



Top 10 Marketing Mistakes That Colleges Make Most Often

Webinar

August 21, 2019

COMMON MISTAKES!

About Stamats

Your strategic partner in higher education

1923

Founded as a
family company

10,000+

Students Surveyed
in 2018

60+

Employees

90

Higher Ed Clients
in 2018

300+

Programs Analyzed

A+

Customer Ratings &
References

Housekeeping

- Use the Q&A button to ask questions at any time during the presentation.
- If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878.
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Stamats2020: A Conference for Higher Education Marketers

**FEBRUARY
17-19, 2020***

The Kimpton Brice Hotel
601 E. Bay St.
Savannah, Georgia 31401

#STAMATS2020

**February 17th is Presidents' Day.
Bring the whole family!*



www.Stamats.com/higheredconf

Your Speaker Today



Beatrice Szalas

Vice President for Client Services
Stamats

Top 10 Marketing Mistakes That Colleges Make Most Often

#1 A Lack of Research

Know Your Target Audience

- If you can describe your target audience very specifically, you are probably ready to tell your story and strengthen your brand.
- Who are your key target audiences? What is important to them? How do they perceive you? What are your greatest strengths, opportunities, perceived weaknesses?
- A lack of clarity regarding your target audiences (and what's truly important to them) puts your entire marketing program on shaky grounds.



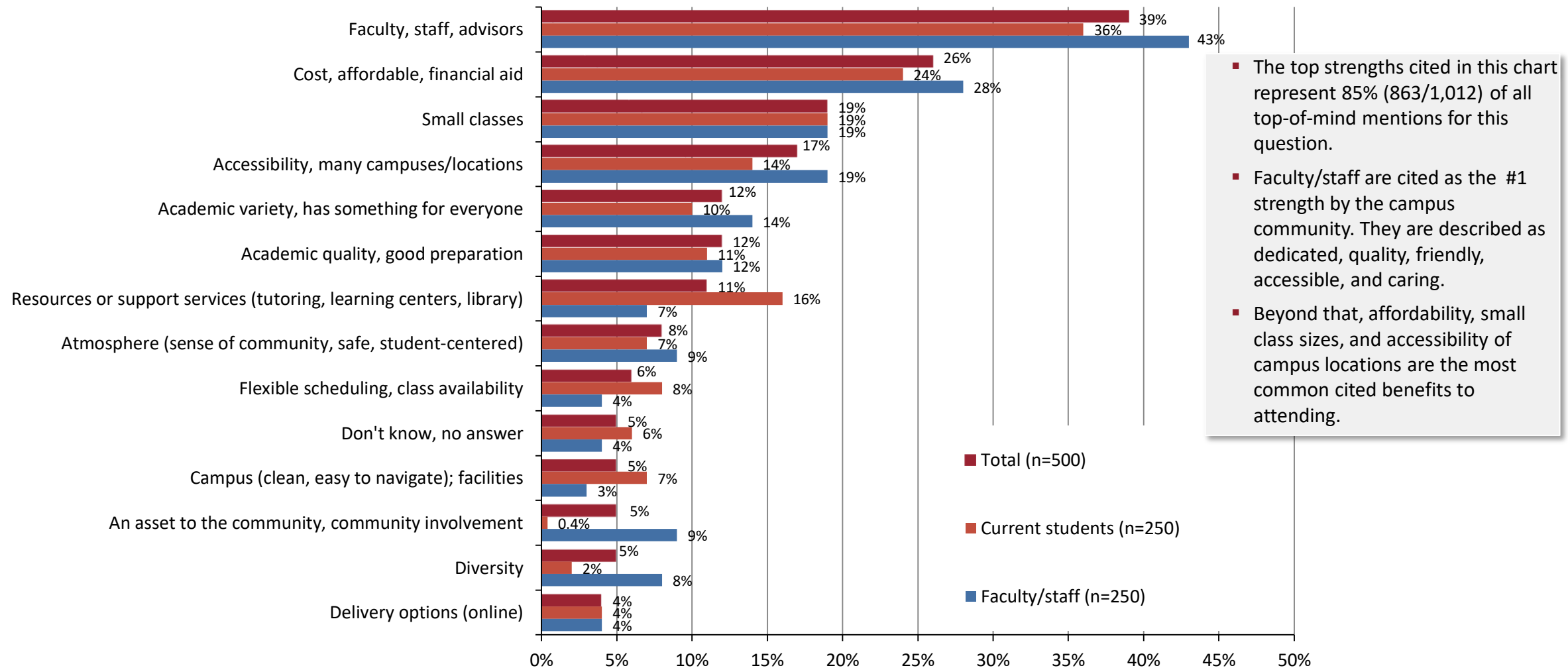
#1 A Lack of Research

Know Your Target Audience

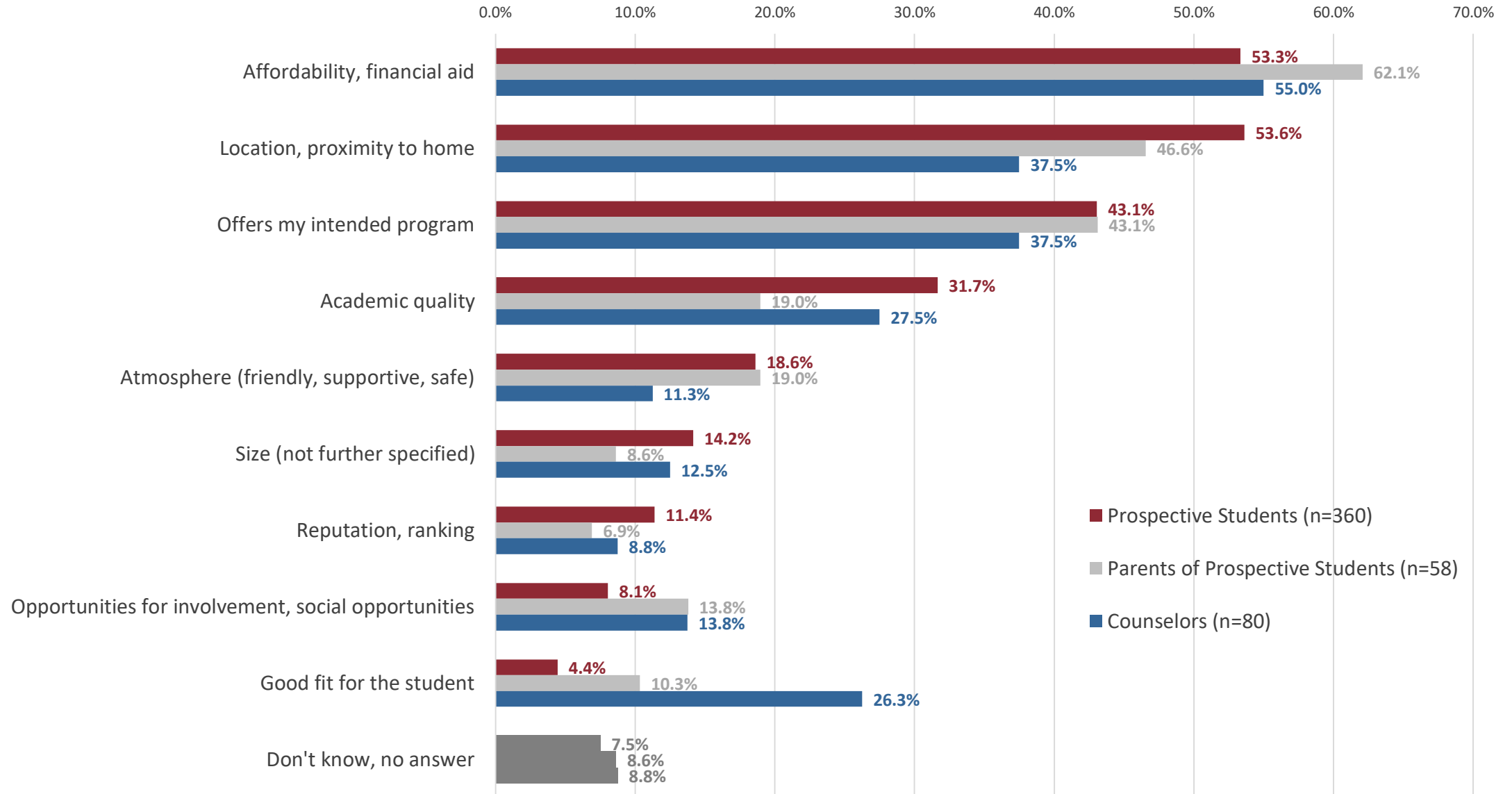
- Research can be qualitative, quantitative and secondary in nature.
- You must be prepared to get quality feedback – you must listen carefully, evaluate honestly, and decide what really matters.
- The point is to **gather insight** to help you make informed decisions as you develop your brand and develop a marketing campaign for your institution.



