Digital Marketing Strategies to Increase Graduate Program Enrollment

Remedy
Digital Agency

Purpose of Today's Meeting

- Who we are

- What we've done

- What we can do

- Pain points/considerations

- Goals of UNCW graduate level recruitment for 2019 and beyond

Meet Jenna Curry, Lead Digital Strategist

Port City Young Professionals Networking Group
Founder and President

Wilmington Today
Co-Owner; Director of Marketing

Greater Wilmington Chamber of Commerce
    2017 Entrepreneur of the Year Award
   Board of Directors, Past

UNCW Alumni
    2008 Bachelor of Arts in Communication Studies with Minor in Spanish
    UNCW Alumni Association, Board of Directors, Past
    Women's Golf Team
    Clocktower Society

Quality Enhancement for Non Profit Organizations (QENO)
Coach

Wilma's Women to Watch Award Winner 2015

Professional Trainer in Digital Marketing

- Jenna Curry Branded Trainings
- WordpressTV
- WordCamp Wilmington
- UNCW CHHS Social Media Best Practices
- Wilma Leadership Accelerator
- UNCW's QENO
- The Digital Media and Technology Group
- Cape Fear Women in Tech
- Commercial Real Estate Women
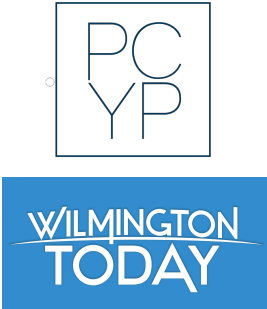
Meet Alisha Browne, Marketing Manager

EDUCATION

- B.S. INFORMATION DESIGN & CORPORATE COMMUNICATION; MINOR IN MARKETING
- Bentley University | Waltham, MA

WEB DEVELOPER & DIGITAL MARKETING COORDINATOR

- *UNCW Cameron School of Business (CSB) March 2016 – May 2019*

CERTIFICATIONS

- **GOOGLE ADWORDS CERTIFIED**
  - ▷ *AdWords Essentials & Search Marketing January 2018 - January 2019*
- **INTRO TO WEB DESIGN & DEVELOPMENT**
  - ▷ *Tech Talent South | Raleigh, NC Summer 2016*
- **HUBSPOT CONTENT MARKETING CERTIFICATION**
  - ▷ *HubSpot Academy May 2017 - July 2019*

