

Recruitment is Personal. Your Communications Should Be, Too!

Friday, May 3, 2019 3:15 PM



Presenters

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LEARNING OBJECTIVES

1

- Understanding the need for personalization in marketing to Gen Z

2

- Understanding the effectiveness of data-enriched, personalized campaigns

3

- Operationalizing a scalable, personalized communication strategy



Historical Perspective

- Struggled for years with managing a productive communication stream
 - Little to no digital media presence
 - Minimal print collateral
- Messaging was limited to recycling previous years' content with updated stats and dates
- Comm plan focused heavily on alumni letters, but limited faculty & student voice
- Recent years showed continual enrollment declines



- Full-service enrollment strategy, marketing, and technology firm
- Founded in 2011 with 3 employees
- Current staff of 80+ strategists, account services, creative development, data management, and interactive design specialists
- Offices in New York, Virginia, North Carolina, and abroad
- 70+ partner institutions in 15 states
- Core Services:
 - Enrollment Strategy & Marketing
 - Creative Services
 - Element451: Admissions Technology Platform & CRM

SPARK451[®]



What we've been up to

- Partnered together in Fall 2017
- Student search and enrollment marketing strategy collaboration
- Expanded communication stream with more varied touch points
- Communication to students, parents, high school counselors
 - Multi-tactical approach
 - E-comm, Print, Digital Media
- Survey work to key student segments
- Admitted Yield messaging and strategy consultation



SPARK451®



WHO IS YOUR TARGET AUDIENCE?



Gen Z Traits

They expect technology to work
That's why they like Apple

They socialize while consuming
And socialize when deciding to consume

They choose speed over everything
Fast-food sales are at an all-time high

They're looking for adventure
And willing to encounter danger

They're passionate about values
And care about the values of institutions

They care about being genuine
And expect others to be genuine too



Diverse

By 2020, more than **50%** of American children will be part of a **minority** race or ethnic group.^[4]

Digitally Native

They **multitask** across **5 screens**,^[5] and almost half use technology for over **10 hours** each day.^[6]

Entrepreneurial

72% of high school students want to start **their own businesses** someday.^[2] **60%** want their jobs to **impact** the world.^[3]

Concerned

58% are either somewhat or very **worried** about the future,^[7] and **76%** are **concerned** about humanity's impact on the planet.^[8]

Passionate

In 2015, **37%** **donated** to or **volunteered** their time to a cause, **36%** **educated** family and friends about a cause, and **23%** **boycotted** an activity or company.^[11]



They were born from the **mid-1990s** to **the present**.^[9] While we can begin to understand their early lives, we are **still learning** about what they are like as adults.

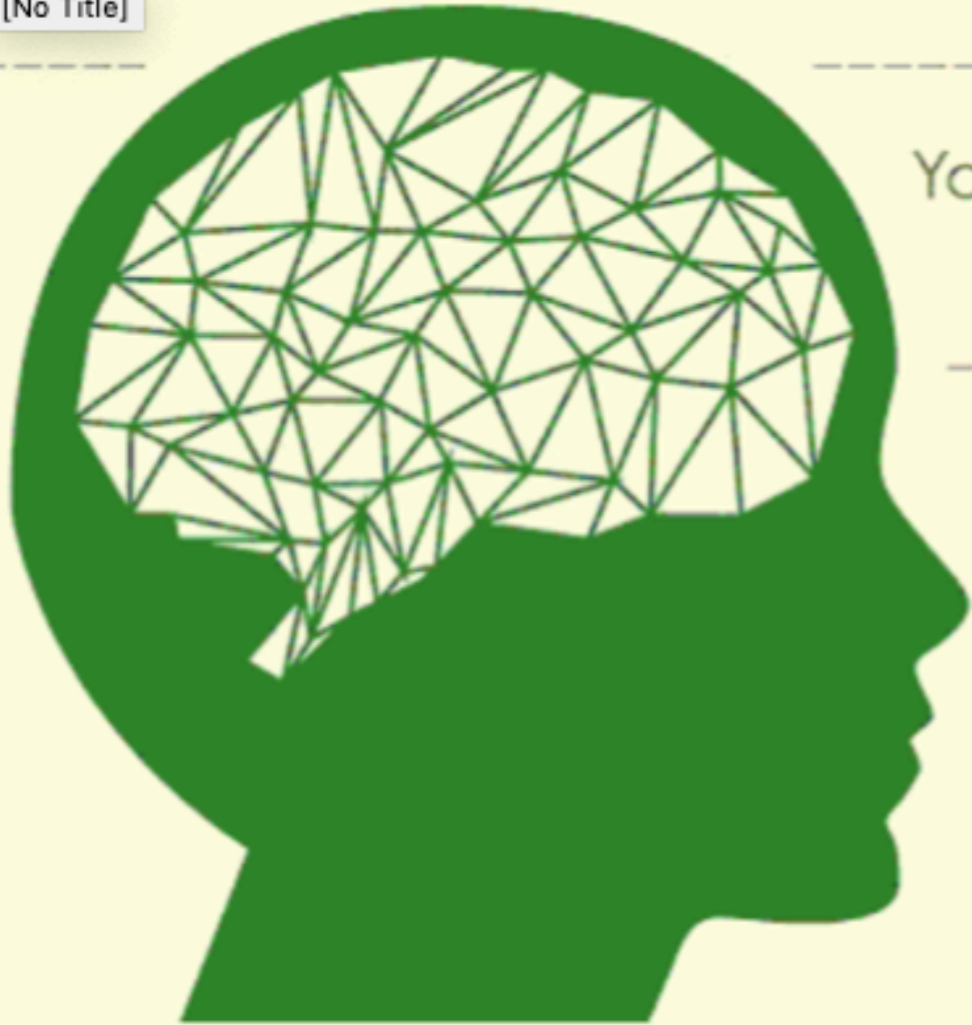
Source: [Medium.com](https://medium.com)