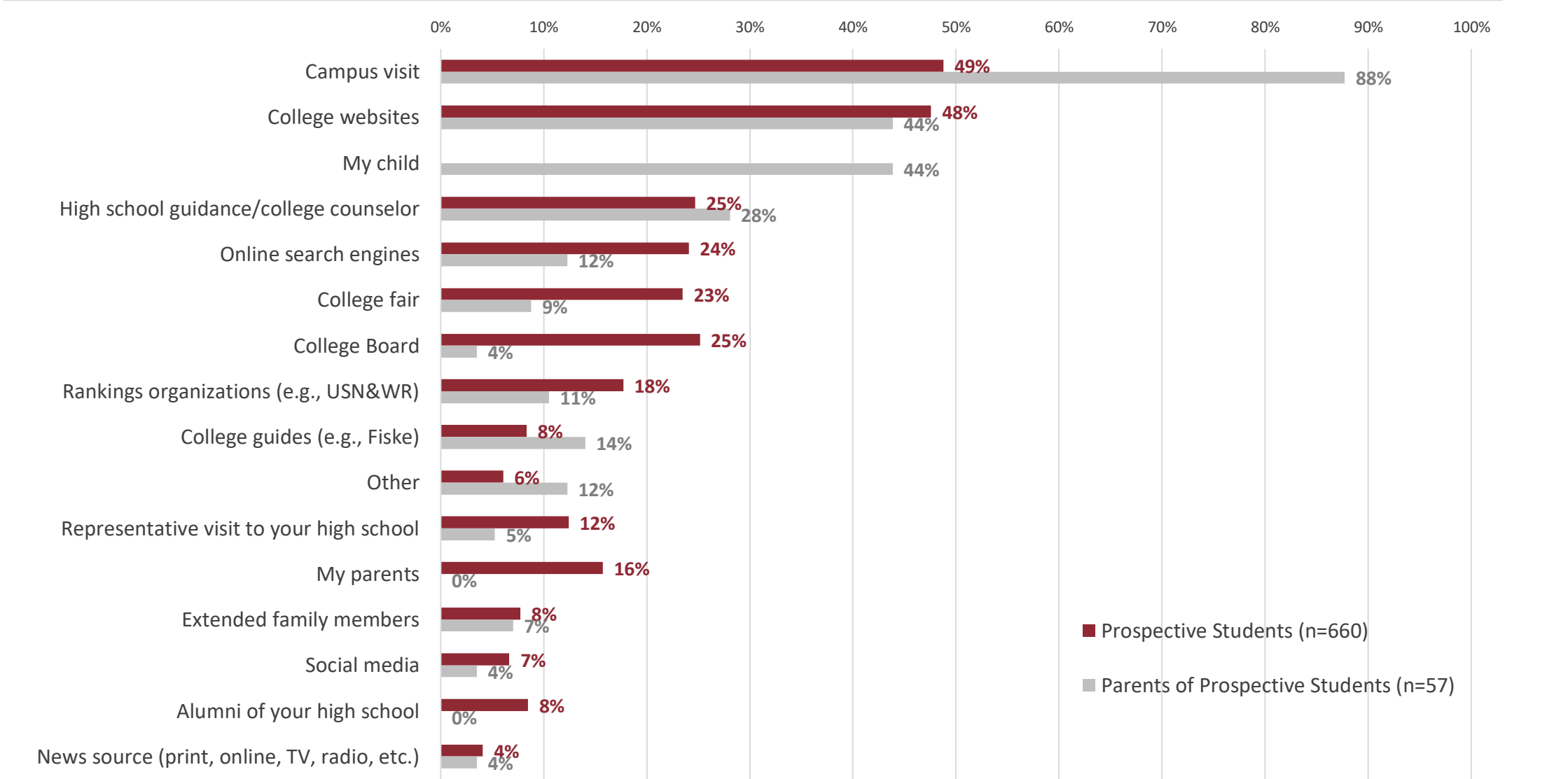
Unaided: What do you think is ABC College's greatest strengths? Top responses, multiple mentions possible.



What are the three most important factors you consider when evaluating a college or university? Open-ended.