SOCIAL MEDIA
Facebook
Instagram
Pinterest
Twitter
LinkedIn
Snapchat

CONTENT CREATION
One-pagers
Lists
How-To Guides
Profiles
Infographics

EMAIL MARKETING
Drip Campaigns
Newsletters
Value Ladders
Promotions
Rentention

WEB DEVELOPMENT
HTML
CSS
UX Testing
Basic Maintenance

SEO AND SEM
Website SEO
Keyword Research
AdWords
Google Display

SOFTWARE
Adobe Creative Suite
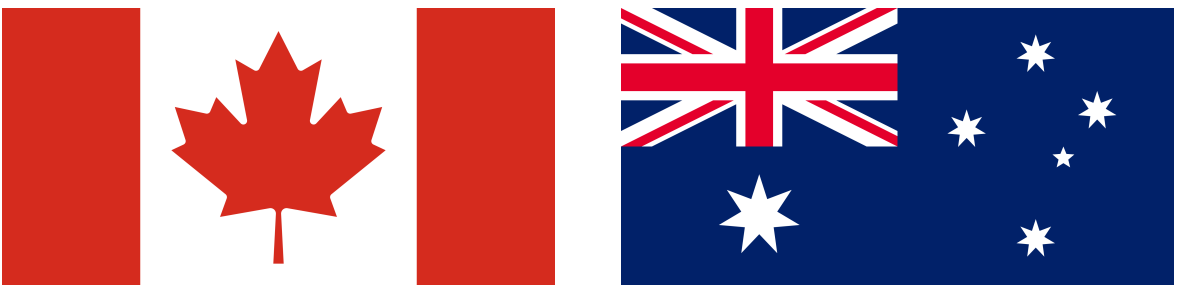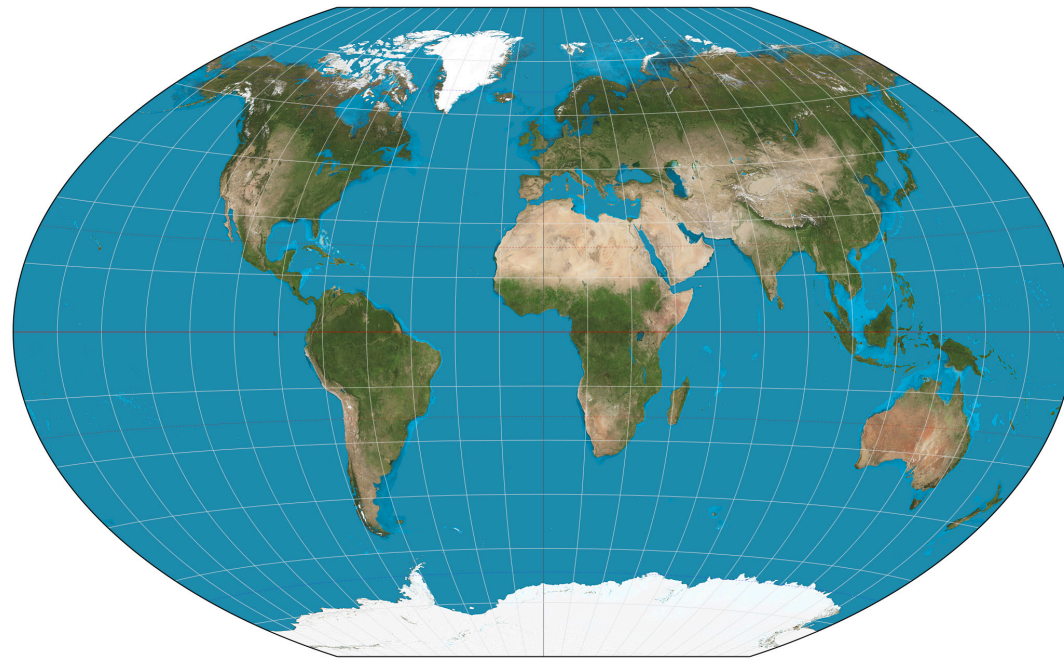HootSuite
Canva
Asana
HubSpot
MailChimp

Some of Our Clients

petrics

DOT MARKETING CO.

NewLine Loan

sleep therapeutics
Awaken your best life.

my BEEHYVE®

CAMPS AUSTRALIA WIDE

Coastal MASSAGE & SPA

JULIA'S
Wilmington's Premier Florist

UNCW®

The National Center for OUTDOOR & ADVENTURE EDUCATION

UNCW®
COLLEGE of ARTS AND SCIENCES

apal
APPLE & PEAR AUSTRALIA LTD

QENO
Quality Enhancement for Nonprofit Organizations

2018 Campaigns	Leads	CPL
Doctor of Nursing Practice	165	$12.50
Master of Coastal and Ocean Policy	170	$13.42
Master of Arts in Teaching (M.A.T)	97	$20.88
Masters in Spanish	97	$22.68
Earth and Ocean Sciences	91	$22.78
Master of Science in Data Science	79	$23.90
Environmental Sciences	75	$27.80
Masters in English	71	$28.55
Master of Arts in History	62	$30.63
Sociology and Criminology	66	$33.33
Master of Science Chemistry	57	33.94
Gerontology	42	$52.21
Master of Education Higher Education	41	$52.37
Master of Science Computer Science and Information Systems	36	$53.79
Master of Science in Instructional Technology MED /(MIT)	38	$55.93
Master of Arts in Liberal Studies (MALS)	23	$72.03
Masters of Public Administration	22	$100
Social Work	118	$7.71
2019 Campaigns	**Leads**	**CPL**
Master of Arts in Teaching (M.A.T)	39	$32.05
Master of Arts in Teaching Online MAT	104	$12.98
Certificate in Online Teaching & Learning	193	$4.96
Certificate in College Teaching & Learning	200	$6.19
Graduate School Open House	60	$19
Multimedia and Instructional Web Development	35	$8.98

- Campaigns for 28 UNCW graduate-level programs ran to date.

- Cost per lead averaged $4.95-$100/lead depending on the program goals, demographics, and success of the campaign.

- Average spend was $1,400-$2,200 over 1-3 months prior to application deadline.