6 HRS

Gen Zers spends 6 hours or more a day on mobile

[No Title]



Your product pitch should be
brief and to the point.

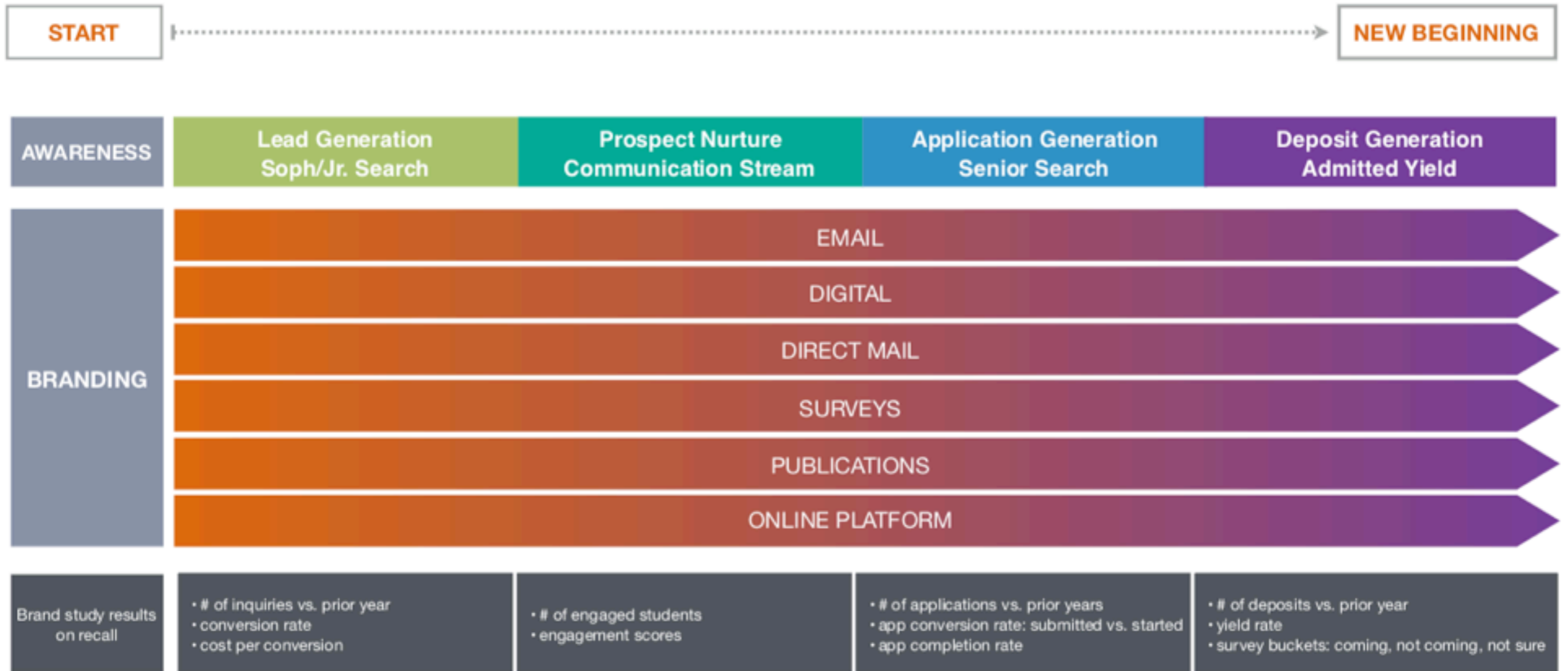
Generation Z has an attention span of
8 seconds.