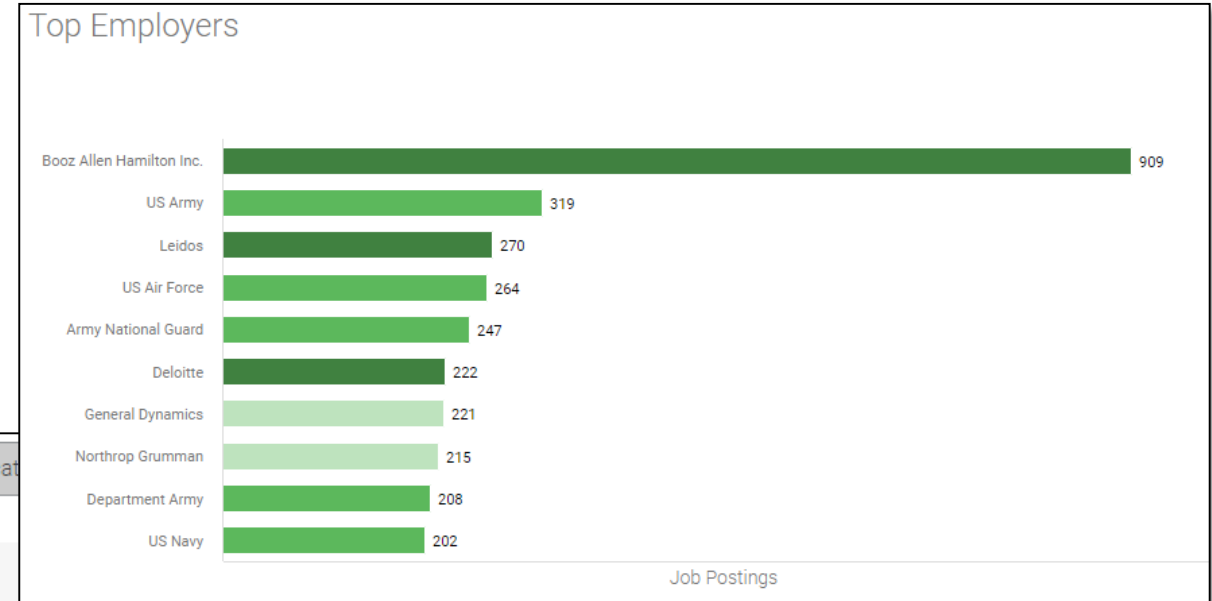
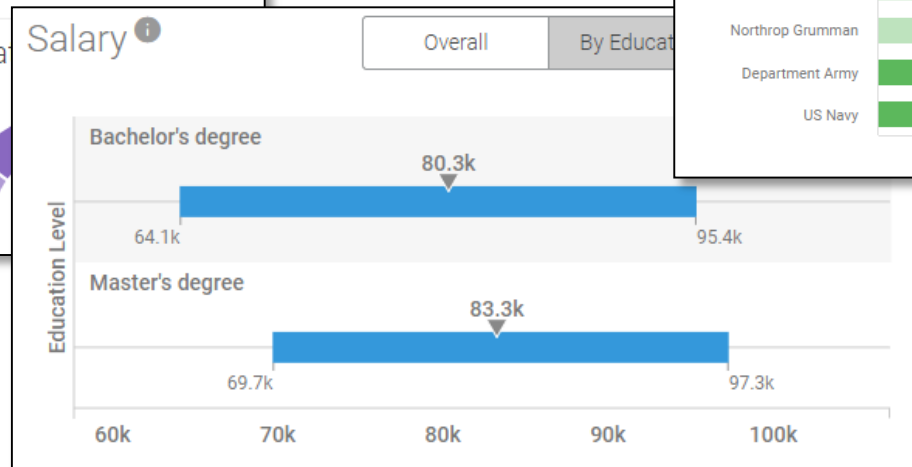
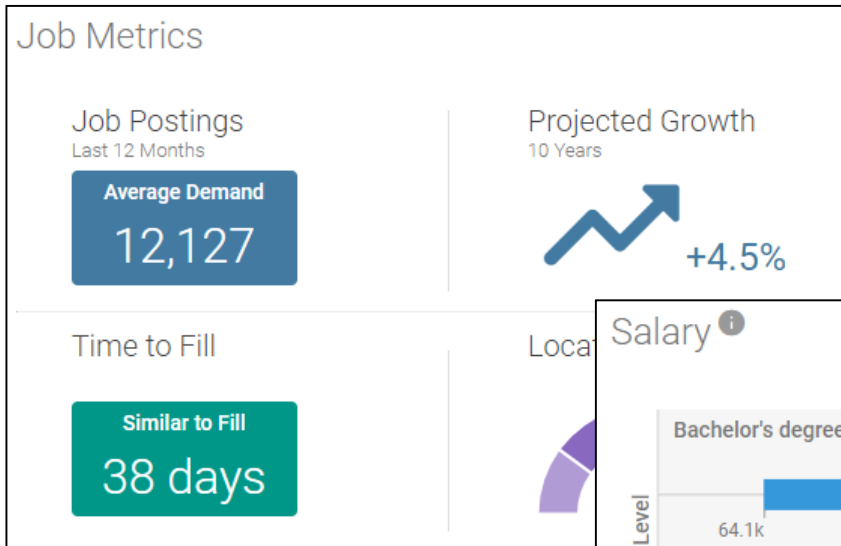


What resources are/were most helpful for you in gathering information about colleges and universities you [your child] may be interested in?



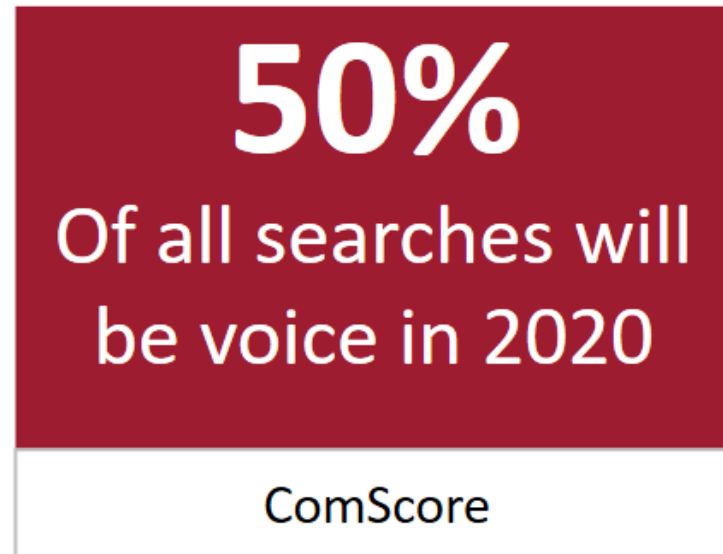
Additional Research to Consider

- Academic program research for program-level marketing
 - e.g., Security and Intelligence



Digital Research

- Digital transformation has changed everything, from the way students learn to the way you build awareness for your school to the way students find you online.



Website Questionnaire

Faculty & Staff



	Disagree	Slightly disagree	Slightly agree	Agree
Is easy to use	3.6%	21.4%	44.6%	30.4%
Accurately represents ABC	3.7%	11.1%	31.5%	53.7%
Looks/feels contemporary	5.4%	32.1%	33.9%	28.6%
Compares favorably with other college sites	10.9%	21.8%	36.4%	30.9%

N=78 of which 70% used the site that day

Current Students



	Disagree	Slightly disagree	Slightly agree	Agree
Is easy to use	17.8%	45.2%	26%	11%
Accurately represents ABC	6.9%	30.6%	45.8%	16.7%
Looks/feels contemporary	15.5%	39.4%	38%	7%
Compares favorably with other college sites	26.5%	32.4%	35.5%	5.9%

N=58 of which 60% used the site that day

#2 Not Testing Brand Positioning

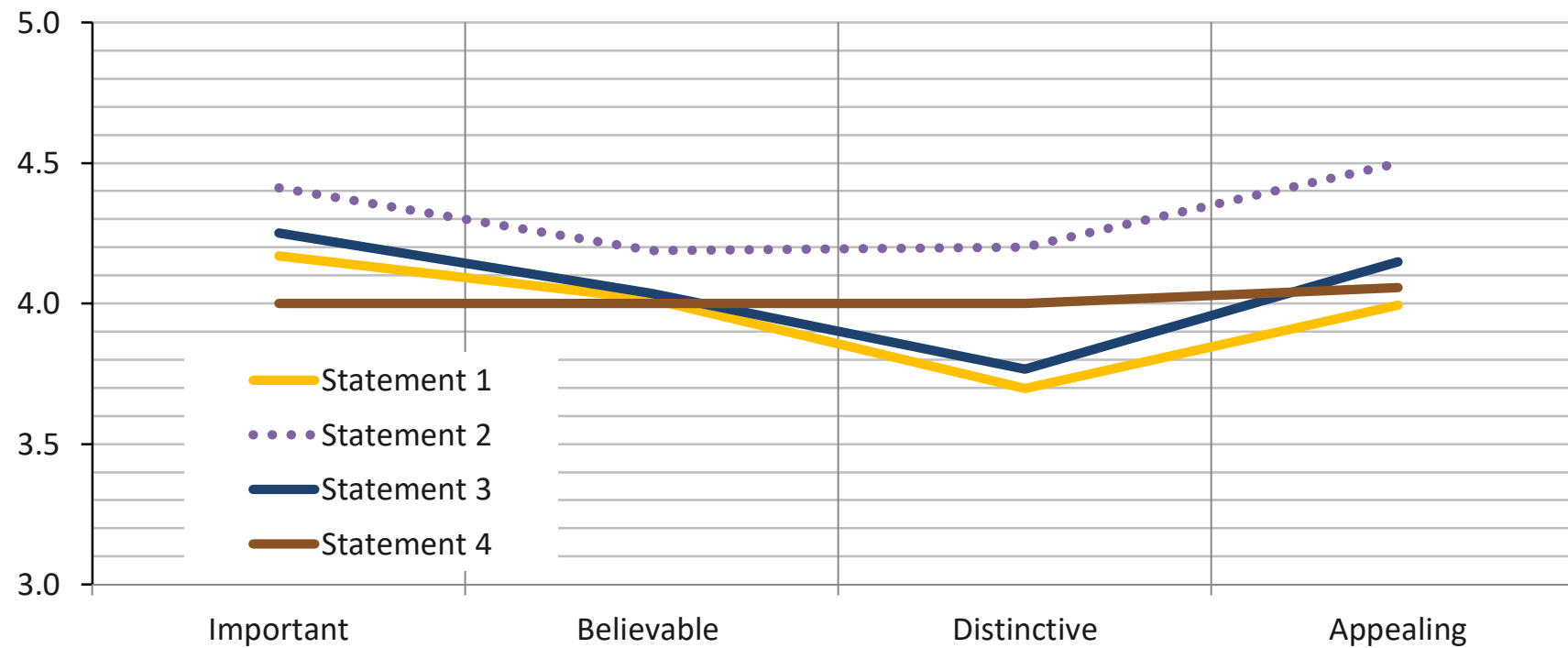
Develop a brand that speaks to both internal and external audiences