Awareness

Prospects/
Data Capture

Inquiries/
Applicants
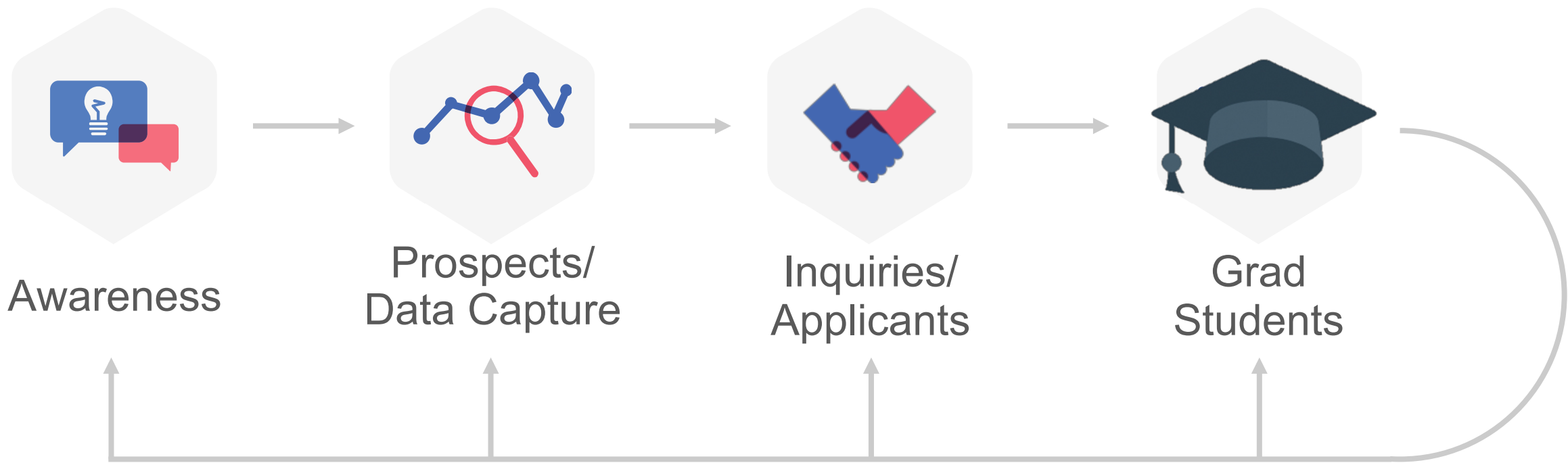
Grad
Students

REPUTATION/COMPETITION

Paid Ad on Facebook or Instagram for Interest or Event Sign-Up > Capture Contact Info Via Form > Notify Lead via Email > Notify Program Director via Email > Populate Contact info in Google Doc

UNCW Master of Arts in Teaching - MAT
Sponsored · 🌐

🎓Apply by May 15th for an Online Master of Arts in Teaching from UNCW.

Begin classes this summer and become licensed to teach K-6 in as little as 18 months!

Start the application→ http://bit.ly/uncwmat

HAVE YOU APPLIED?
May 15th Application Deadline

APP.APPLYYOURSELF.COM
Apply: Online Master of Arts in Teaching at UNCW   APPLY NOW

UNCW Master of Arts in Teaching - MAT
Sponsored · 🌐

🎓 "If you are serious about being a well-rounded and inspiring educator, then Watson is the place for you." - Molly, MAT in Elementary Education

🎓 "I chose UNCW because of the positive reputation of the faculty… More

Master of Arts in Teaching. Why…   Learn More
Molly, MAT in Eleme…

Meet Ray Seconda
Master of A

UNCW Department of Sociology and Criminology
Sponsored · 🌐

"I am leaving this program with useable and marketable skills, mentors, and a network of professionals who are more than willing to help me succeed." - Kathryn, MA in Criminology, 2016

✔️ Expertise in applied… More

Kathryn Lorraine Burnham
MA in Criminology, 2016

Master of Arts in Sociology and Criminology. Why…   Learn More
uncw.edu

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Program Director receives the contact info for lead via email and populated in Google Doc with guidelines for follow -up

You've received a lead for Watson's Certificate in Lead: Certificate in Online Teaching & Learning Program! We've sent them the welcome email from Dean.

