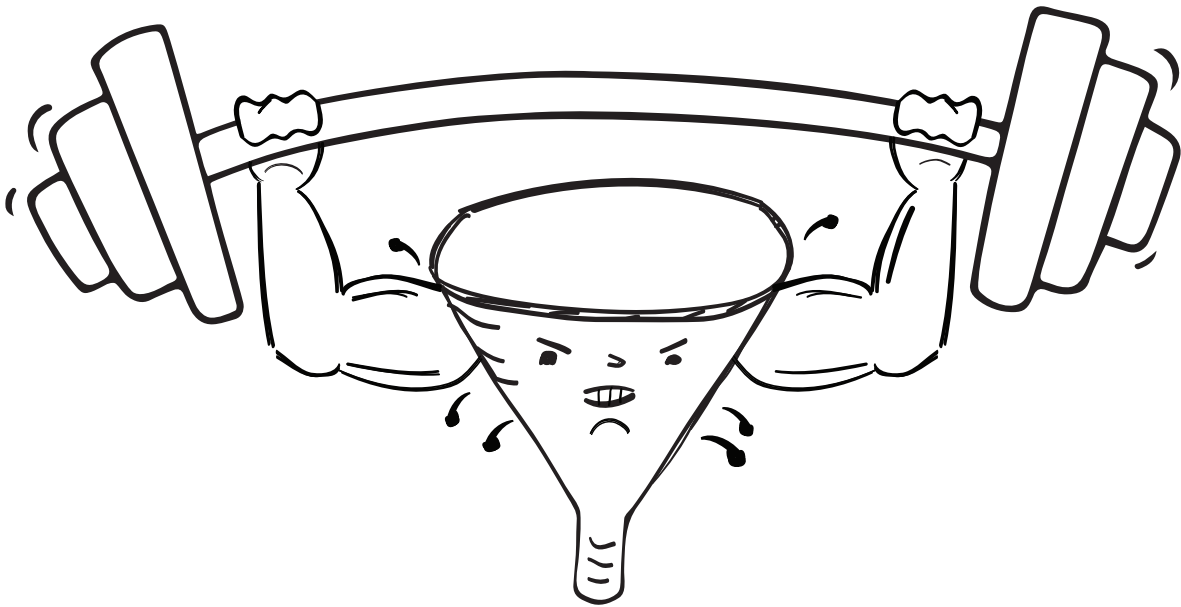


# Marketing Muscle:

---



7 Steps  
to Improve Yield Now



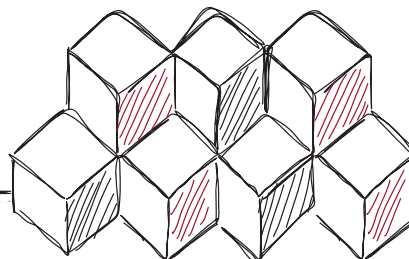
# You Can Get to Your Goal

It's a daunting process every recruitment professional can relate to. After investing time, energy, and money to collect and nurture leads, you're left wondering:

Have I done enough?

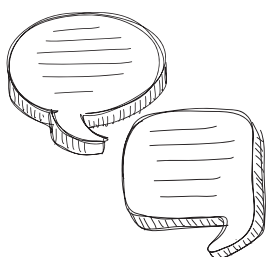
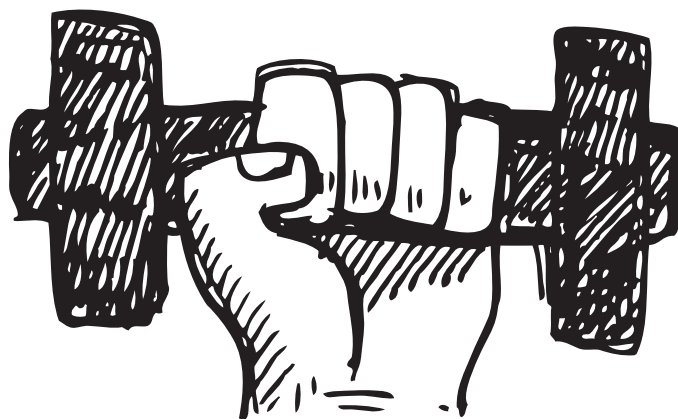
Will there be enough qualified applicants?