- Developing your brand promise or positioning statement by committee is a bad idea... unless you validate.
- Your brand promise should be a one-of-a-kind promise about who you are and what you want to be known for.
- It must be important, believable and distinctive.



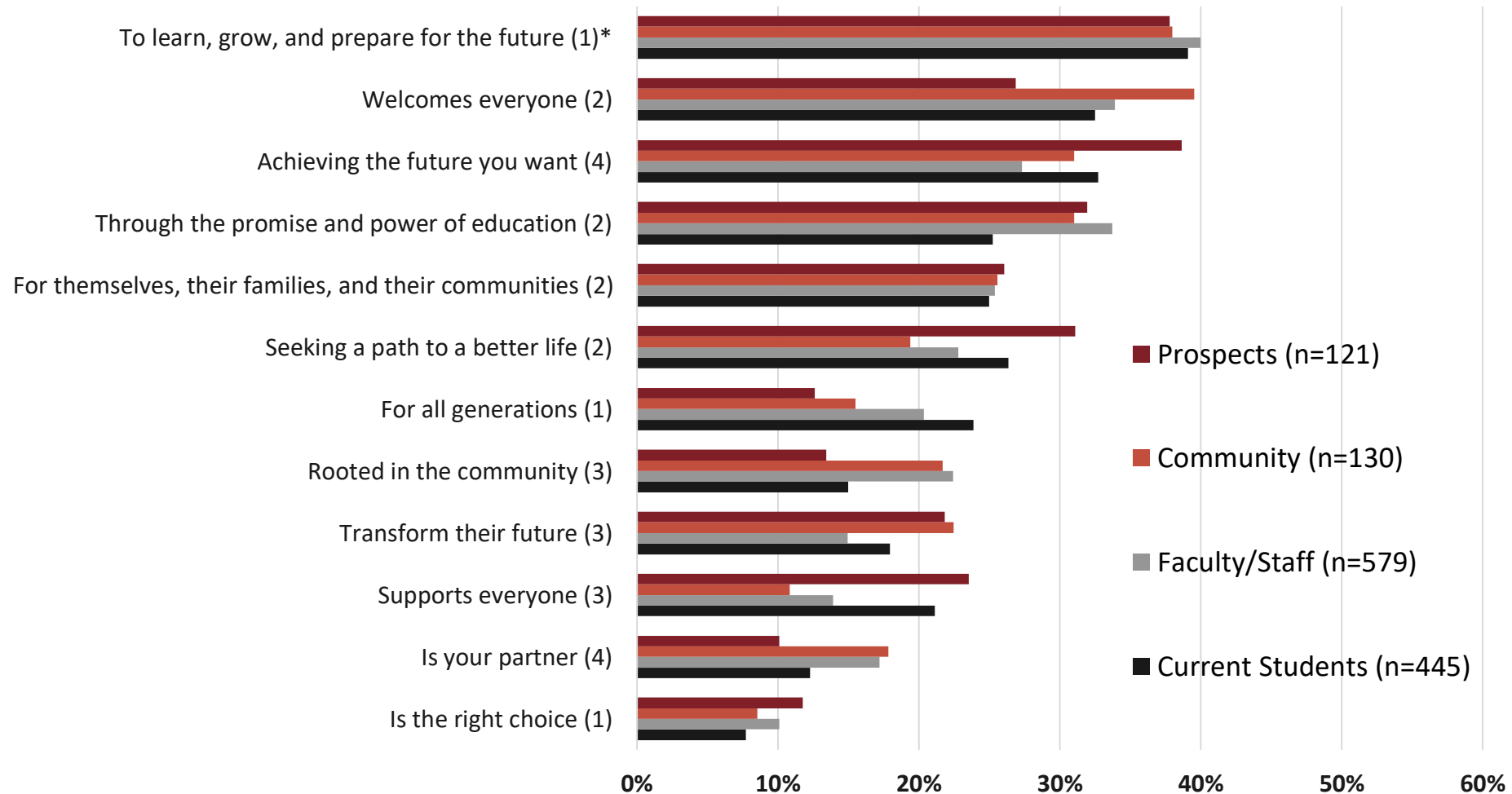
Brand Promise Testing

Please indicate your rating on a 5-point scale. 5=Very; 1=Not at all
Mean ratings displayed below.



Brand Promise Testing

Aided: Of the words and phrases used to create the brand promises, which elements do you feel should remain in the final statement. *Select up to three.*



#3 Lack of Buy-In and Consensus Building

Start on Campus

- An engaged and passionate internal audience cannot be overlooked as a highly effective mechanism for driving brand awareness.
- Institutions that empower their faculty, staff and student to carry out the brand promise develop a powerful network of brand advocates.
- Engage, inform, inspire...





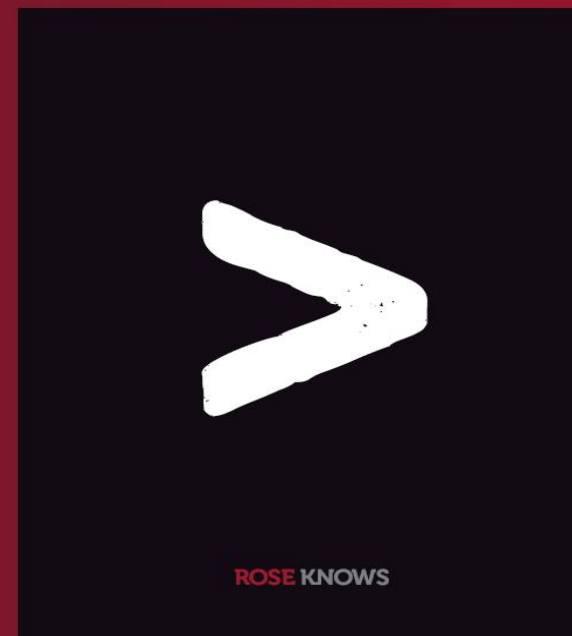
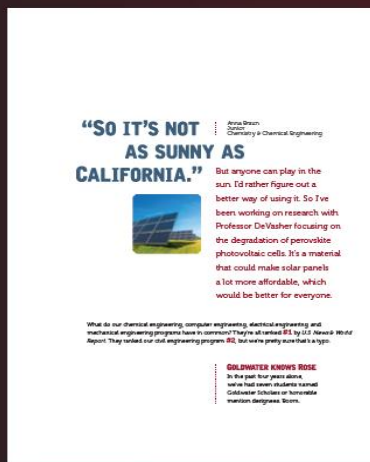
- Internal rollout at GCU Stadium with over 3,000 people in attendance including principals from all 21 high schools, teachers, staff, alums, business and community leaders.
- Student performances, awards, ethos video, alumni presentation, and the Superintendent sharing a strong vision for the future of Phoenix Union High School District.