Approximately **11%** have **ADHD.**

Gen Z Messaging Challenges

- Balancing poignant and relevant content with brevity and efficiency
- Representing one institution to a variety of students (while staying true to your brand)
- Achieving mass appeal while maintaining authenticity
- Being present in the right spaces (platforms) at the right times without being intrusive
- Don't want to be tracked, but want to be "known"
- Mass communication balanced with a personal touch (without being "Big Brother")
 - 1. Show me that you know who I am --- but don't be creepy**
 - 2. Speak to my perspective**

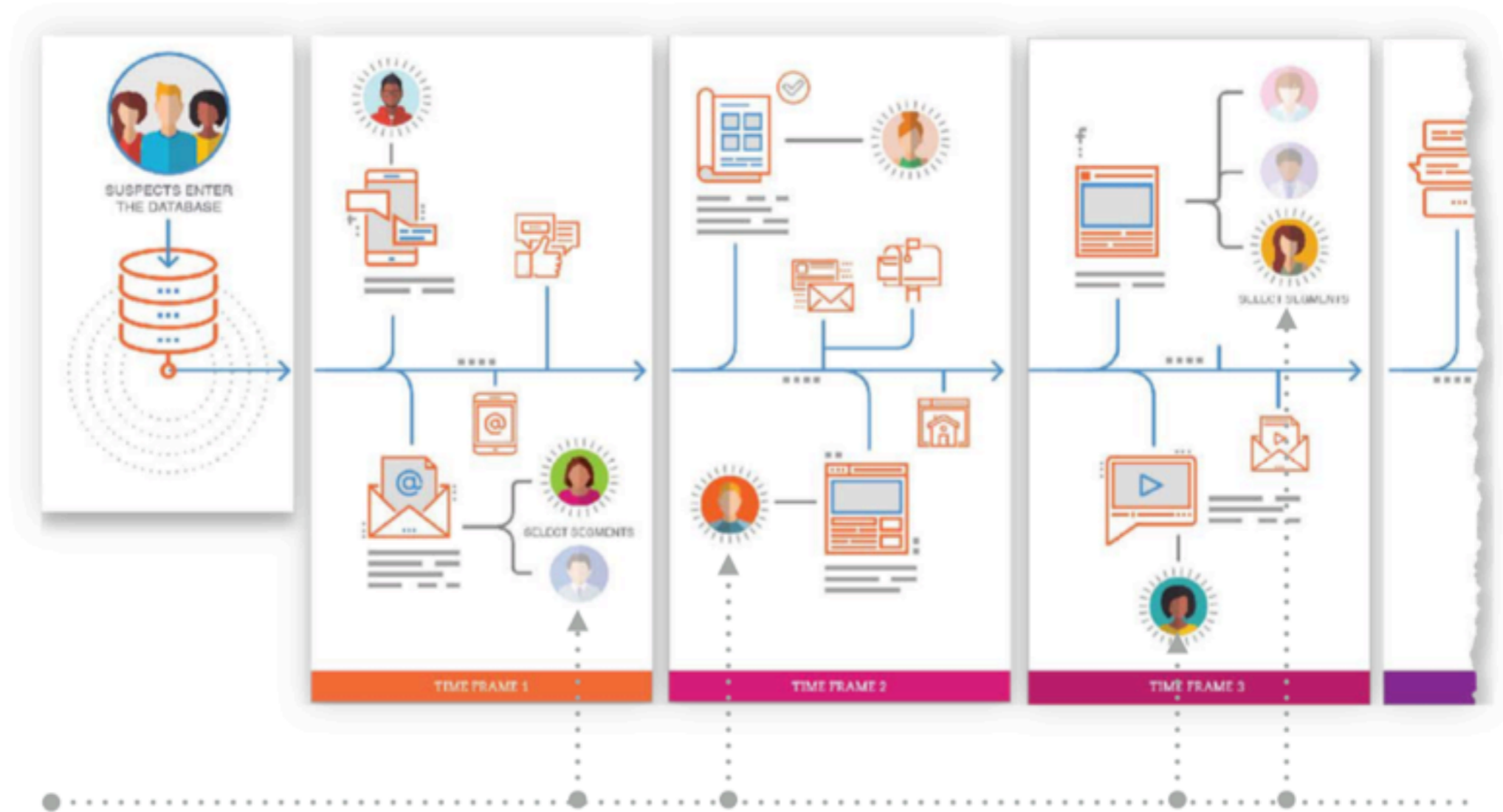
Student Journey



Communications Driven by a Shared Strategy

SPARK451

Main communication stream



Individual, admission-process messages

Electronic Example of Cookie Cutter

██████████ November 17, 2017 at 6:09 AM

December 1 deadline, scholarships and more

To: Steve Kerge,
Reply-To: ██████████

I have several things to tell you, Bridget.

First, be sure to mark **December 1** on your calendar. This is your deadline to apply to ██████████ University with your ██████████ [Application](#), and I want to be sure that I hear from you by then. [Click here to apply now!](#)

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

Second, I'd like to give you an accelerated admission decision within four weeks of your application submission. And as long as I have your application by **December 1**, I can make sure that you receive automatic scholarship consideration too.

Third, ██████████ accepts the [Common Application](#), and you are welcome to apply through it instead. Just [add us to your list of schools](#) and you'll take advantage of the benefits I mentioned above.

It's great to be in touch with you. I look forward to receiving your application by **December 1**.

All the best,

██████████

P.S. Not only is ██████████ a great academic choice, but it's also an affordable one! Last year, *98.8%* of full-time freshmen received some sort of financial assistance, and last year's average award package was \$21,500. We want to make sure a great education is accessible to everyone! (And we also want to consider you for admission! Submit your [Adelphi Freshman Application](#) or the [Common Application](#) today.)