It's time to demand more—  
more strategy, more strength, and more certainty.  
It's time for a better way to turn applications into enrollments.



# 1

## Core Strength: Take a Critical Look at Your Brand



### Successful brands do a lot of heavy lifting.

They distill an institution's purpose and promise; communicate its value to the marketplace; transform faculty, staff, and students into enthusiastic brand ambassadors; and shape the experience audiences have as they move through countless touchpoints.

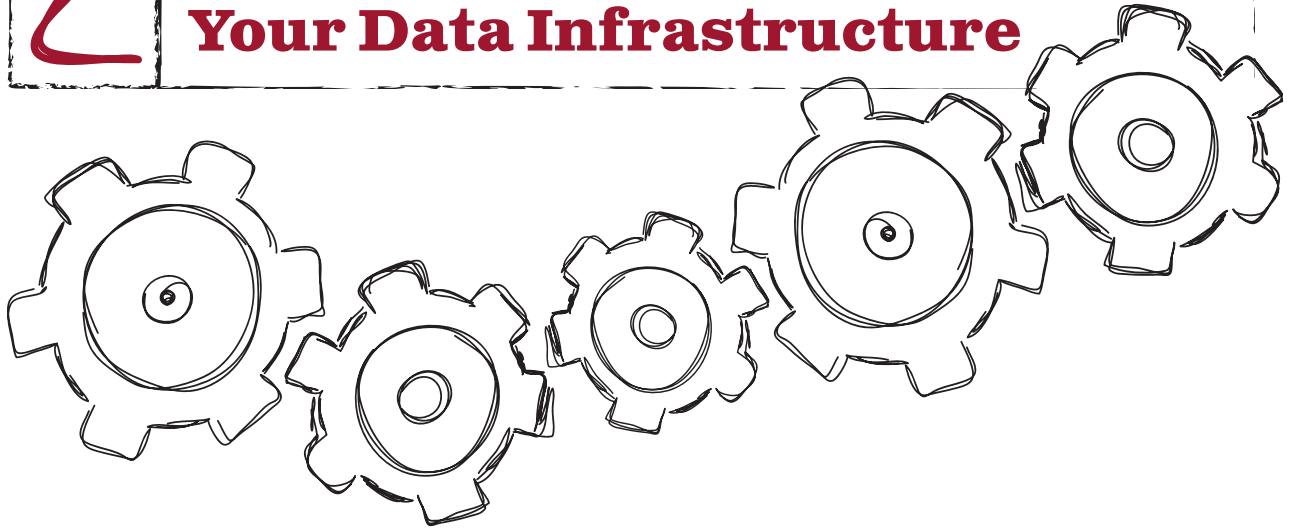
Determine if your brand drives engagement and yield by asking:

- ☐ Is my brand aligned with my institution's strategic plan and goals?
- ☐ Is the brand message clear?
- ☐ Is it being consistently and cohesively expressed?

**If the answer to any of those questions is no, it's time to get your brand house in order.**

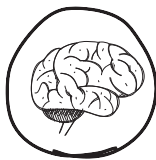
## 2

## Build (or Bulk Up) Your Data Infrastructure



**CRMs and other marketing automation platforms increase efficiency by dramatically reducing the manual effort involved in campaign launch, management, and refinement.**

Combined with Google Analytics, these tools also allow marketing teams to measure campaign success, track audience behavior and preferences, and apply that information tactically to nurture leads and improve response.



Think of it this way: The data you collect is the “brain” of your conversion strategy. How you use it is the “brawn.”



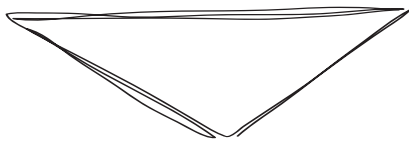
### **Examine your institution's data infrastructure.**

- ☐ Are the right tools in place?
- ☐ Are you tracking the right data sets and using those metrics to refine your approach?
- ☐ How could the process be more efficient and effective?