#4 Not Being Distinctive

Take a Stand with Your Brand

Are there 3,600 colleges or one college with 3,600 different locations?

Rose-Hulman

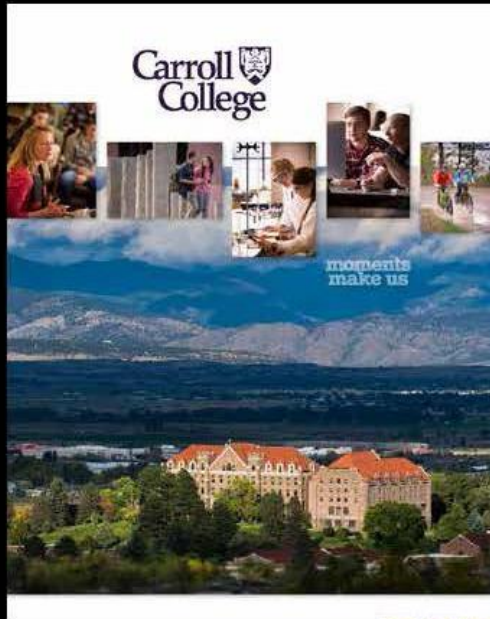


ROSE KNOWS

#5 Not Being Clear and Consistent

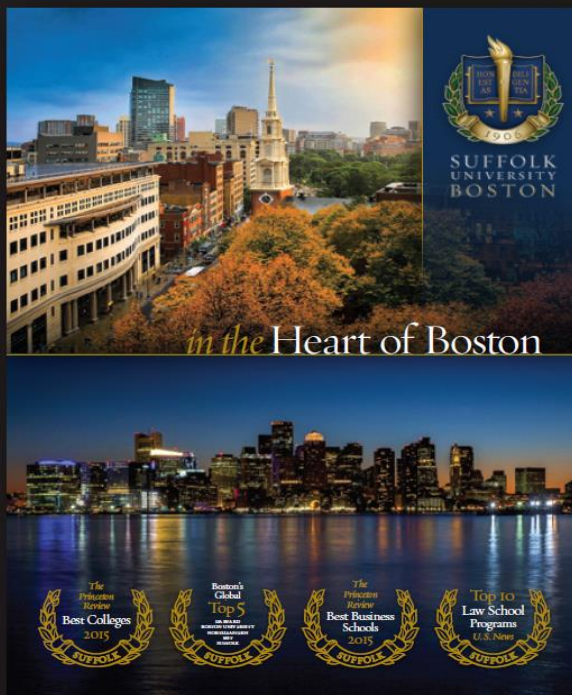
- Say it with less words – almost every slogan, webpage, viewbook, billboard is too long.
- Discipline yourself to communicate more clearly and succinctly – you'll be amazed at the impact.
- Make sure your communications consistent to create synergy and make your campaign more memorable.
- Your marketing must be frequent, *clear* and *consistent* for maximum results.

moments make us



#6 Being Too Generic

- Be concrete – let the facts do the talking for you.
- Use great student quotes, cite specific regarding faculty accomplishments, provide impressive statistics, tell stories of how your alumni are transforming their lives and the lives of others...
- The way to be persuasive is to *show* rather than tell.



SUFFOLK
UNIVERSITY
BOSTON



Suffolk University

bringing historic dimension to brand



Stevens Institute of Technology

an institution on the move



Storytelling

Because there are no limits to what you can achieve

Because it's never too late to create a brighter tomorrow

Because your story of success matters to Tucson and the world

Because learning and growing and finding new challenges to conquer ...

Is just who you are.

This is why you strive.

It's why we strive, together.

In a place where the true power is our community.

Our embrace of all people whose dreams are as diverse as where they are in life.

And our promise that you, and your goals, will always belong.

Because creating the kind of moments that can change the future for you and your family ...

Is just who we are.

Pima Community College

Keep Striving.

Keep striving...

**because education is the
foundation of a career that matters.**

Fabian Cooper has wanted to be an FBI agent since he was in high school in Nogales. His career goal is simple: protect people. Several days a week, he drives to our campuses. **"You can tell the teachers here really want to help,"** Fabian says. He intends to transfer to the University of Arizona to pursue a bachelor's degree.

Fabian - Class of 2020



520.206.4500 pima.edu



PimaCommunityCollege

/// **Keep striving.**

\$56,817

Average annual salary for a
Welding Inspector in Tucson
as of Spring 2019 (approx.)

Keep striving...

to find your passion.

“When I graduated from Sunnyside High School, I wasn't really sure what I wanted to do. I was interested in art and science - but when I discovered welding, I knew I had found my passion. **I love knowing that I can make something that will last forever.** When I graduate from Pima, I am going to further my education by getting a degree as a Welding Inspector.”

Tisha - Class of 2019



PimaCommunityCollege
FOUNDATION

@Pima_Alumni | 520.206.4646 | www.pima.edu/foundation





**Keep empowering
students to achieve their dreams.**

**Erica Hernandez's love of science
took root at Pima Community
College.** At Pima, Erica took part
in a NASA program that spiraled
into work in the Lunar Greenhouse
Outreach and Teaching Module at
the University of Arizona.

/// Erica graduated from Pima
with a degree in Liberal Arts, and
went on to earn a bachelor's degree
in Plant Science from UA. ///

Appropriately for a plant scientist,
she's now in the Ivy League at
Cornell University, studying how
artificial light affects the growth of
lettuce. /// It's heavy stuff, and
Erica thanks Pima for a chance to
grow. "There are lots of opportunities
at Pima. Just take the initiative."

/// Keep striving.

“What if we could grow food on the Moon?”

Full Spread

**“If you have a
dream, don't get
intimidated. Just
go for it, at Pima.”**

Tisha Cruz, 2019

**Keep supporting
our next generation.**

Passionate about sculpture and drawing, Tisha Cruz never envisioned a future in welding. But when she saw the "gorgeous" metalwork sculptures that relatives created with welding, a new light went on. /// Today, Tisha is preparing to graduate from Pima with a degree in welding and already has secured a job in the field. She plans on pursuing advanced training to become a welding engineer, and is using her skills to bridge the science and art of welding in amazing new ways.

/// Keep striving.