We received your contact information from a previous contact. Don't want to receive information from Adelphi? You can [opt out of our emails here](#).

██████████ December 1, 2017 at 9:19 AM

Remember to apply by midnight

To: Steve Kerge

I want to send this quick reminder to submit your ██████████ [Application](#) or the [Common Application](#) by midnight tonight.

Students at ██████████ have big dreams, they want to make a difference and they want to be really involved in their learning--and this could describe you.

I've already given you automatic scholarship consideration and an accelerated four-week admission decision. Just submit your ██████████ [Application](#).

[The Common Application](#)

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

[The Common Application](#)

And if you've already submitted your application, please let me know so I can update your status.

All the best,

██████████

We received your contact information from a previous contact. Don't want to receive information from Adelphi? You can [opt out of our emails here](#).

██████████ December 1, 2017 at 11:33 AM

RE: Remember to apply by midnight

To: Steve Kerge

Bridget,

I want to make sure you saw that you have until **midnight tonight** to submit your ██████████ [Application](#) or the [Common Application](#). Remember, you'll receive automatic scholarship consideration and an accelerated four-week admission decision.

Submit either your ██████████ [Application](#) or the [Common Application](#) as soon as you can!

All the best,

██████████

When Does it end?

[Redacted] December 31, 2017 at 7:15 AM

2 reasons to apply by January 15

To: Steve Kerge,
Reply-To: [Redacted]

As you probably already know, the [Redacted] application deadline is **January 15**. I'm looking forward to receiving your [Redacted] [Application](#) or the [Common Application](#), and I want to give you two reasons to apply by the deadline:

1. You'll receive automatic scholarship consideration
2. You'll get an accelerated four-week admission decision

Of course, there are far more than two reasons to apply by **January 15**. Every [Redacted] student gets hands-on learning experiences, nearby [Redacted] provides unparalleled opportunities for internships, Panther pride exists on campus every day--not just game day, students are at the center of every decision we make ... and so much more.