Here is a link to track them in the spreadsheet (see tabs)
https://docs.google.com/spreadsheets/d/1ixsEHll9jNKumEqClRxAuQKmoacTWBhGaQo6joltSZs/edit#gid=1677237006

Name: %FIRSTNAME% %LASTNAME%
Email: %EMAIL%
Phone: %PHONE%

%VIEWCONTACTLABEL%

2019 Watson Grad School Leads

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Last edit was made 2 hours ago

Date Created

Date Created	First	Last	Email	Phone
4/6/2019	Matthew	Lococo	paxkinston@gmail.com	12522866652
2019-04-07	Winfield	Crews	crews708@embarqmail.com	12528230888
2019-04-06 20:33:03	Tammy	Baysden	tbaysden@duplinschools.net	19103750915
2019-04-06 22:59:31	Jill	Gunter	jilldgunter@gmail.com	19103526948
2019-04-06 23:03:20	Christine	Quinn	christinemquinn@gmail.com	19105244771
2019-04-06 23:03:45	Gretchen	Allnutt	jglandh@gmail.com	19105463305
2019-04-07 0:13:27	Kerry	Galvin	kerryjg13@yahoo.com	19103361435
2019-04-07 6:54:27	Allison	Heath	Anheath@nrms.k12.nc.us	12528139827
2019-04-07 7:01:30	Stephanie	Edwards	lizzyreedandme@yahoo.com	19102746961
2019-04-07 8:56:22	Angela	Tyler	atyler@columbus.k12.nc.us	18433337581
2019-04-07 9:29:03	Jodi	Butler	mykande@yahoo.com	19106191343
2019-04-07 10:13:06	Lori	Renee	boyettebunch@gmail.com	19192222954
2019-04-07 11:56:48	Jenny	Seaberg	jseaberg74@gmail.com	12527750016
2019-04-07 12:35:46	Dawn	Hill	dawndenisehill@gmail.com	252 624-4243
2019-04-07 13:41:13	Kristen	Diehl	kris.uncw@gmail.com	19108001015
2019-04-07 20:03:55	Erika	Tyndall	erikastanley89@gmail.com	19103372610
2019-04-07 22:45:41	Amy	Land	amyland@johnston.k12.nc.us	19198196317
2019-04-08 9:20:37	Tracy	Bruce	topsailislandgurl@gmail.com	19103884835
2019-04-08 15:15:24	Mariel	Davenport	marieldavenport1@gmail.com	19197203618
2019-04-08 22:16:16	Beth	Dodson	nosdodhteb@gmail.com	18503210529
2019-04-08 23:48:58	Wendy	Blewett	wbluet@yahoo.com	19193578931
2019-04-08 23:59:35	Lauren	Paige	lpaigem@hotmail.com	19103750212
2019-04-09 4:57:02	Sheri	Whipple	vtwhip@gmail.com	18023779684
2019-04-09 15:09:49	Alexis	Milner	amilneredu@hotmail.com	19105204632
2019-04-09 22:27:27	Genia	Keen	nitetink@gmail.com	19103863310
2019-04-09 22:29:28	Sherry	Leach	misssherrysmith@yahoo.com	19103058986
2019-04-10T17:43:21	Desiree	Garay	reeray23@aol.com	p:+19103520515
2019-04-10T17:54:51	Grace	Knaus	geknaus@gmail.com	p:+19196225245

- Try to follow up by phone within an hour of their email and leave a voicemail introducing yourself
- Send a personal email if you can't reach them by phone.
- Try them 3 times the first week then once a week after that

Types of info, messages, etc. to include to nurture the relationship with the prospect:

- Program news, awards, announcements
- Wilmington and/or UNCW news, awards, announcements that would matter to them
- Open houses, events, homecoming
- Links to videos
- Media coverage
- Deadlines approaching
- Photo/video and testimonial from someone they could relate to
- Helpful resources in learning more about the program or how to apply
- Connect with a graduate assistant to interview
- Have a Grad assistant follow up by phone or email to introduce and answer questions

- Example Sequence customized per program
  Auto-responder – Welcome/Intro
  Day 2 –   Links to Videos/Resources
  Day 3 –   Student Testimonials
  Day 4 –   Awards/Recognition/Announcements
  Day 5 –   Meet the Faculty
  Day 7 –   Application Deadline Reminder
  Day 10 – Open houses, events, Homecoming
  Day 14 – Media Coverage
  Day 20 – Connect with a graduate assistant
  Day 30 – Application Deadline Reminder
  Day 45 – Helpful resources in learning more
              about the program or how to apply
  Day 90 – Breakup Email sent to those that
   have not engaged/applied

