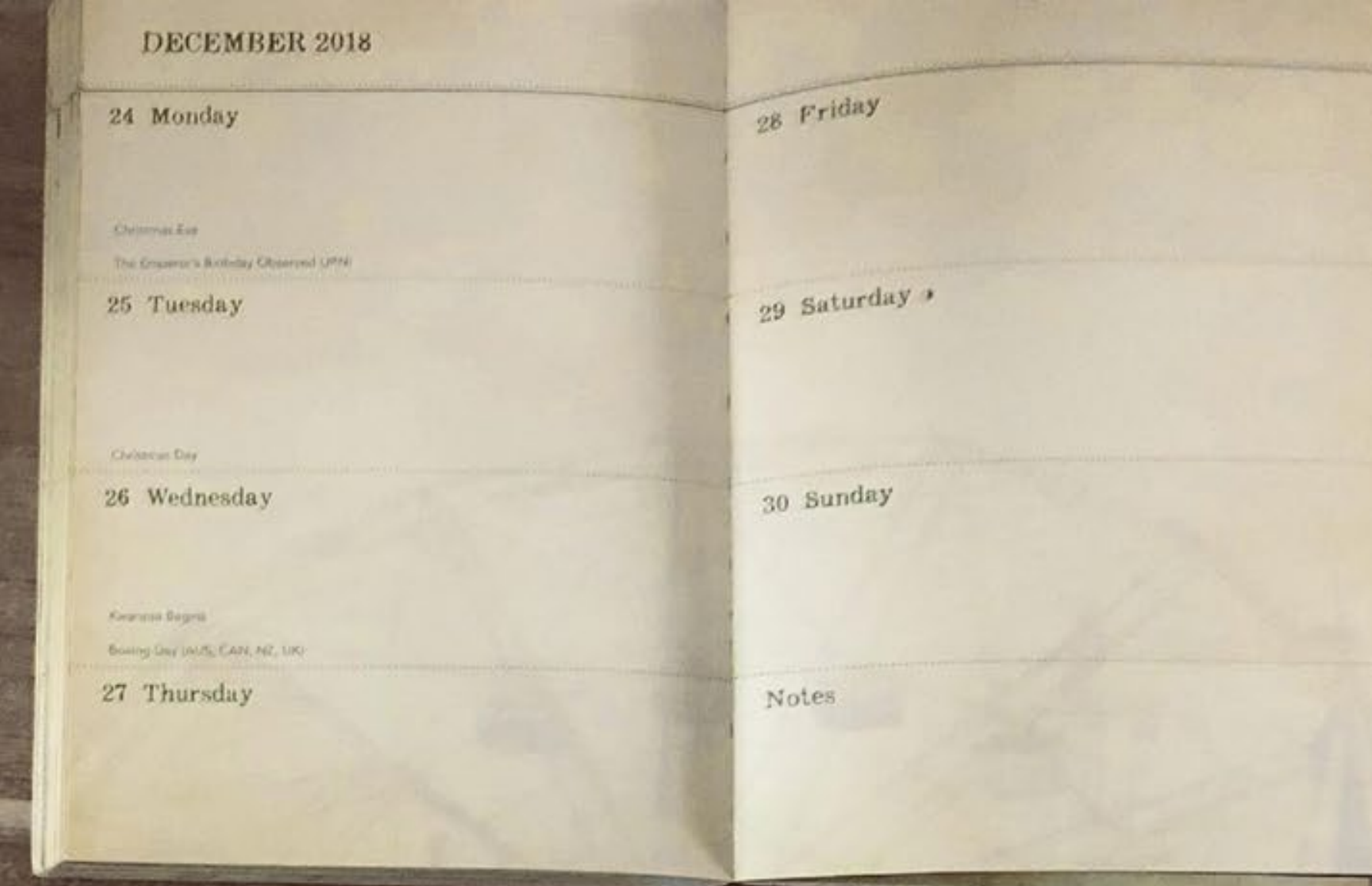


Joshua Buland
Associate Director of
International Admissions



Agenda

- Leads
- Email Building Blocks
- The “Welcome” Email
- Email Examples
- Communication Plan Development





Getting Started

List 5 key 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

Why Email?