[You can click here to access your \[Redacted\] Application.](#)

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

[Or click here to go to the Common Application.](#)

You could be a great addition to the [Redacted] community, Bridget. I'm looking forward to hearing from you soon!

All the best,

[Redacted]

[Redacted] February 27, 2018 at 7:35 AM

Notification: 2 days until the March 1 deadline

To: Steve Kerge,
Reply-To: [Redacted]

Bridget,

[Redacted] **March 1** deadline will be here in just two days. This means that you have only a little more time to [apply with your \[Redacted\] Application](#) or the [Common Application](#) and receive:

- Automatic scholarship consideration
- An accelerated four-week admission decision

I know that the deadline is approaching soon (and that you're very busy!), so we've worked hard to help you finish quickly, no matter which application you choose.

Your [\[Redacted\] Application](#) has been streamlined for your convenience, and I've even created your account for you. Just click the name of the application to get started.

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

I'm also happy to accept the [Common Application](#) profile application in no time! (Just be sure to complete your profile.)

If you've already applied, thank you very much for your interest in [Redacted]. We'll be in touch with you **next two days!**

All the best,

[Redacted]

[Redacted] March 2, 2018 at 7:04 AM

One-day extension

To: Steve Kerge,
Reply-To: [Redacted]

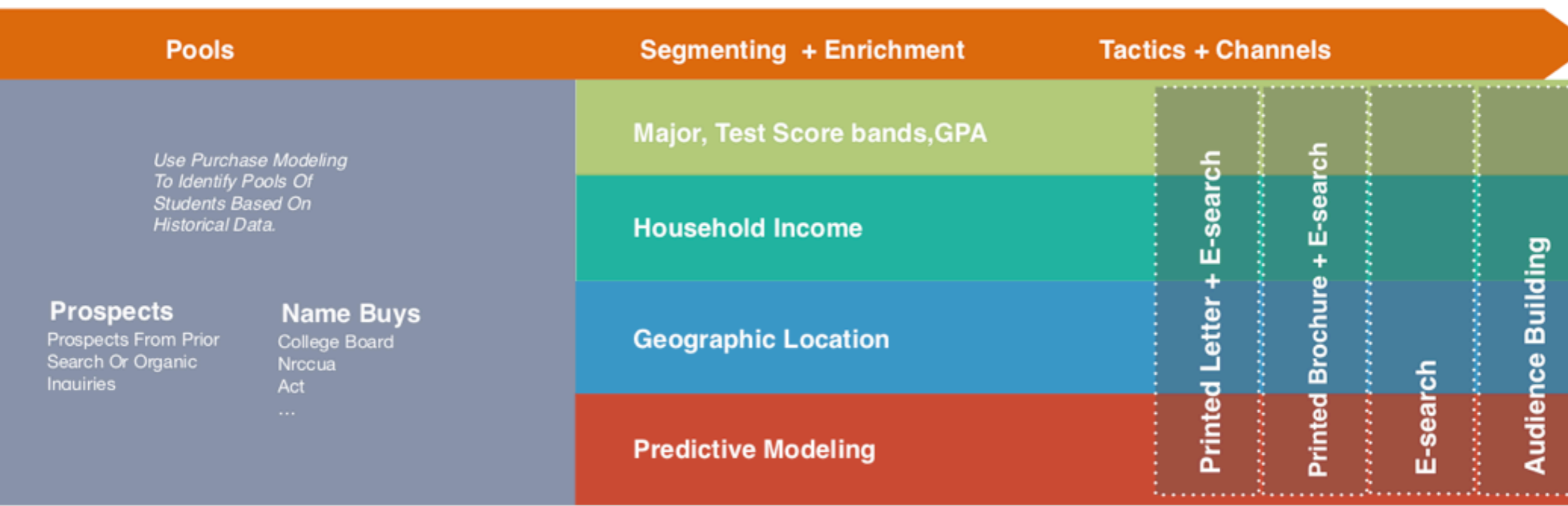
Good news, Bridget--I'm able to give you **one more day** to apply!

Take advantage of this extension now:

[Click here to access your \[Redacted\] Application.](#)

You'll need your User Name and Password to return to your application.

Search Activity Sequence



Search Activity Sequence

E-search

E1

Major Based

Email Based On Academic Major. We Customize The Content And Images To Each Student Based On Their Major Or Major Groups

E2

Income

We Utilize Income Thresholds To Target Need Or Merit Based Topics Including Ppy, And The New Financial Aid Process.