Full Single Page

TV Commercial

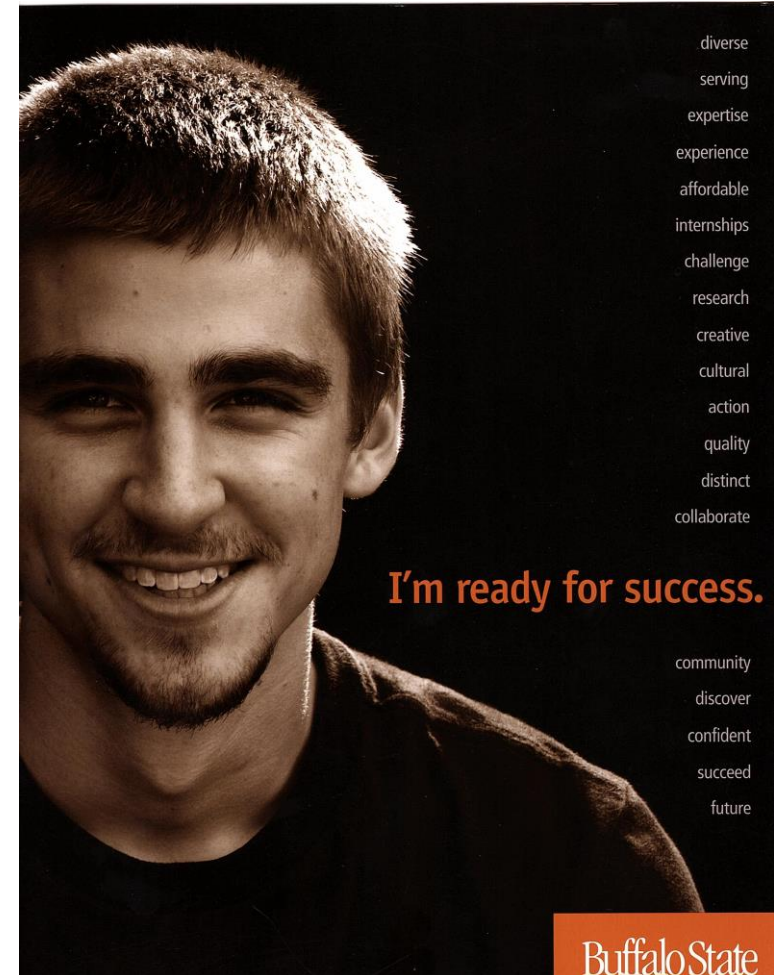
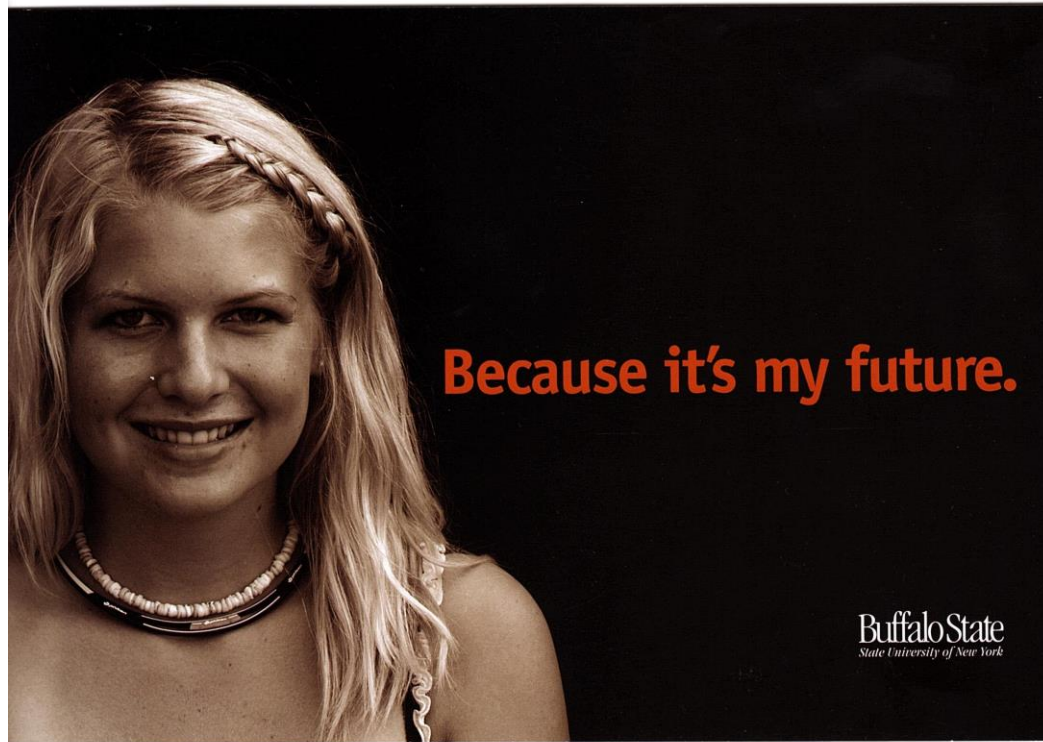


#7 Not Inviting Participation

Create a Dialog

- Today's savvy brands open the door for two-way communication through digital platforms and the use of social media.
- Invite your key audiences to participate in your brand.
- Have others share your stories for you.

Because of Buffalo State



BECAUSE OF

BUFFALO STATE



THE 2009–2010 ACADEMIC YEAR

A SEASON OF CHANGE

Nearly every day since I joined the Buffalo State community in July, I have heard a story about how this institution changes lives.

Students have told me how deeply they have been inspired by our many high-quality and distinctive programs, finding themselves challenged to think in new ways about the world and their own potential for making it a better place.

They also tell me how Buffalo State's many hands-on learning opportunities have empowered them to turn their ideas into action—and how well-prepared they feel to enter today's workforce.

Students, faculty, and staff alike have remarked on the unique strength of our diverse and creative campus environment, where each individual is respected for his or her talents and experiences and encouraged to bring these to bear for the good of the whole.

Day after day, I hear stories about personal and professional triumphs, artistic and technical achievements, and obstacles overcome—and these stories invariably begin, "Because of Buffalo State ..."

This place changes lives. It has certainly changed mine. I am honored to serve as the eighth president of Buffalo State College, and I am inspired, each and every day, by the people who study and work on this campus.

I am grateful, as well, to all those who support this life-changing institution. I hope you will enjoy reading about some of what happened on Buffalo State's campus during the 2009–2010 academic year—some of the ways it has transformed the lives of its people—and I hope you will continue to be invested in our success.

Aaron Podolefsky
President

[Sign Up](#)

Facebook helps you connect and share with the people in your life.

Buffalo
State

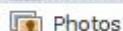
Wall



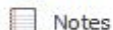
Info



Cool Videos, Free T-shir...



Photos



Notes



Events



Because of Buffalo State Vi...



Flickr

6,703

like this

271

talking about this

5,180

were here

Likes

[See All](#)

Buffalo Bills

Buffalo State College ▸ Cool Videos, Free T-shirts



College · Buffalo, New York

Cool Videos
Free T-shirts

Because of Buffalo State

Send Us Your Buffalo State Video...Tell Us Your Buffalo State Story.**"Because of Buffalo State..."**

Students, faculty, staff, and alumni: Join in on our theme and make your own video. Videos will be uploaded to the [Buffalo State YouTube Channel](#).

Watch stories that have already been posted.

Guidelines:

Just start your video with the words "Because of Buffalo State." You take it from there!

Suggested topics (you can choose from the following, or make up your

[Create a Page](#)

Colleges in Nearby Cities

**Sanborn Colleges**

1 near Sanborn

**East Aurora Colleges**

1 near East Aurora

**Lewiston Colleges**

0 near Lewiston

[More ▾](#)



Cool Videos = Free T-shirts

I've been able to explore creative problem solving... Because of Buffalo State

officialbuffalostate

206 videos



Subscribe



Like
 Add to
 Share

132 views

Uploaded by officialbuffalostate on Mar 31, 2011

0 likes 0 dislikes



I'm working... "Because of Buffalo State"

by officialbuffalostate
105 views



Because of Buffalo State... Students, Alumni &

by officialbuffalostate
498 views



International Center for Studies in Creativity ...

by officialbuffalostate
426 views



Building personal relationships has led to

by officialbuffalostate
25 views



BUFFALO: All The City's A Stage

by 88cmc88
2,861 views



College was a meaningful experience... Because ...

by officialbuffalostate

Pitt-Bradford



facebook


Keep me logged inForgot your password?

Email














Password

Login

[Sign Up](#) Facebook helps you connect and share with the people in your life.

 **University of Pittsburgh at Bradford's Photos - Go Beyond Flip-Flop Gallery**
[Back to University of Pittsburgh at Bradford](#)

Photos 1 - 20 out of 21 | [Back to University of Pittsburgh at Bradford's Photos](#) 1 2 next



What Makes a Great Acceptance Campaign?