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





Email Building Blocks

The Building Block Basics

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





Email Building Blocks

Subject Line

- Should be 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, 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)

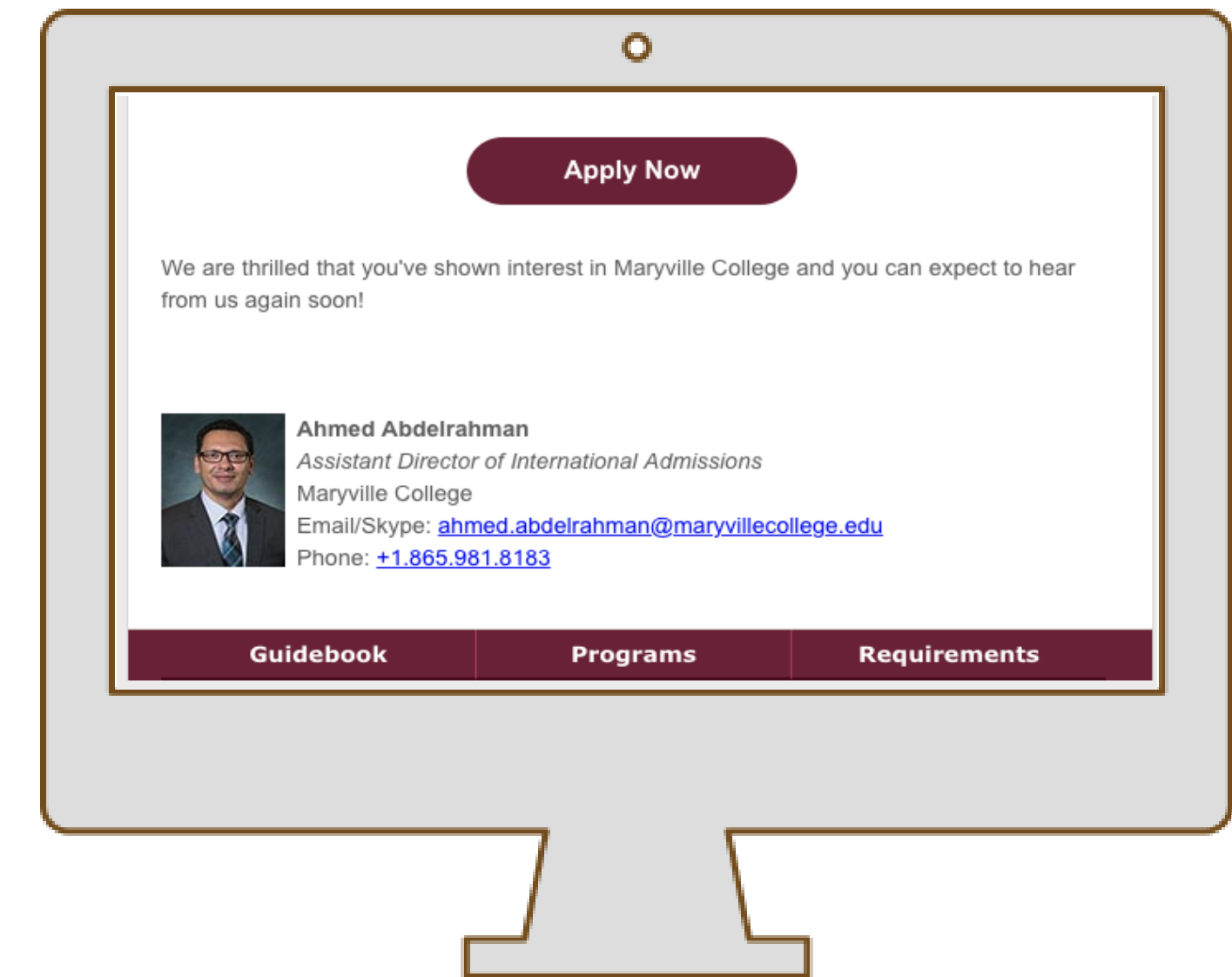
11% increase in opens with personalization