E3

Location

Based On Student's Proximity To Campus We Highlight The Campus, City Or Surrounding Area.

E4

Academic Quality

We Connect High Achieving Students With High Touch Opportunities Like Faculty Contacts.

.....
E(n)

Predictive

We Recommend Higher Value Offers To Students With Higher Predictive Scores.



Examples of
**Segmented
Messaging**

Messaging based on **student's interests**



[user:first_name], lead an accounting department, work for a *Fortune* 500 company, or launch your own company someday.

No matter your career goal, Ferrum College is an investment with unlimited returns.

In our business program, you can choose from a variety of emphasis areas, including business analytics, financial management, management, marketing, and sports management. You'll work alongside faculty on projects relevant to your goals and apply what you learn at numerous internship opportunities. In addition, our Ferrum Business Advisory Board and Executives in Residence programs are ideal forums for making professional connections. Plus, our curriculum is designed to boost your communication and critical thinking skills — traits desired across all industries.

APPLY NOW

Apply by **September 1** and receive the following benefits:

- Waived application fee
- Expedited admissions decision
- \$1,000 scholarship (\$2,000 if you **visit campus**, too!)

[user:first_name], start something big at Ferrum College. **Apply now!**

Sincerely,



[user:first_name], chase the big story as a journalist, express yourself in the visual or performing arts, or further your education in graduate school.

No matter your career goal, Ferrum College can help you launch a future that brings change, understanding, and beauty to the world.

Choose from a wide range of arts and humanities programs, including art, English, history, journalism, media and communications, religion, and many more. You'll work alongside faculty on projects relevant to your goals and apply what you learn during internships and community service projects. Hands-on learning is also available through Ferrum Radio, play-by-play at sporting events, student publications, and various music ensembles. During E-Term, theater students produce a play in just three weeks! Plus, our curriculum is designed to boost your communication and critical thinking skills — traits desired across all industries.

APPLY NOW

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- Waived application fee
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- \$1,000 scholarship (\$2,000 if you **visit campus**, too!)

[user:first_name], start something big at Ferrum College. **Apply now!**

Sincerely,



[user:first_name], teach calculus in high school, shape young minds in elementary school, or lead your own school as principal someday.

No matter your career goal, Ferrum College can help you launch a successful future teaching others.

In our teacher education program, you can choose from three options: Elementary (PK–Grade 6 licensure), Secondary (Grade 6–12 licensure), and All-Level (PK–Grade 12 licensure). You'll focus your studies by majoring in subjects like agriculture, business, or liberal arts. And since hands-on experience is a cornerstone of our teacher education program, you'll build experience by spending 20 to 40 hours in a classroom setting under the guidance of professional teachers. Plus, our curriculum is designed to boost your communication and critical thinking skills — traits required wherever you decide to start your teaching career.

APPLY NOW

Apply by **September 1** and receive the following benefits:

- Waived application fee
- Expedited admissions decision
- \$1,000 scholarship (\$2,000 if you **visit campus**, too!)

[user:first_name], start something big at Ferrum College. **Apply now!**

Sincerely,

Where you're from dictates **perspective**



[user:first_name], who knew so much was close to Ferrum College?!

Outdoor adventures in the Blue Ridge Mountains are right at your doorstep. The Harvester Performing Arts Center, where the likes of Willie Nelson and the Infamous Stringdusters perform, is 10 miles away. Plus, Roanoke and its growing number of restaurants, museums, and career opportunities are just 35 miles from campus — and you can take a campus shuttle there!

That's only the beginning. **Apply now** to Ferrum to benefit from a location that's the perfect kickoff point for countless activities and hands-on learning opportunities. Here are just a few ideas:

- Hike, bike, climb, and fly fish with Ferrum Outdoors. You can even try spelunking (after you look it up).
- Gain valuable research experience in the environmental sciences at Smith Mountain Lake — just 30 miles away.
- Grow your agriculture know-how in the gardens and greenhouses at Ferrum's Titmus Agricultural Center, one of the top college farms in the nation.
- Hop the express to Roanoke for festivals, dining, museums, and internships. You can also take the shuttle to nearby Rocky Mount for food, music, and small-town charm.
- Build your résumé at numerous internship and career opportunities just across the border in Greensboro and the Research Triangle in North Carolina!

