



BEHAVIORAL ENGAGEMENT

MARKETING AUTOMATION
FOR HIGHER EDUCATION

Not implementing a Marketing Automation solution may be the ultimate career-limiting move for today's marketers. If you haven't already gotten started, you're behind the 8 ball.

IDC Group



THE ORANGE TREE

Adopting an abundant enrollment management outlook

A prominent enrollment management theory implies that all prospective students live in a state of perpetual distraction — an impenetrable wall of media, social interactions and scattered mindshare for your institution.

What if we told you that simply wasn't true? There are more students than you can imagine already engaging with your institution. You just aren't communicating with them, yet.

"Imagine a giant orange tree packed with fruit. If I pluck all the oranges from the lower branches I am effectively out

of accessible fruit. From my limited perspective, oranges are now scarce. But once someone invents a piece of technology called a ladder, I've suddenly got new reach."
— Abundance, *The Future is Better Than You Think*

Marketing Automation (MA) is that ladder. Currently, recruitment is led by the practice of buying search names — the oranges you can see. But with Capture's marketing automation software, CBE, you have access to them all.

MODERN RECRUITMENT DESERVES MODERN TOOLS



63% of MA customers see some benefit in the first six months

TOP TWO BENEFITS OF MA:

36% cite a reduction in minimizing repetitive tasks

30% cite increased capacity to target the RIGHT prospects



By 2020, customers will manage **85%** of their product discovery without talking to a human.

MARKETING AUTOMATION SPEND:

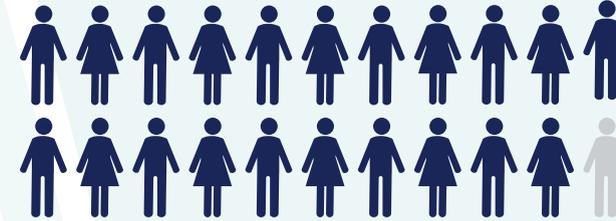


\$3.2B in 2010

\$4.8B in 2015

MARKETING AUTOMATION FACTS

CBE FACTS & STATISTICS



21,000,000+

one icon per million

prospective students tracked



24%

of students who engage with CBE will visit your web site again in less than 7 days.



82%

of students that enroll at your institution visited your web site over 50x!



3.5x

Students that engage with CBE are 3.5x more likely to enroll.

1,500+

Targeted student campaigns that have yielded **8x higher CTRs than digital advertising**

60+

partners

>2 Years

CBE has been collecting data for more than two years, helping our partners spend their marketing dollars more wisely.

Getting Started

1. Place code: it's as simple as Google Analytics!
2. Collect data within hours.
3. Learn what's really going on with your prospects' decision journeys.

UNDERGRADUATE RECRUITMENT

You've spent a lot of resources on your CRM. Increase its value with marketing automation.

You've spent your team's time and energy building a great CRM, writing, creating and loading amazing content. But how do you know it's working? With CBE, tracking the efficacy of your marketing efforts has never been easier.

According to marketing research firm Smart Insights, the No. 1 item most marketers will be

spending their money on this year is **content marketing**. Great content shifts your strategy from outbound to inbound where prospective students are interacting with you.

With the addition of CBE, you can better track all of your marketing activities to see what's working and, more importantly, what's not.



