

PRINT Interactive Direct
Call Tracking Analysis Web Development
TELEVISION Creative Pay Per Lead
Web Development PRINT
Interactive Direct Mail
TV Creative Call Tracking
WEB DEVELOPMENT PRINT
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GENERATING AND CONVERTING INTERNET LEADS



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What You Should Get Out of This Presentation

- Who's online?
- The changing impact on admissions
- Managing the change
- Managing the change with technology
- Pay Per Lead inquiries
- Interactive inquiries
- Outbound vs. inbound calls
- Converting the inquiry



Young Adults 18-34 Preferred Communication

- Emailing (53.1%)
- Telephone (50%)
- Instant Messaging (37.5%)
- Cell Phone (30%)
- Texting (23.7%)
- Online communities (20.6%)
 - March 2007 Center for Media Research

- **Understanding where your market communicates will allow you to recruit the target market at a higher rate.**
- **Research and investigate these arenas and use them to recruit.**
- **It's not just picking up the phone and calling any more.**
- **We are dealing with a better informed target market. They have a lot of information available to them prior to their inquiry with you.**



The Changing Impact on Admissions

After researching our target market and surveying admissions teams, we found that:

- The target market is growing by 3% annually
 - We are seeing increase in lead volume of 20% per market.
 - Prospects are contacting more schools (three to five schools).
- Admissions reps are frustrated with “chasing leads”
 - Admissions reps are averaging 35- 40 leads per week.
 - 25 Internet leads per week.
 - 10 -15 other leads.
- Lead inundation 4% vs. 12% conversion
 - It takes three Internet leads over one TV lead to equal conversion.
- Reps are having difficulty managing the residual weekly volume
- Impact
 - Reps stop generating PDR's.
 - Reps stop generating referrals.
 - Attention to individual leads decrease.

Source: Gragg Advertising 50 school study 2008



Managing the Change

- Focus lead volume on quality of leads, not quantity of leads, through analysis.
- Focus on being the first call.
 - The Admissions Department should be returning a prospects lead submission within five minutes.
 - Internet2Phone/direct connect opportunities.
- Adjusting the amount of leads an admissions rep can handle.
 - How many leads can an admissions rep handle and still generate PDL's and referrals?
 - How many admissions reps do you need based upon this new calculation?
- Mandating PDR's and PDL's.
 - Decide a monthly or weekly goal.



Managing the Change in Admissions

- Current Model
 - 3 Reps X 40 leads/week=120 leads
 - 120 leads X 9% conversion to start= 11 starts/week
- Possible New Model
 - 6 reps X 20 leads/week = 120 leads
 - 120 leads X 12% conversion to start = 14.5 starts/week
- 3.5 starts/week X 50 weeks = 175 more starts
 - 175 starts X \$15,000 = \$2,625,000
- Investment for additional reps \$120,000
- Net gain \$2,505,000



Call Center

- Due to lead inundation, we are seeing more schools utilize call centers.
 - Pros:
 - Ability to handle large volume of leads
 - Warm call transfer
 - Ability for outbound calling/prospecting
 - Cons:
 - Multiple points of connection
 - Additional cost to manage
- If you follow the lead reduction for admissions rep philosophy, this may not be necessary.
- If you are managing volume, the call center is the way to go.

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MANAGING THE CHANGE WITH TECHNOLOGY



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Managing the Change With Technology

- Improve your admissions conversion with:
 - Lead Capture on your website
 - Lead Aggregation technologies:
 - De-duping
 - Return management by campus
 - Webchat
 - Call centers
 - Internet2Phone™
- Track your efforts!
 - Dedicated phone lines
 - Unique URLs (track residual volume)



Traditional Inquires via the Internet

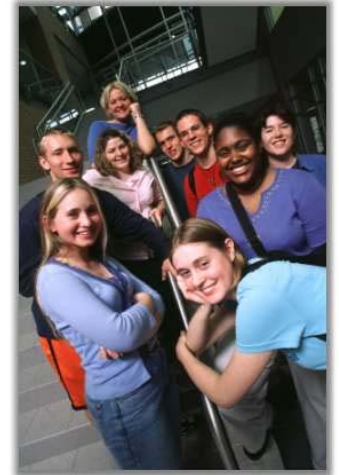
- Utilizing unique URLs allows the tracking of traditional lead generation to the Internet.
- These inquiries are still “traditional leads” and have an “*informed*” connection with the message which has motivated them to contact your school.
- 25% of TV inquiry volume comes through the Internet as a PPL or Web inquiry.
- 10% of print inquiry volume comes through the Internet as a PPL or Web inquiry.
- 15% of Direct Mail inquiry volume right now is residual to the Internet.
- 12% “click through” from a monthly email program re-inquires back to your school.