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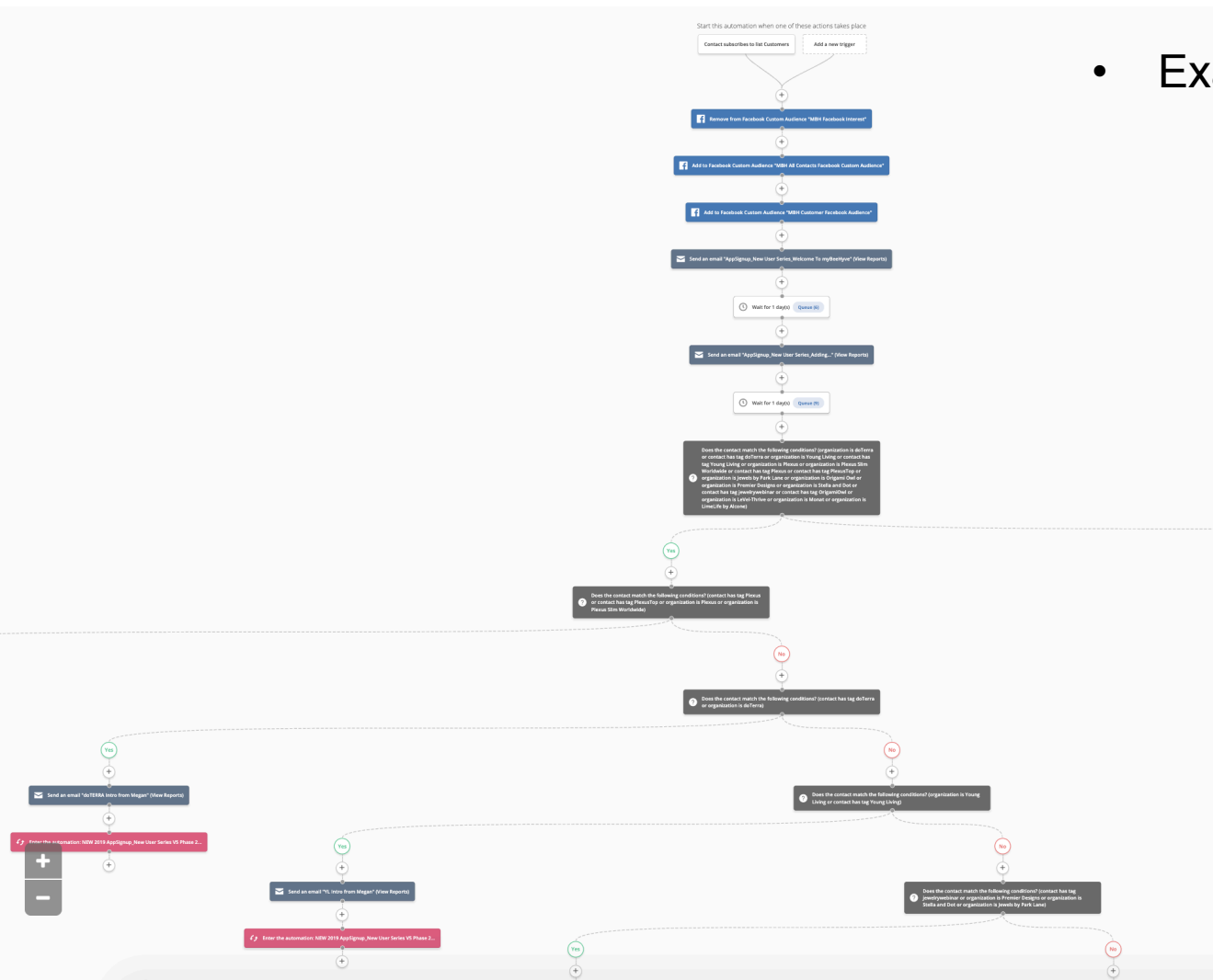
- *According to the 2017 Online College Students Report, 61% of students enroll with the **first institution** that contacts them.*

- *Princeton Review recommends students plan out 6 months prior to applying for Graduate School*

***Takeaways – respond and nurture leads quickly and for no less than 6 months.

How many schools did you contact or request information from about online programs?