Toasters & Pop-overs



Email Alerts



Triggered Emails



Progressive Identification



Triggered Direct Mail



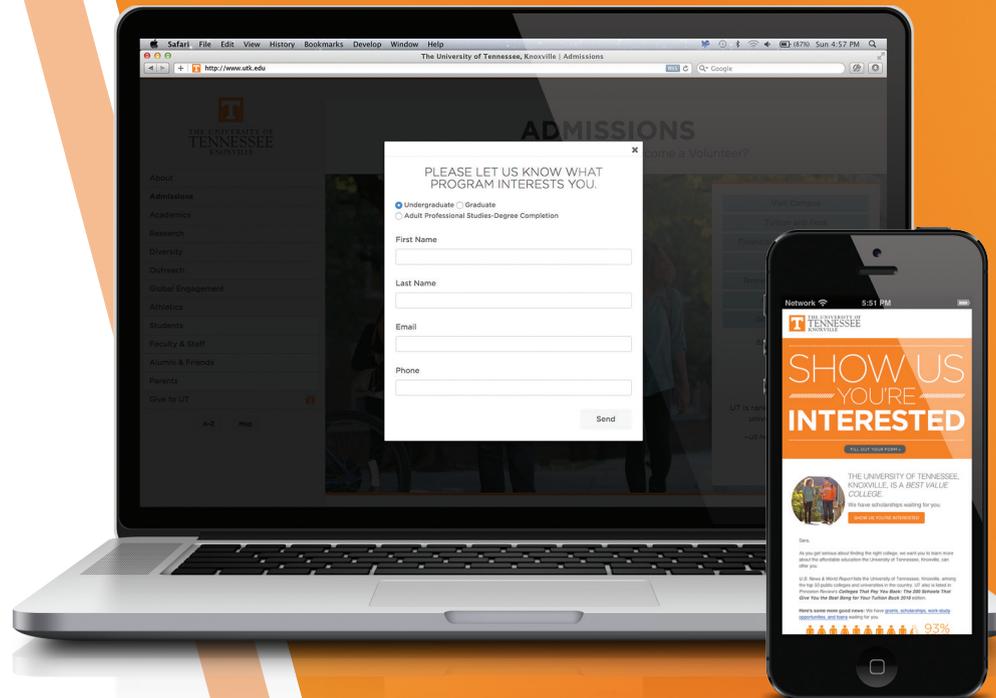
Image Swaps & Inserts

CASE STUDY: UNIVERSITY OF TENNESSEE

ORGANIC INQUIRY GENERATION

The University of Tennessee is utilizing numerous types of dynamic content to engage with undergraduate students.

One example is CBE's progressive identification (PID) forms. With these, our partners can gather lists of prospects that are already engaged with their institutions.



108,732 unique impressions

8% form conversion

6,899 organic inquiries

79% of these inquiries were not in their pool. This campaign gave UTK an organic list of over 5,400 new and engaged prospective students to communicate with.

CASE STUDY: WESTERN KENTUCKY UNIVERSITY

UNDERGRADUATE RECRUITMENT

Western Kentucky University utilizes digital advertising campaigns to keep its brand top-of-mind. When prospects click on an advertisement, they are taken to a WKU landing page, where a CBE dynamic content piece is served.

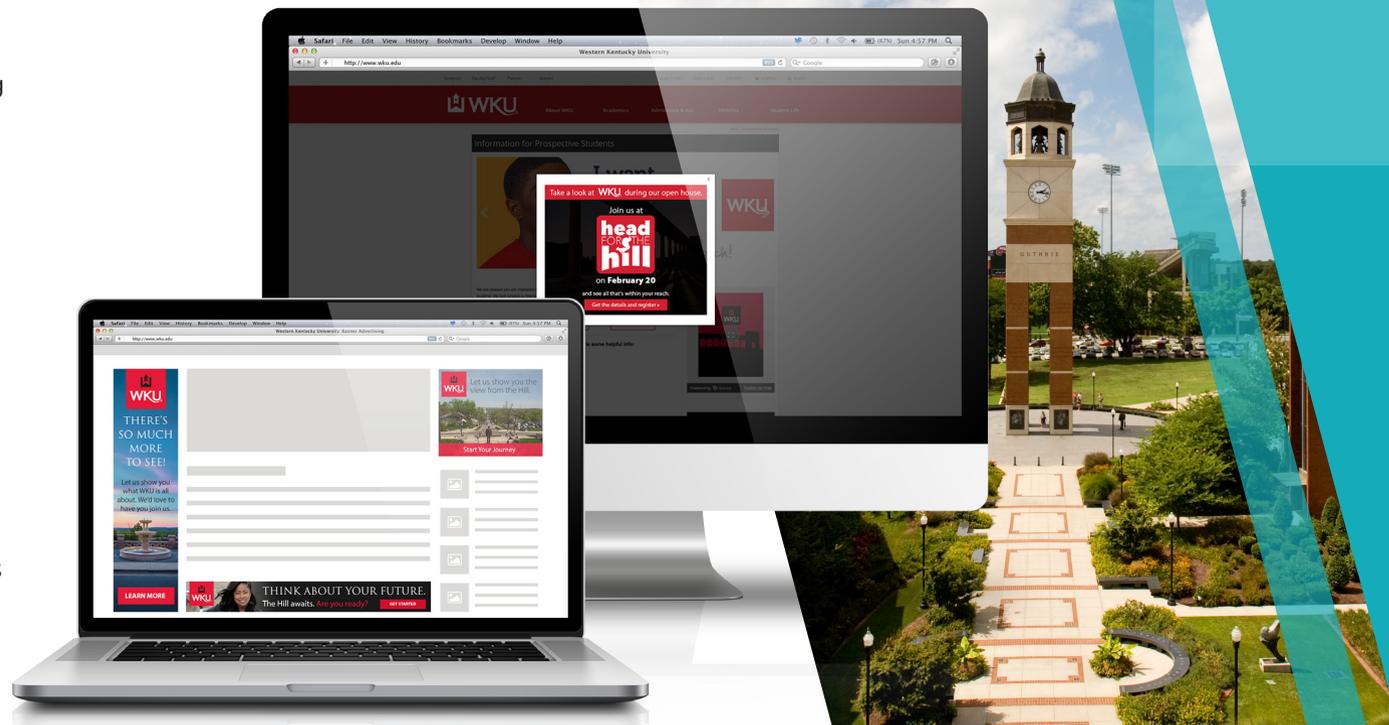
In the case of application generation, the dynamic content pieces include items like testimonials and videos to encourage students to apply. Once identified, personalized emails can be triggered to prospects every time they visit your web site.