Generate Interest



Tell the Story



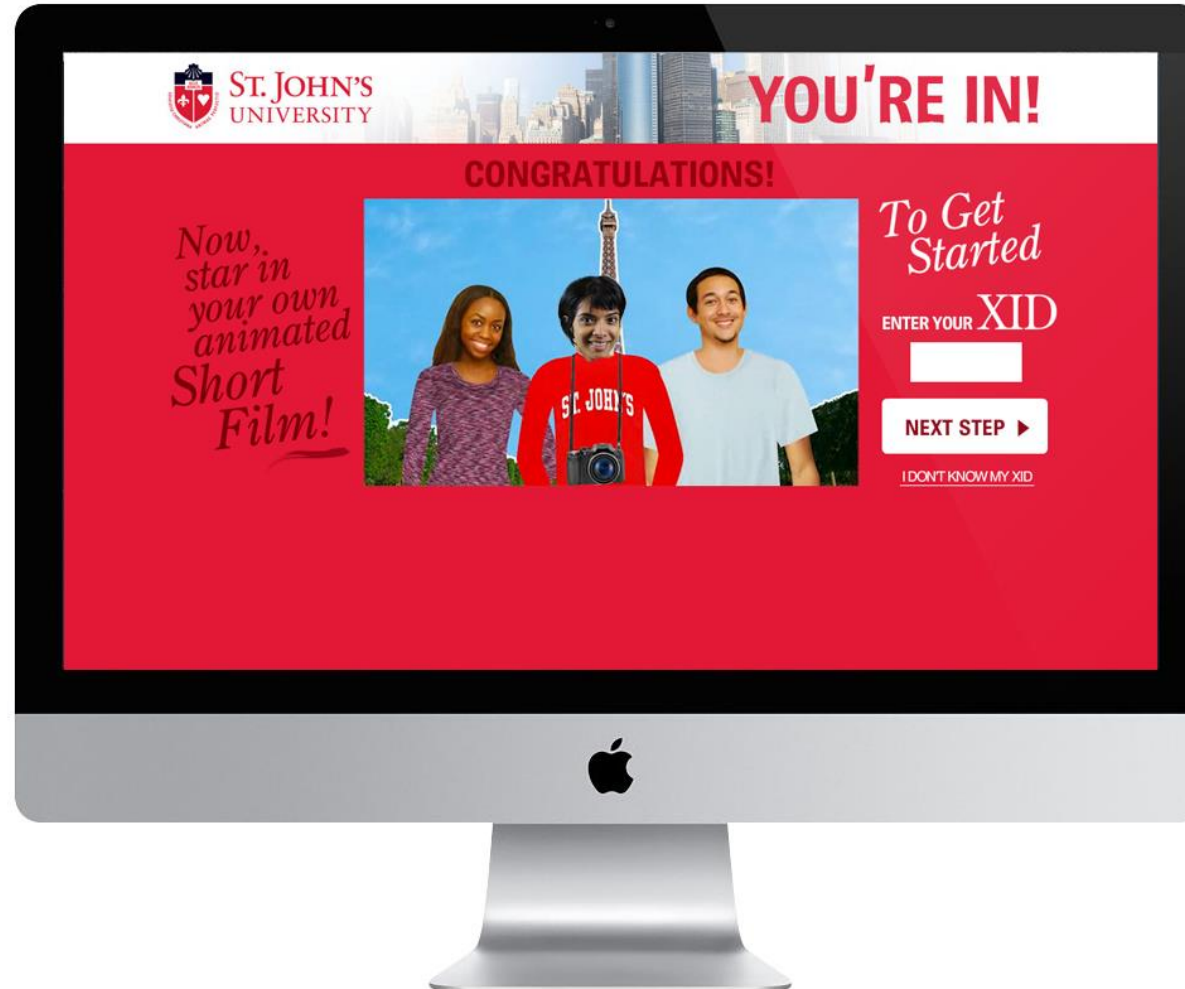
Go Multi-Channel



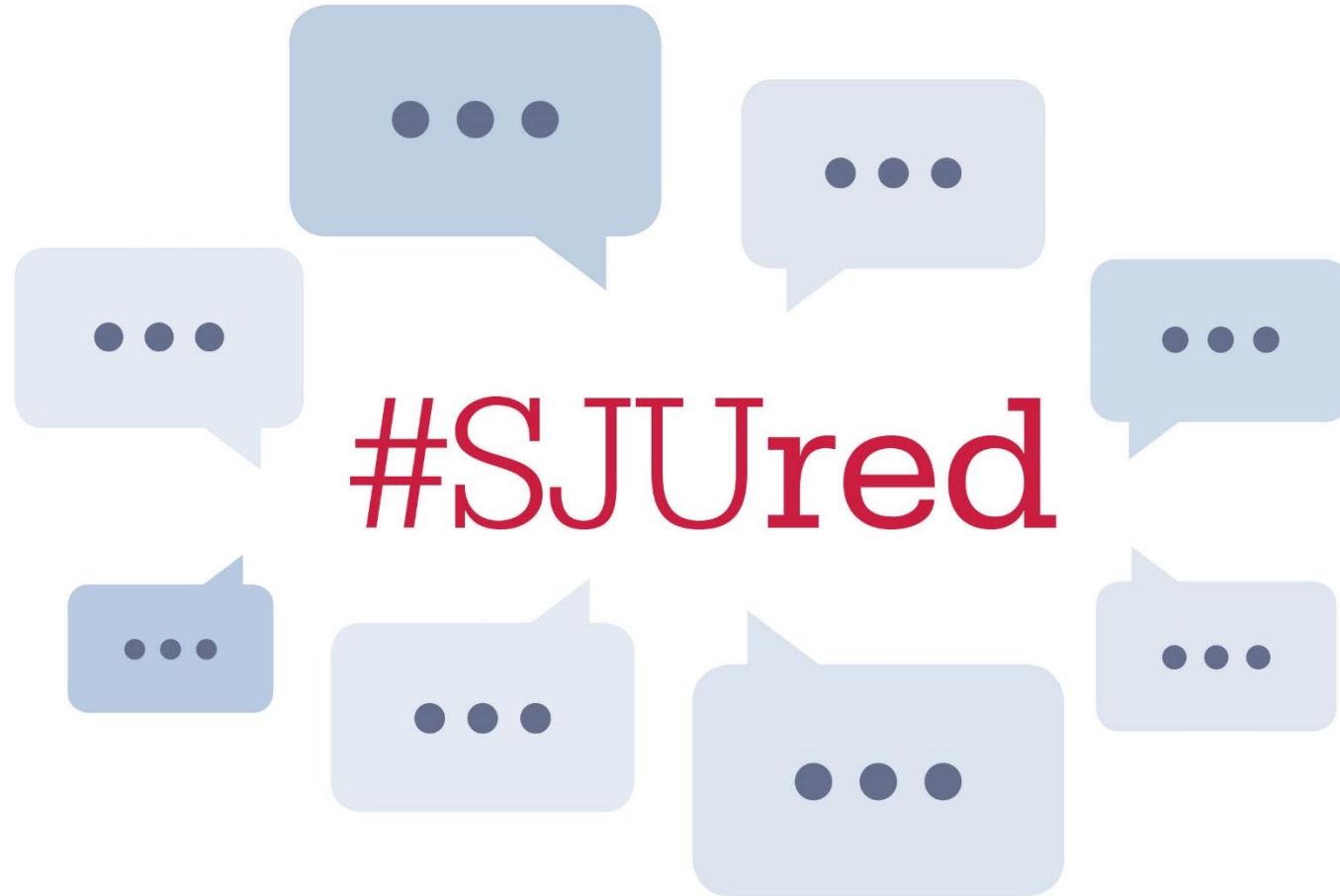
Be Authentic



Invite Participation



Start a Trend



Follow the Conversation



Tiffany Perez

@SimplyTiffany23

Getting my acceptance letter from @StJohnsU ws the best part of my day! #SJURed



Renee

@Reneestar08

I'm so excited to start college at St. John's University!!!!
#sju #sjured #redstorm