	Undergraduate	Graduate
One	25%	17%
Two	32%	32%
Three	27%	28%
Four	8%	9%
Five or more	9%	14%
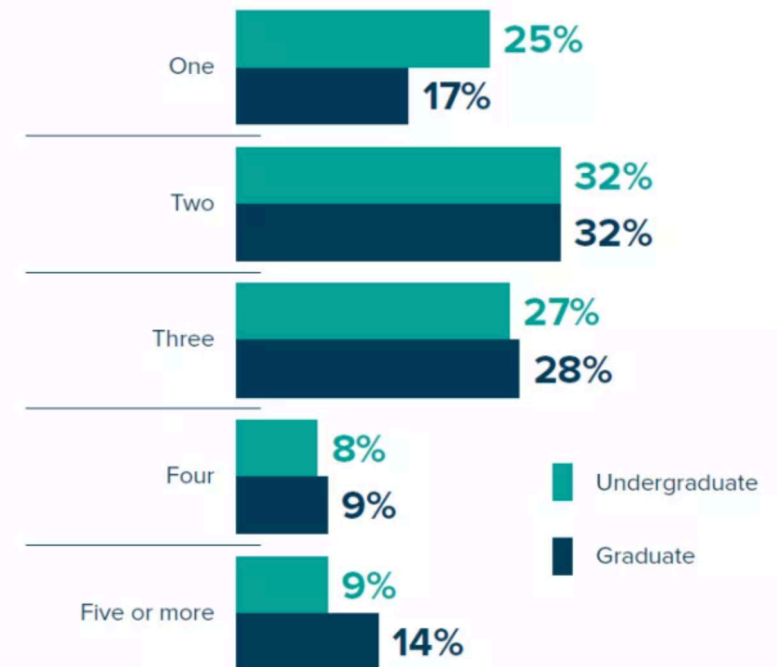
- **CRM Management (tracking the sales process)**
- **Paid Advertising**
- **Email Nurturing**
- **Organic Social**
- **Content for Inbound Marketing > Blogs, Content**
- **In Person Events (Info sessions and School visits/ Graduate School Fairs)**

Why Remedy?

- 6 years combined experience working on lead gen for graduate programs

- 6 years of data acquired through Facebook ad accounts, custom audiences, Hubspot, and active campaign platforms.

- Jenna has worked with over 26 departments at UNCW from website design, email marketing, new student lead generation, event lead generation, and social media marketing training (CHHS and QENO)

- Jenna is 2008 Alumni and Past UNCW Alumni Board of Directors Member

- Alisha has helped grow the CSB graduate and undergraduate programs the last 3 years

- Positive existing relationships with over 30 programs as well as OUR

- Transparency and reporting: strategy, ad spend, cost per lead

- Team of account managers, copy writers, and content creators to launch data-driven, targeted campaigns that generate results.

Services Offered

- ✓ **Paid Advertising**
    - ✓ **Facebook/Instagram Ads**
    - ✓ **Google Ad Words Paid Search**
    - ✓ **Google Display Network**
    - ✓ **YouTube Video Ads**

- ✓ **Consulting/Strategy**
- ✓ **Landing Page Design and Hosting (off UNCW site)**
- ✓ **Email & Text Nurture Sequences**
- ✓ **Calendar Booking Tools Built Into Flows**
- ✓ **CRM Management (tracking the sales process)**
- ✓ **A/B Testing**
- ✓ **Offline Tracking**
- ✓ **Social Media Management**
- ✓ **Content Creation**
- ✓ **Messenger Marketing with Chatbots**

- Pricing Breakdowns available for 6,12,18 and 24 Month Goal Based Campaigns

What are Enrollment Goals for 2019 and Beyond?

- Which programs?
- How many new students?
- In what amount of time?
- How many leads do we need to get an applicant? How may applicants result in an enrolled student?
- What would it mean to UNCW for each program to grow?

Test > Iterate > Repeat

Best Practices → Strategy/Implementation → Testing (Time) → Iterate → Scale

Let's do this!

Want to Download These Slides?

Visit: http://remedydigitalagency.com/uncwgrad

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