33,000 pieces of dynamic content served

24,318 unique impressions

9.26% click-through rate

Over 600 triggered emails were sent to identified students from their counselors encouraging them to apply, leading to more apps earlier in the cycle. WKU has seen as much as a **20% application rate** from a CBE triggered email.



CBE has become an essential tool for our team. We are able to better communicate with students based on their interests and engagement. The creative work developed by Capture has always been forward-thinking, thoughtful, and complementary to our existing campaigns.

John-Mark Francis, Western Kentucky University

CASE STUDY: ST. LOUIS COLLEGE OF PHARMACY

TRANSFER RECRUITMENT

St. Louis College of Pharmacy added marketing automation to their site to attract transfer students. Utilizing toaster and pop-over content, they were able to specifically target transfer students with meaningful content.

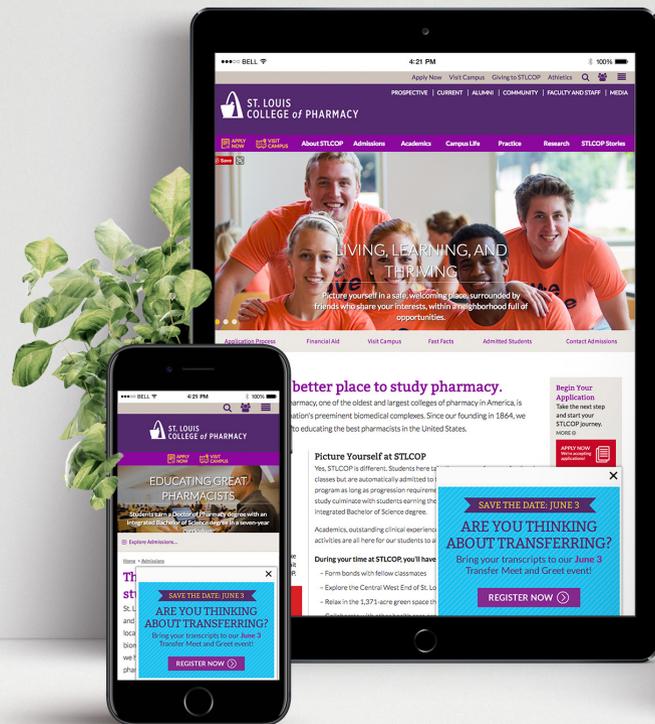
In only one week of this campaign, St. Louis College of Pharmacy saw:

386 unique impressions

13.7% click-through rate

53 reached out to learn more

10 attended the event



CASE STUDY: BETHEL COLLEGE

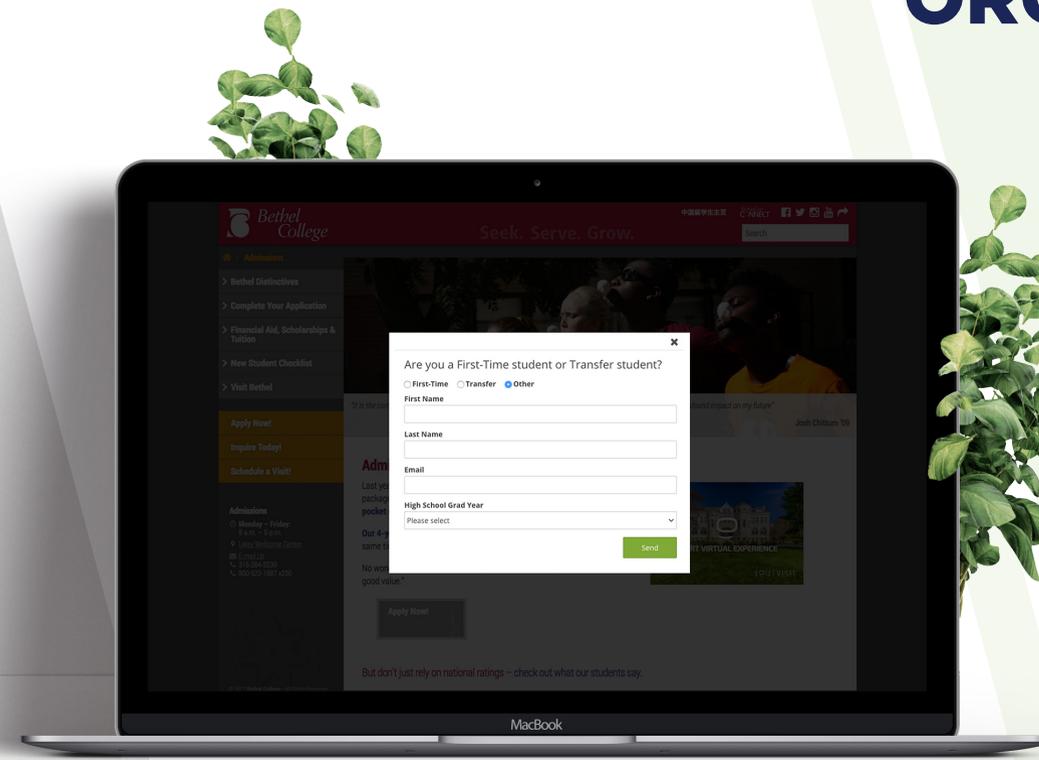
ORGANIC TRANSFER INQUIRIES

Finding qualified transfer prospects can be difficult. But there are plenty of transfer students visiting your site each year for you to hit your goals. You just need to identify them. Bethel College ran a three-month campaign to gather new transfer inquiries.

260 unique impressions

14% form completion

95% conversion rate



Of the 37 prospective students that completed forms, 24 were interested in transferring! Bethel was able to start communicating with these students about transfer opportunities immediately.