Source: Gragg Advertising 50 school study 2008



School Website

- The highest converting Internet lead is one that is generated from your own school's website.
- This is based on the prospect gaining a high volume of information prior to contacting you.
- This is a pre-qualified inquiry and has had an “*informed*” connection with the school which has motivated them to contact us.





Pay Per Lead Inquires

ARE THEY WORTH IT?

YES

Advertising



Pay Per Lead

■ How it works:

- Prospective consumers research schools online by searching keywords or directories.
- Prospects seeking additional information fill out a request form, which includes contact information.
- The website then qualifies the lead based on the filters established.
- If the prospect qualifies as an inquiry the contact information is sent via email to the school and is assigned to a rep internally.



Pay Per Lead

- **Tips for using Pay Per Lead Effectively:**
 - Be leery of Lead Dumping.
 - Always ask about lead exclusivity.
 - Not all PPL providers are the same.
 - For ease of use and superior technology, employ an Aggregator.
 - Not all Aggregators are the same or play fair.
 - Not all Aggregators buy from all sources.



Pay Per Lead

- Some of these inquiries are generated from traditional lead sources.
- Lead Volumes
 - With traditional media running PPL is at 21%*.
 - Other Interactive lead volume is at 58%*.
 - Without traditional media running, PPL is 50%.
 - Other Interactive lead volume is at 32%.
- Each inquiry fills out an average of four school landing pages.
- It then turns in to a race as to which admission team can get the appointment in.
- This inquiry is a “jump ball” as to which school will set the appointment first and gain the show.

*Based on a full marketing program, TV, Print, Direct Mail, Unique URL tracking

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NOW THAT YOU
HAVE THE LEAD



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The #1 Goal Regarding an Interactive Inquiry Is:

Getting prospective students to initiate contact and set an appointment with your school!



Same Type Of People, Different Channel

- As we have noted, our market is changing.
- Even though you are not getting the calls, the market is the same they are just utilizing the Internet at a high rate.
- Use Internet directories – whitepages.com to track a phone number off of a name or address.
- Track every inquiry and report it.



Converting Internet/PPL

- Call them within 10 minutes when possible.
- Get them into the school right away.
 - Treat them as you would any media inquiry.
- Gather complete information from “unique” visitors to avoid “cat and mouse” games.
 - The Internet is considered a passive media, but that should not make us passive recruiters.
- Communicate through any means possible.
 - Email (twice), cell phone, landline, texting and “snail” mail.
- Vary times of calls and communication.



Develop The Right Admissions Schedule

- Varied weekly work schedules:
 - Three daytime schedules
 - Two evening schedules
 - Every other Saturday
- Career school calling times:
 - Monday through Thursday 9a-11a 1p-3p 4p-8p
 - Friday 9a-11a
 - Saturday 10a-1p
- Ask for cell phone and work numbers. These numbers are usually more reliable than home phones because prospective students move often.
- Don't be afraid to call prospects at work. They wouldn't have given out the number if they couldn't get calls.
- Ask for multiple email addresses.



Follow-Up Tactics

- Consistency and organization in contact strategy:
 - First week - follow up every day in two to three channels.
 - Second week - follow up every other day in two to three channels.
 - Third to sixth weeks – odds of setting an appointment drop significantly.
 - Twice a week in two to three channels.
 - Seven weeks plus - odds are not good.
 - Twice a month in two to three channels.
 - Fall into a recycled lead program.
 - » Monthly emails.
 - » Monthly mail.
 - » Third party warm transfer.



Communication Fundamentals

- Clearly identify you and your school.
- Identify why you are contacting them and the benefits in the first 20 seconds or first paragraph.
- Make the appointment your sole objective.
 - Half of the students that come in the door will enroll.
- Take the edge off – be professionally casual.
- Focus on one prospective student at a time –visualize each person you are communicating to.
- Always direct the conversation.
- Be ready to handle situations as they arise – only happens through product knowledge.
- Know when to end the communication (end the communication when you have the appointment).



Taking the Initial Inquiry

- Take detailed notes- Use a journal or Intake form.
- Determine key decision makers – Get the parents or spouse involved if possible.
- Exchange of personal information.
 - Two-way flow of information, interactivity.
- Identify needs.
- Sell solutions and benefits through the appointment.
- Create urgency based on their needs.
- Don't get into cost on the phone or the Internet.
- Be politely assertive when setting appointments.
- Set appointment for as soon as possible.

QUESTIONS AND DISCUSSION

**For Additional Questions
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