Email Building Blocks

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





Email Building Blocks

Consider Mobile Viewers

- If your email is not optimized for mobile, between 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

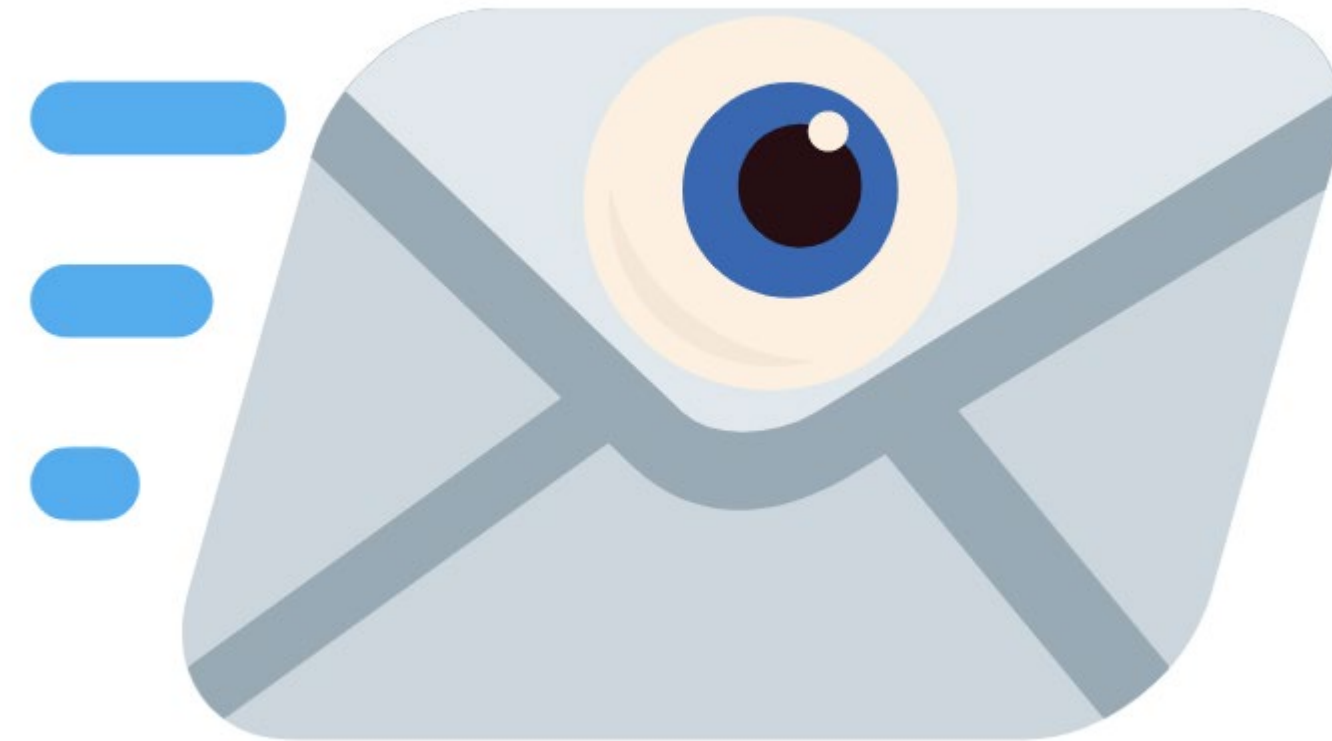




Email Building Blocks

Tracking

- Delivered
- Opens (21.5%)
- Clicks (8.12%)
- Unsubscribes (0.01%)
- Bounces (9.04%)