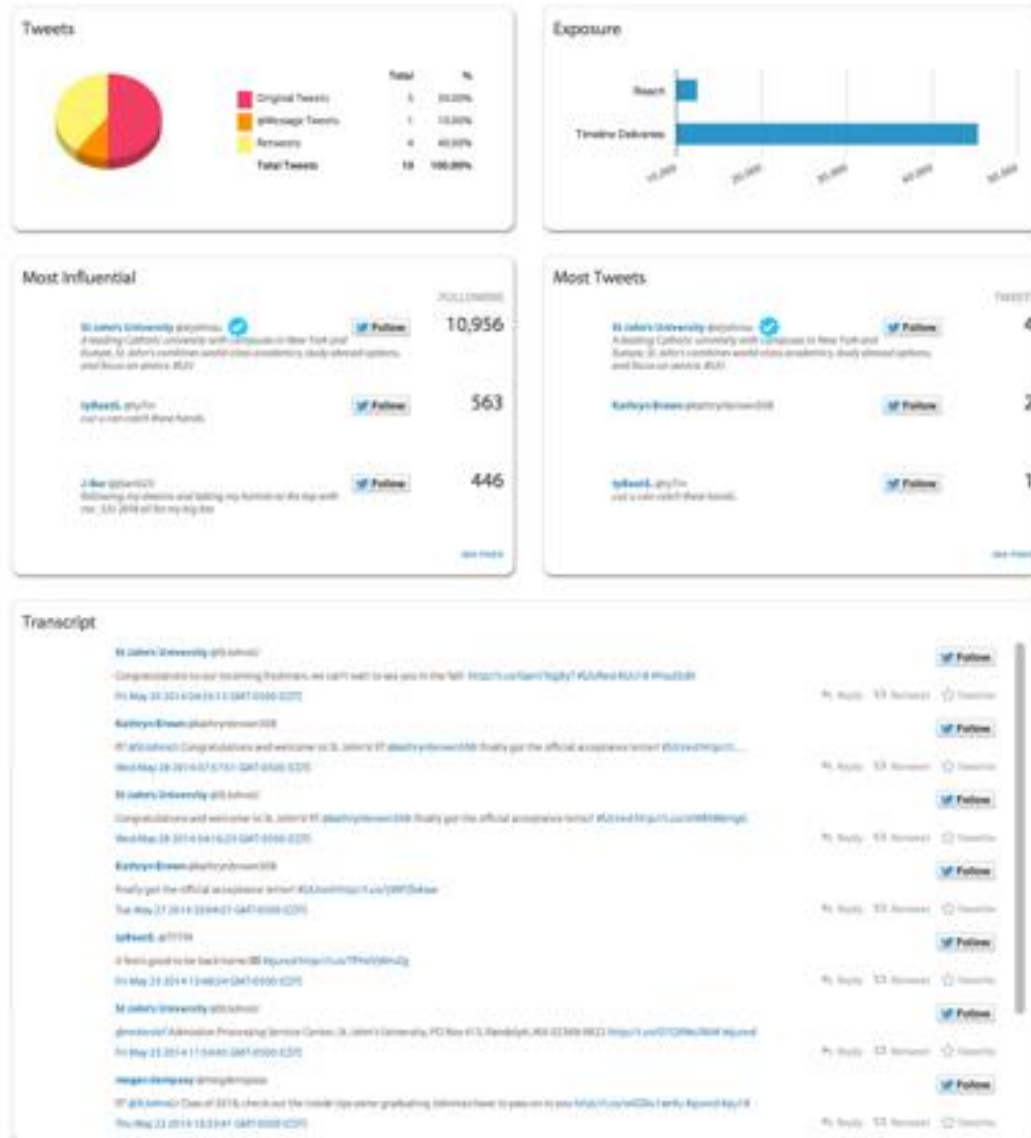
Dorentina

@TinaHax

This is actually the cutest thing ever #SJURed



Track the Results



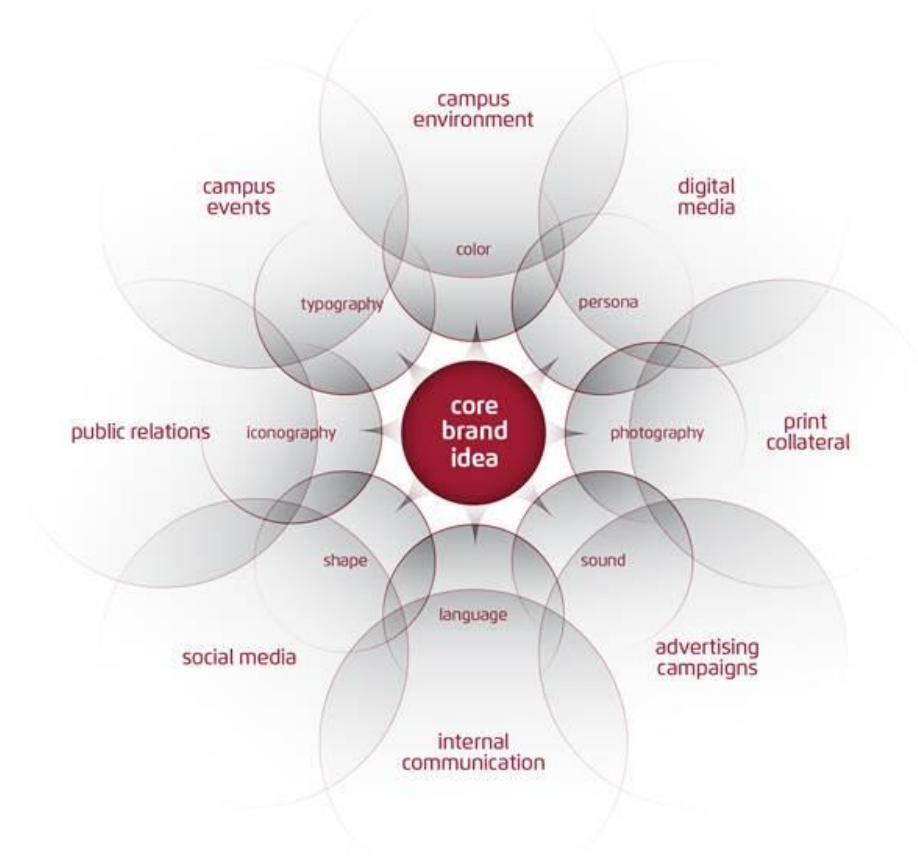
Success is in the numbers:

- Over 700 videos produced
- Thousands of posts on twitter, Facebook, Instagram...
- Increased yield and a stronger brand presence

8 Not Meeting Students Where They Are

Get Creative

- Think about all potential touch points.
- Consider partnerships and co-branding.
- Get out into the community.



Utah Opera





advice columnist for *Elle* magazine & cofounder of
GreatBoyfriends.com

Jean Carroll

HOW TO BECOME A *better lover.*

UTAH OPERA

Experience the romance

UTAH SYMPHONY OPERA
Anne Evans, General Director

"If you've been too nice, run out and get this book now!"
—Ellen Fein and Sherrie Schneider, authors of the #1 New York Times bestseller *The Rules*

WHY MEN

John Gr

With a New Introduction by the
#1 New York Times

MEN

#9 Not Looking After Your Image

You Responsible for How Your Target Audiences Perceive You

- Prospective students and other target audiences can only judge you on whatever image you present to them.
- Give them an outdated website, a boring campus visit, shabby customer service... and they can only judge your institution based on that – even if the educational experience you provide is truly exceptional.
- Make sure they know who you are, what you stand for and why they should put you on the top of their list.

#10 What Do You Think Are The Biggest Marketing Mistakes Colleges and Universities Make?

Thank You! Questions?

**Beatrice Szalas**

Vice President for Client Services

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