CASE STUDY: BELLARMINE UNIVERSITY

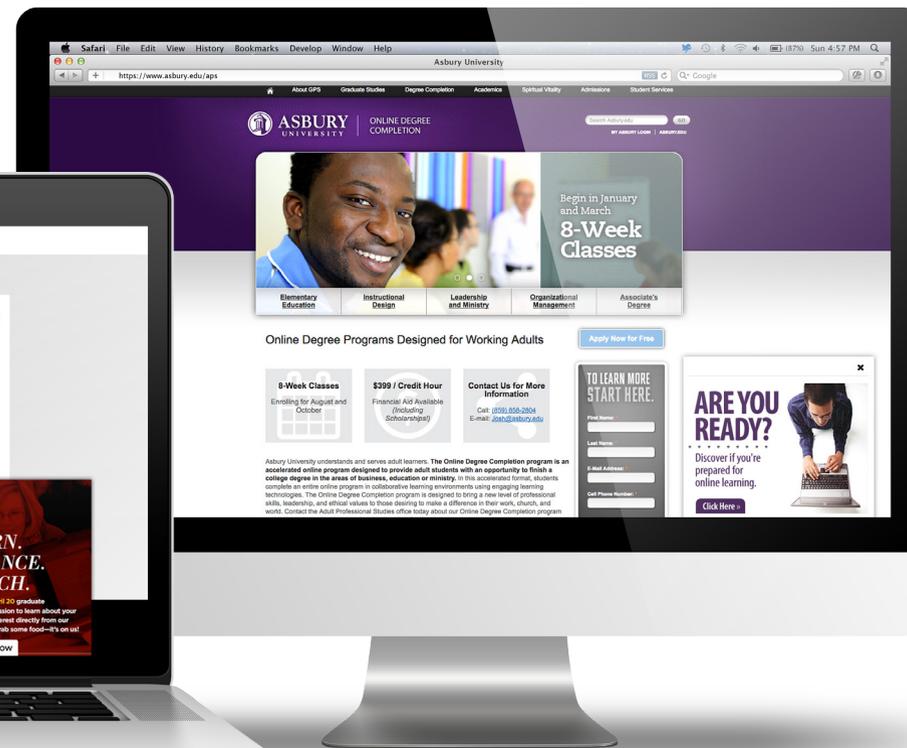
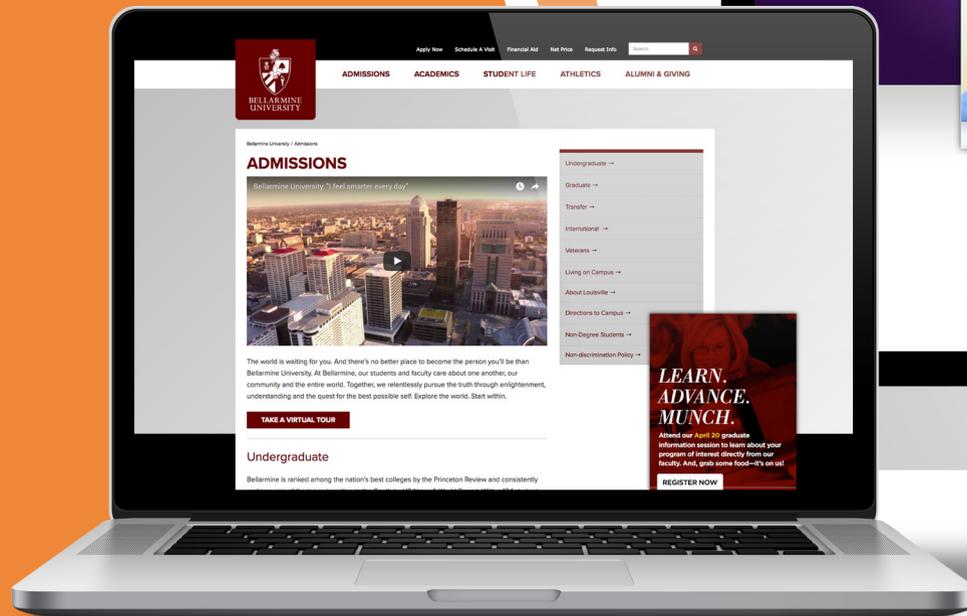
GRADUATE RECRUITMENT

Bellarmino University had a very specific goal: raise their graduate population. Prospective students visiting their graduate pages are likely interested, so why not provide them with more information? After a prospective student visited the graduate studies page twice, CBE triggered dynamic content inviting that prospect to RSVP for a learn more session about the program.

Bellarmino University ran this marketing automation campaign for 30 days:

4,313 unique impressions

6.5% click-through rate



CASE STUDY: ASBURY UNIVERSITY

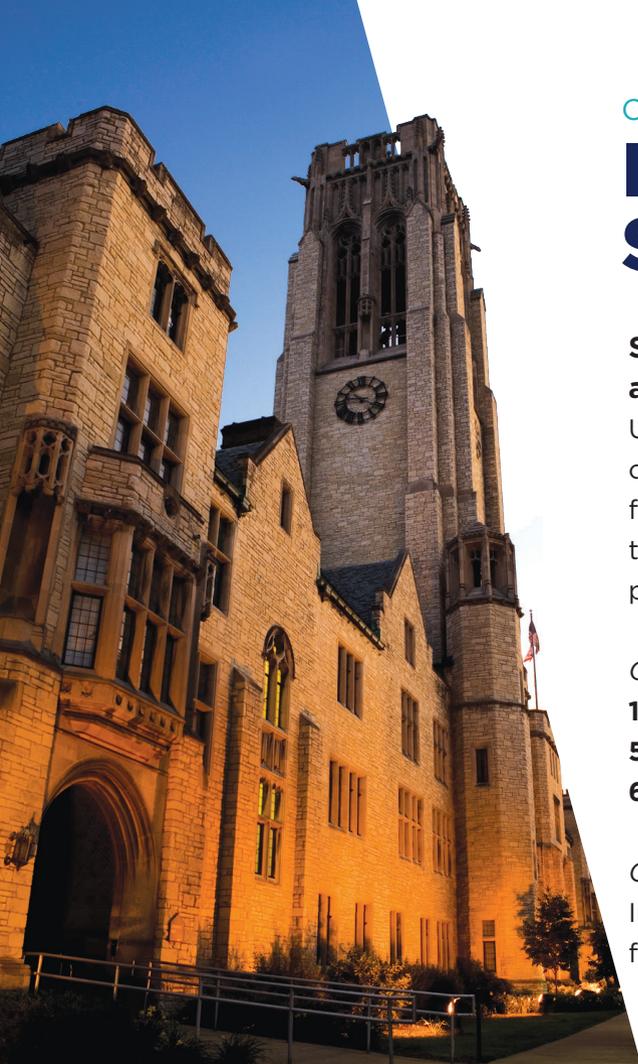
ONLINE EDUCATION RECRUITMENT

In the United States there are over 23 million students with some college credits, and many will turn to online education programs.

Asbury University offers both undergraduate and graduate online programs. When anonymous visitors are visiting pages about graduate or online programs, digital content with messaging pertinent to these prospect students is provided.

This CBE campaign has provided Asbury's team with a unique set of prospective student data that they would otherwise never be able to purchase.

In less than one month **over 3,000 unique visitors** have seen the content, and nearly 100 have gone to learn more about online education at Asbury.



CASE STUDY: UNIVERSITY OF TOLEDO

INTERNATIONAL STUDENTS

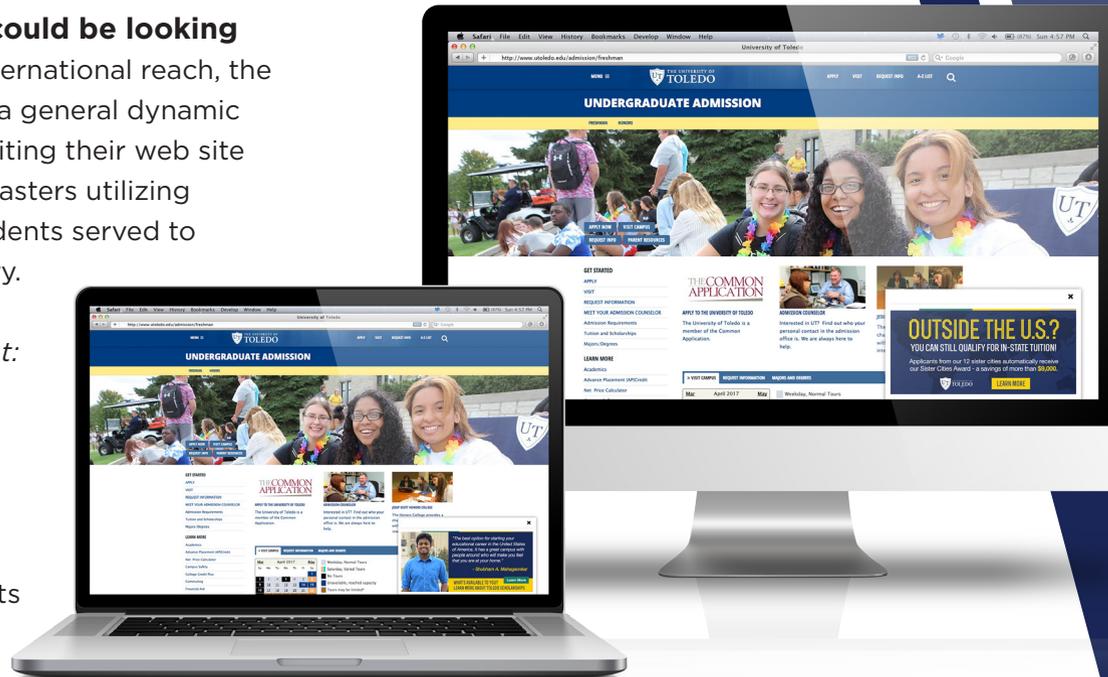
Students from all around the world could be looking at your institution. To increase their international reach, the University of Toledo ran two campaigns: a general dynamic content piece, served to all prospects visiting their web site from outside of the United States, and toasters utilizing testimonials of enrolled international students served to prospective students in that same country.