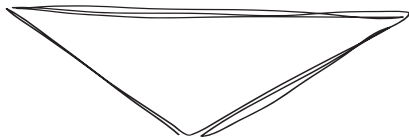
# 3

## Get Scientific: Hypothesize, Test, Analyze, Share, and Revise

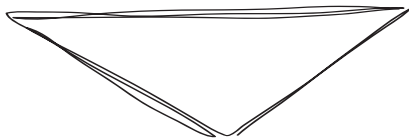
Hypothesize



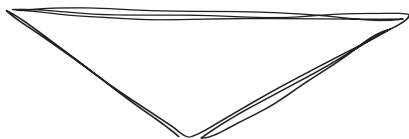
Test



Analyze



Share



Revise

Here's the amazing thing about the scientific method:

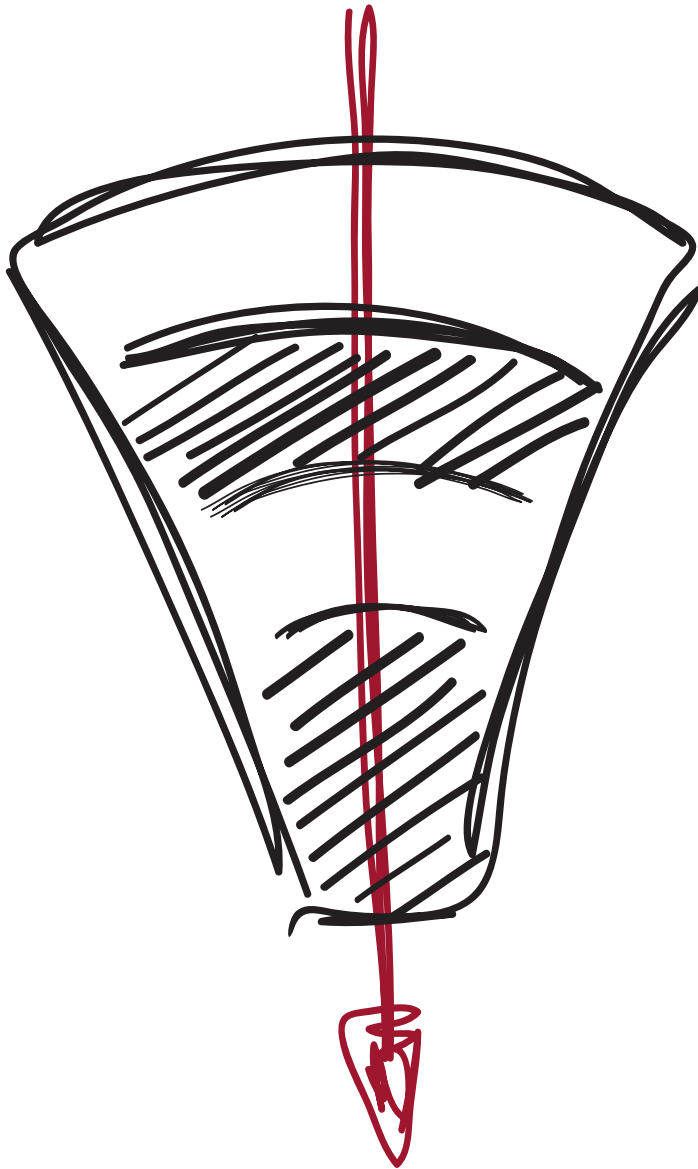
**It always works.** Every campaign you embark on should be founded on a well-structured hypothesis that's tethered to measureable goals and testable. In turn, data collected during testing can be analyzed and shared in order to glean actionable insights and refine your approach.