Testing A/B

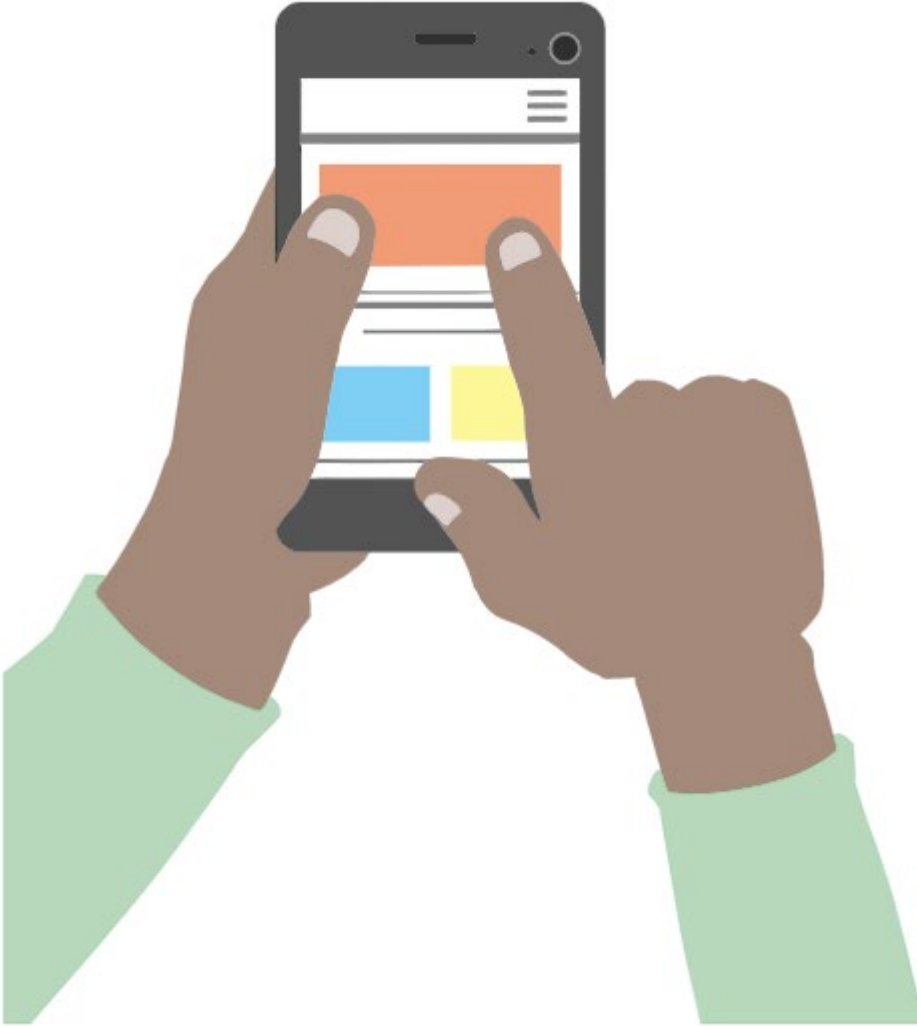
- Subject line
- Call to action
- Day and time
- Personalization
 - Name, Country, Nationality, Program



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

Guidebook	Programs	Requirements
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MC MARYVILLE COLLEGE
200 NOBLE GRAND & TRUE

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
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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

<p>#2 in the USA</p> <p>The south is the second largest growth area for international students to study. -SEVIS By The Numbers Report 2018.</p>	<p>#12 Economy</p> <p>The state has a strong economy with international connections. -US News and World Report 2019.</p>
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The Welcome Email

Start your own Welcome Email





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

- 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 Timeframe Example

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!



Communication Plan

Before the Application: Touch Point Timeframe

Example: Clarkson's graduate inquiry email campaign

- Day 0 -- Auto-responder email (as soon as inquiry is entered in Slate)
- Day 1 -- International Welcome
- Day 3 -- Link to application how-to video
- Day 6 -- Program-specific message
- Day 7 -- Scholarship funding
- Day 12 -- Outcomes / Career

Coming attraction -- Getting more individual details, AKA "progressive profiling"



Communication 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



Re-evaluation

Establishing Goals & Strategy

- Once your campaign is up and running, you will begin getting responses from prospects.
- Responses allow you to look for common patterns in the follow-up questions. This will give you ideas concerning how to revise your emails to ensure key questions are answered.
- A quick response time for answering prospect/applicant questions is essential. Make sure you and any other team members have a plan in place for how to ensure timely replies to questions and concerns.