General international inquiry development:

- 10,000** unique impressions
- 504** prospective students clicked
- 6.9%** conversation rate of inquiries

Country-focused campaign (India):

In the first month, **35** prospective students from India reached out to Toledo.



I can't imagine trying to recruit a class without Marketing Automation. The fact that so many institutions aren't using it still amazes me. I consider it one of the most useful recruiting tools available, and when used to its fullest, also one of the most cost effective and time efficient.

William Pierce, University of Toledo

TURN INFORMATION INTO ACTION

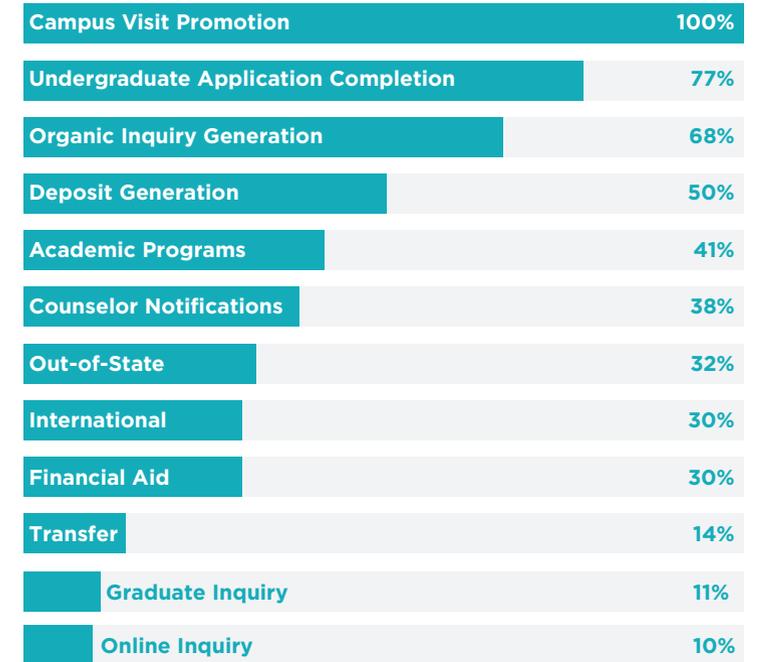
Wake up to a daily report of who's been engaged on your site in the last 24 hours.

With the Daily Visitor Report you will have access to individual student details of your top engaged prospects to help you make more informed decisions each day. This information can make a difference on dollars spent, communicating to the right students at the right time.



OUR PARTNERS' TOP CAMPAIGNS

We've run over 1,000 dynamic content campaigns for our partners in the past two years. Here are the top 12 types of campaigns our partners utilize to help meet their goals.



We partnered with Capture to gain a better understanding of which of our admitted students were really engaging through yield season. The tools and reports provided by Capture, and their use of dynamic content, has enabled us to take personalized messaging to another level. Understanding student behavior during this key time in recruitment has enabled my staff to be more efficient with their time and focus on those students who were engaged and highly interested.

Kent Barnds, Augustana College



WITH CBE **YOU RECEIVE:**

Fully Managed Service:

- Dedicated Advisory Services team member for strategy discussion.
- Dedicated CBE Manager for day-to-day platform management and implementation.

Online Dashboard and Reporting

- Create and explore ad-hoc charts; robust export options for extracting all tracking data for more detailed analysis and regularly scheduled data exchange with your CRM.
- Access for an unlimited number of users to Capture's real-time, web-based behavioral data monitoring and e-communication platform, available 24/7/365.



RECRUITMENT **REIMAGINED**

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