**Though the methods may sometimes seem complex, the goal is simple: to discover what works, how well it works, why it works, where it works, and with whom it works.**





## Clarify Your Conversion and Content Strategies



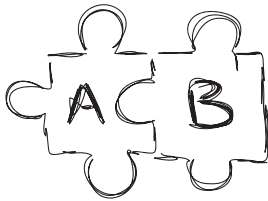
**Moving a lead from applicant to enrolled student must be driven by an intentional and strategic process.** To improve yield, understand the steps within that process and the sequence of contacts that help each applicant progress. Which contact points matter most? Is each point properly supported by an effective content strategy? How can content be refined to facilitate conversion?

**Knowing what you're doing and why is transformational.** Guided by an understanding of the process, the pivotal moments in each applicant's journey, and the results, you can redirect resources and stop pouring time and money to less productive activities.



# S

## Then Sync Those Strategies



**Successful strategies only work when everyone commits to a higher level of discipline.**

Each new piece of content you develop must serve clear purposes—to reinforce your brand message, engage and inform audiences, spur them to act, and move them toward conversion.

**Power your conversion strategy by fueling your content strategy.**

Though it's tough to say no to new content, focus your resources tactically and avoid the temptation to pursue off-strategy ideas or add new content for its own sake.





## No, Really—Make Sure Your Content Is On-Brand, On-Strategy,



It bears repeating: **Content drives conversion.**

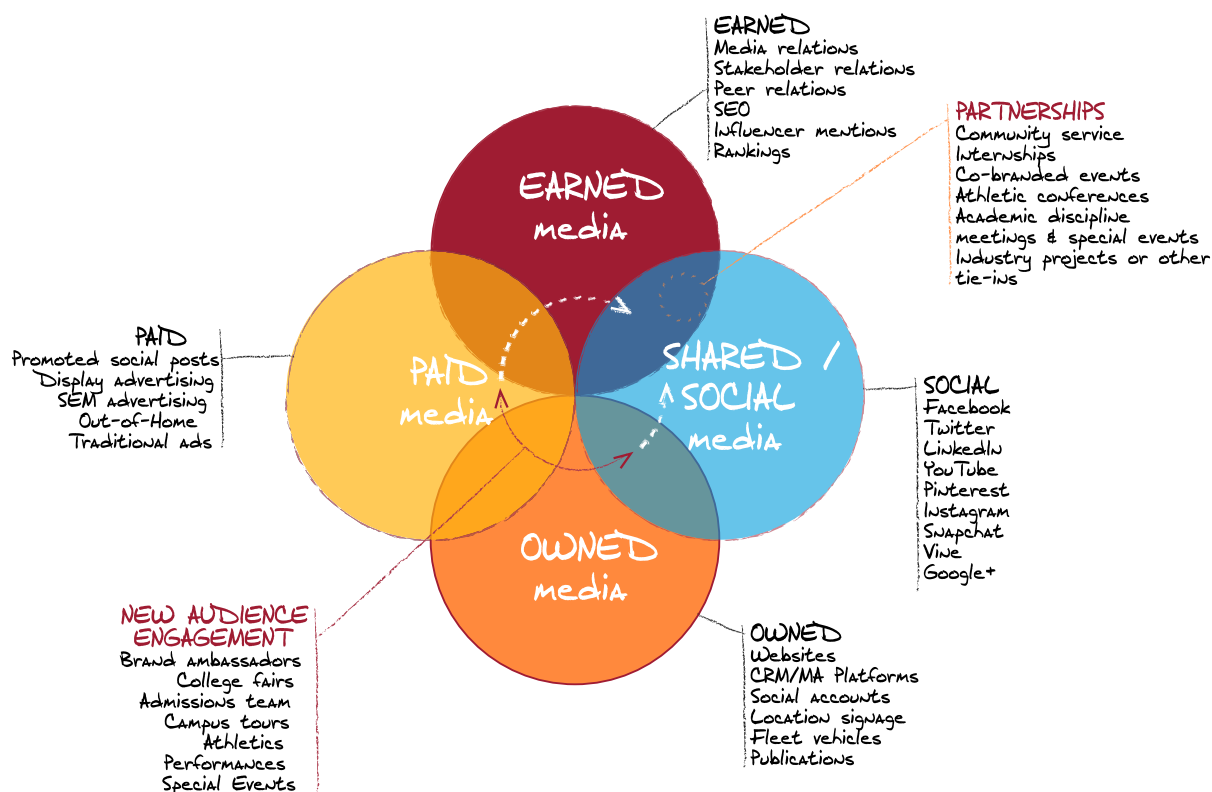
Every piece of content—written copy, infographics, photos, videos, webinars, and podcasts—should be strategic, brand-aligned, and conversion oriented.