APPLY NOW

Submit your application by November 1, and we'll waive your application fee, give you a speedy admissions decision, and award you a \$1,000 scholarship. (Earn an additional \$1,000 scholarship when you **visit campus!**)

[user:first_name], you don't have to follow the crowd to those big schools in



[user:first_name], looking for a different college experience in Virginia?

At **Ferrum College**, outdoor adventure is right at your doorstep in the beautiful Blue Ridge Mountains. Plus, the city of Roanoke and its growing number of restaurants, museums, and career opportunities are just a short shuttle ride away.

That's only the beginning. **Apply now** to Ferrum to benefit from a location that's the perfect kickoff point for countless activities and hands-on learning opportunities in Southwest Virginia and beyond. Here are just a few ideas:

- Hike, bike, climb, and fly fish with Ferrum Outdoors. You can even try spelunking (after you look it up).
- Gain valuable research experience in the environmental sciences at Smith Mountain Lake — just 30 miles away.
- Grow your agriculture know-how in the gardens and greenhouses at Ferrum's Titmus Agricultural Center, one of the top college farms in the nation.
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[user:first_name], want to break free from the typical college experience?

At **Ferrum College** in beautiful Southwest Virginia, outdoor adventure is right at your doorstep in the Blue Ridge Mountains. Plus, the City of Roanoke and its growing number of restaurants, museums, and career opportunities are just a short shuttle ride away.

That's only the beginning. **Apply now** to Ferrum to benefit from a location that's the perfect kickoff point for countless activities and hands-on learning opportunities in Southwest Virginia and beyond. Here are just a few ideas:

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Cookie cutter

Personal communication means being true to **YOUR BRAND**

FERRUM COLLEGE
802 Box 1000, Ferrum, VA 22029
478.632.1234 | ferrum.edu

Spark Student
802 Box 1000, Ferrum, VA 22029
478.632.1234

SUCCESS STARTS HERE
FERRUM.EDU/APPLY

FERRUM COLLEGE

VISIT US
SEEING IS BELIEVING WHEN IT COMES TO FERRUM COLLEGE!

Complex Tours: Monday, Friday, 10:00 a.m. and 2 p.m.; Saturday, 10:00 a.m.

Requires a \$1,000 scholarship for visiting. By November 1, you can earn an additional \$1,000 scholarship when you make an official visit to Ferrum.

Contact: 1.800.888.1234 | admissions@ferrum.edu

LEARN MORE AND REGISTER AT FERRUM.EDU/VISIT

Give this card to your school counselor
to request that your official documents be sent to Ferrum College

FERRUM COLLEGE

MAKE THIS YEAR COUNT

With senior year around the corner, you'll soon be preparing for your next phase. But there's no need to stress—we're here to help. Start discovering everything Ferrum has to offer.

FERRUM.EDU/LEARNMORE

FERRUM COLLEGE
802 Box 1000, Ferrum, VA 22029

\$39K+ AVERAGE FINANCIAL AID PACKAGE

20 MEN'S / WOMEN'S NCAA DIV. I ATHLETIC TEAMS

1,200 STUDENTS / 25 STATES

Confirm your interest to claim your college guide! ferrum.edu/learnmore

When you request your information, we'll send you a guide so you can start discovering what sets Ferrum apart. We'll reach out to you.

- Get 10+ application essays
- Personalized placement learning opportunities
- Apply and be one of 100+ of our most affordable private colleges
- Our online and community that spans to the middle of "Next Fall, See Ourselves!"

Make sure you schedule a visit to our campus in Ferrum, Virginia. Making a visit is an integral part of the \$1,000 merit scholarship!

Personal communication means being true to **YOUR BRAND**

Spark Student
800 Ferrum Avenue
Martinsburg, WV 26150
800.555.5555

SUCCESS STARTS HERE

FERRUM.EDU/APPLY

FERRUM COLLEGE

Apply by **November 1** to receive:
Waived Application Fee • Expedited Admissions Decision • \$1,000 Scholarship

Dear [Name],

Expected change in a small school where they might happen. You'll have an engaged and supportive staff who are ready to help you. We're so glad you're engaged in a graduate school where you'll be able to graduate with a degree in your field. We're so glad you're engaged in a graduate school where you'll be able to graduate with a degree in your field. We're so glad you're engaged in a graduate school where you'll be able to graduate with a degree in your field.