Legal Considerations

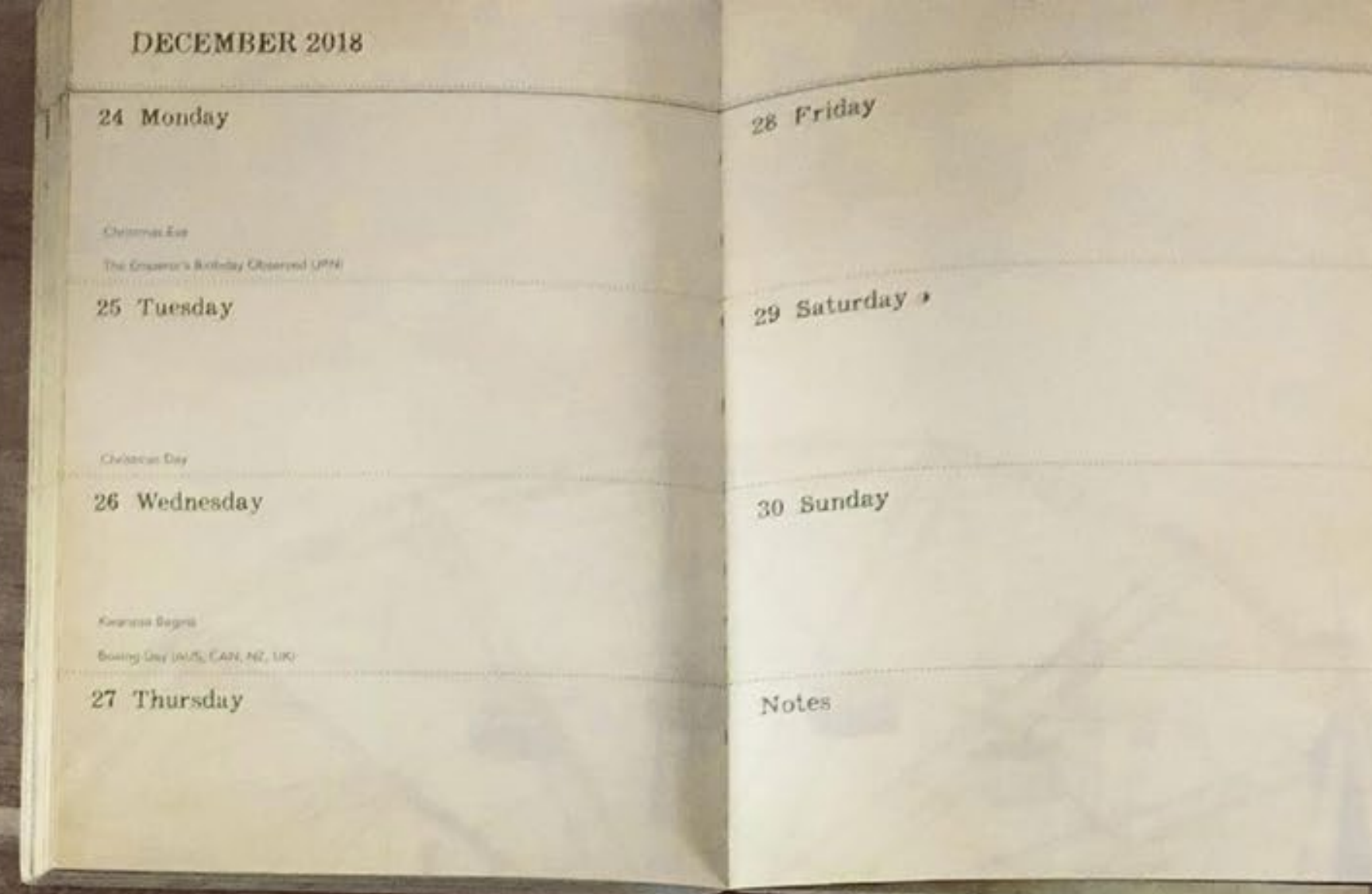
CAN-SPAM is a US law that protects people from receiving unwanted or deceptive email.

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

- Include a prominent 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.

Questions?



**Please complete
this session
evaluation
NOW!**



**Or FAVORITE now
and EVALUATE later!**