# 7

## Cross Training: Campaign Across Channels

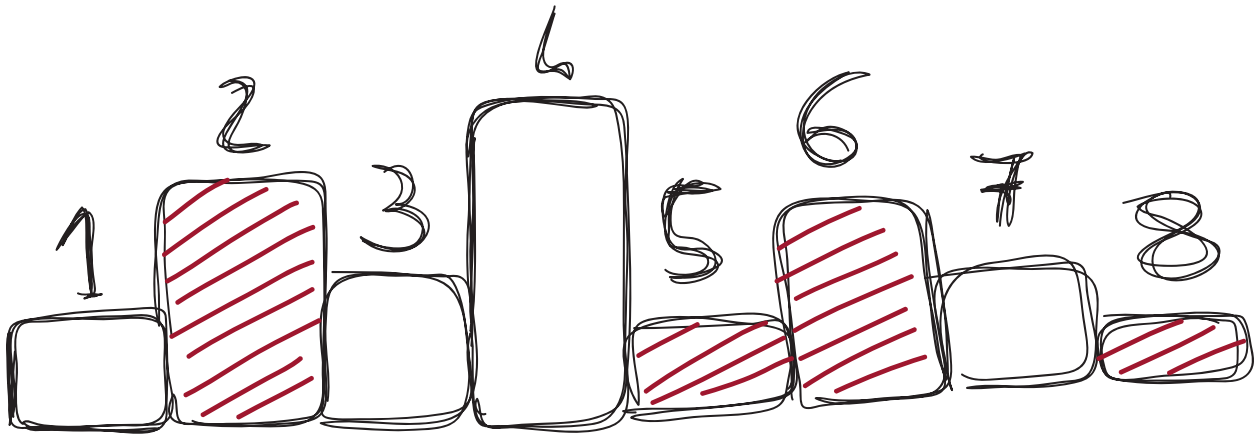


**Successful recruitment campaigns are adaptive, constantly shaped by new data and fresh insights.** If your campaigns have become less effective over time, apply your strategy through different channels. For example, social media promotion can be a cost-effective way to reach and engage very targeted audiences. Events are a great way to build energy and take advantage of free media exposure. Just make sure all messaging—both verbal and nonverbal—fuels your conversion strategy.

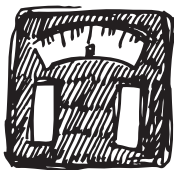
**Here's the most important takeaway: Don't be afraid to innovate.** The real power of information lies in its ability to inspire creative solutions that produce better results.



## (Bonus!) Slim Down Your



**No two audiences are alike.** Each is motivated by unique goals and challenges, each respond to different content offers, and each have their preferred channel of communication. The more you know about your audience segments, the better you can craft messages that resonate with them.



**Slice audience segments thin to test offers, collect data, and modify your approach to improve response.** Just a bit more effort on the back end will help minimize budget waste by ensuring that you're sending the right message to the right people at the right time.



## Ready for more ideas on how to improve yield?

Subscribe to ***Demand Strategist***, our quarterly newsletter that explores how colleges and universities are using demand generation to drive awareness, engagement, and enrollment.

[stamats.com/higherednewsletters](http://stamats.com/higherednewsletters)



As the nation's premier higher education marketing firm, Stamats is pioneering the use of proven demand generation strategies for colleges and universities across the U.S.

To learn more about our services,  
please call (800) 553-8878.  
[www.stamats.com](http://www.stamats.com)