APPLY TODAY
FERRUM.EDU/APPLY

VISIT US

SEEING IS BELIEVING WHEN IT COMES TO FERRUM COLLEGE!

Visit us today!
Monday - Friday, 9:00 AM - 5:00 PM
Saturday, 10:00 AM - 4:00 PM
Sunday, 12:00 PM - 4:00 PM

Request a \$1,000 scholarship for visiting by November 1, 2014. You can also request a \$1,000 scholarship when you make an official visit to Ferrum.

Contact:
1.800.555.5555
admissions@ferrum.edu

LEARN MORE AND REGISTER AT FERRUM.EDU/VISIT

Give this card to your school counselor

to request that your official documents be sent to Ferrum College

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FERRUM.EDU/LEARNMORE

\$39K+ AVERAGE FINANCIAL AID PACKAGE

20 MEN'S / 20 WOMEN'S NCAA DIV I ATHLETIC TEAMS

1,200 STUDENTS / 25 STATES

Confirm your interest to claim your college guide! ferrum.edu/learnmore


- Our 20+ majors and minors
- Available placement learning opportunities
- We'll get you in touch with Ferrum's best athletic coaches
- Our career and counseling staff helps us find the "right fit" for you. Not others!

Make sure you subscribe a card to our campus in Martinsburg, West Virginia. Being involved are eligible for a \$1,000 merit scholarship!

You can't reach Gen Z without going **Digital**

Instagram

ferrum_college
Sponsored



\$1,000
CAMPUS VISIT SCHOLARSHIP

Sign Up

ferrum_college Schedule your visit to SW Virginia's Ferrum College. Rising seniors can earn \$1,000 Visit Scholarship!

This is an Instagram post from the account 'ferrum_college', which is a sponsored post. The main image shows three students (two women and one man) talking outdoors. Below the image is a dark banner with the text '\$1,000 CAMPUS VISIT SCHOLARSHIP'. At the bottom of the post, there is a 'Sign Up' button and a caption that reads: 'Schedule your visit to SW Virginia's Ferrum College. Rising seniors can earn \$1,000 Visit Scholarship!'.

Ferrum College
Sponsored

Like Page

Visit Ferrum College in Southwest Virginia and earn a \$1,000 scholarship.



Make this Year Count
Discover our 70+ programs, career-launching internship opportunities, and incredible campus experience. Rising seniors are eligible for a \$1,000 Campus Visit Scholarship!

ADMISSIONS.FERRUM.EDU

Sign Up

Like Comment Share

This is a Facebook post from the page 'Ferrum College', which is a sponsored post. The main image shows a wide shot of a college campus with students walking on a path. Below the image is the text 'Make this Year Count' followed by a description: 'Discover our 70+ programs, career-launching internship opportunities, and incredible campus experience. Rising seniors are eligible for a \$1,000 Campus Visit Scholarship!'. At the bottom of the post, there is a 'Sign Up' button and a link to 'ADMISSIONS.FERRUM.EDU'. The interaction bar at the bottom shows 'Like', 'Comment', and 'Share' buttons.

Digital Advertising Platforms



Social Media Advertising Platforms



This block lists various digital advertising platforms. Under the heading 'Digital Advertising Platforms', there are icons for Amazon, Gmail, and O. Under the heading 'Social Media Advertising Platforms', there are icons for Facebook, Instagram, LinkedIn, Twitter, Snapchat, and YouTube.

PREMIER Google Partner

This is a 'Google Partner' logo, with the word 'PREMIER' in a small red box to the left of the 'Google Partner' text.



Results speak for themselves


- Email engagement well exceeds national averages
 - Open rates: ~ 12% - 15% (National avg.: 7%)
 - Click through rates: ~ 8% - 10% (National avg.: 1.5%)
- Campus visitors are up over previous years
- Two years in a row of ~4,000 applications
- New student enrollment is up and stabilizing
 - Earlier deposits than in previous years
 - More gender and geographic diversity
 - Stronger engagement bodes well for retention





SPARK451[®]

QUESTIONS?



THANK YOU
for attending this session!

We'd love to hear from you!

Please submit a session evaluation
via the conference mobile app
or from www.pcacac.org.

