



Market**DATING**

Getting Prospects to Ask Your Institution Out
(the essence of content marketing)

CONNECTION POINT

OPPORTUNITIES AND INSIGHTS FOR CONNECTING TO PROSPECTIVE STUDENTS



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Virginia Beach, VA



 **SEVENTH POINT**
ADVERTISING • MARKETING • PUBLIC RELATIONS

@JeremyFern7P

SEVENTH POINT 
OPTIMIZED

“**THE FUTURE**
ain't what it
USE TO BE”

-Yogi Berra

Welcome to a New World of
Higher Ed Marketing

Technology-Driven Prospect Targeting

Text PRIMA7P to 44144 to get your
“7 Commandments of Media Planning & Buying” whitepaper.



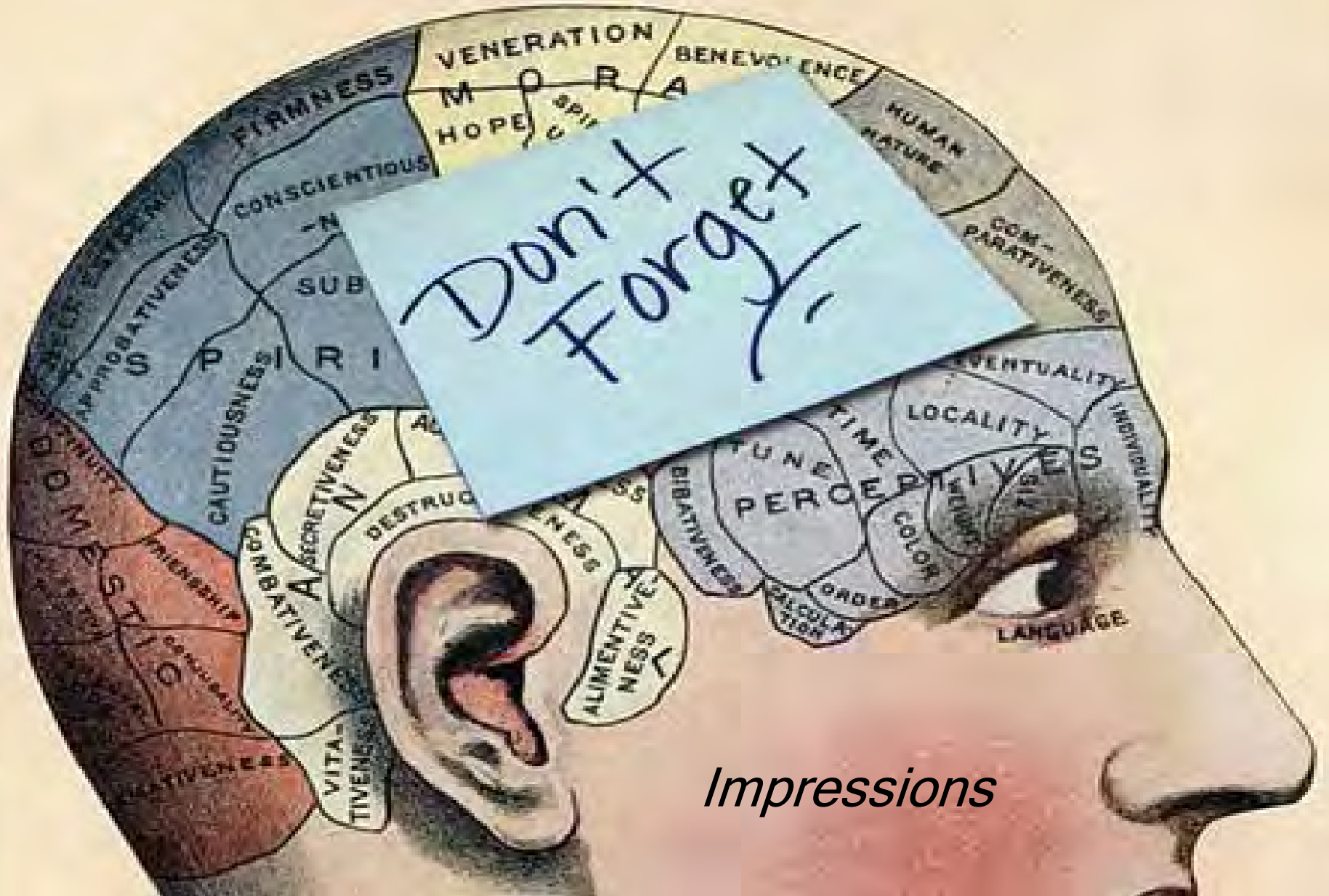
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seventhpoint.com/highered

USP



It's about creating brand memory.



Impressions

“Marketing is about publishing great content.”

-David Meerman Scott

“The New Rules of Marketing & PR”

“Content marketing is a commitment, not a campaign.”



@JonBuscall
Owner
Moondog Marketing



@brennermichael
Head of Strategy
Newscred

“Content marketing represents the gap between what brands produce and what consumers actually want.”

@JeremyFern7P

Content marketing in **higher ed** allows you to spread relevant information about your school without forcing a sales pitch down the throats of your prospective students or parents.

HIGHER  ED



Content is everywhere.



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We're tuning the **noise** out as a consumer...and so will your students.

4.7B

{pieces of content shared per day}

Content Marketing Institute

@JeremyFern7P



We're tuning the **noise** out as a consumer...and so will your students.

1.8B

{photos shared per day}

Content Marketing Institute

@JeremyFern7P



10,000 marketing messages hit us per day



Content Marketing Institute

@JeremyFern7P



“

60-70% of marketing content
goes completely unused.

”

Sirius Decisions

“

44% of Direct Mail
Never Opened

”

Newscred

“

86% of People Skip TV
Commercials

”

Newscred

“Everyone is drowning in a deluge of content - you, your customers, your prospects, even your competition. If you can tame the flood, you win.”

Curata
Become a Content Rockstar



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WHAT IS YOUR
MISSION?

(College Name) will become a destination for (target student) interested in (programs) to help them (value to student).

3 Steps to Building a Content Strategy

Step 1 Identify who you are trying to reach

Step 2 Determine how you want to reach them

Step 3 Know what to use to reach them

Before You Create Content, Ask...

- 1) What are the core questions your target audience is always asking?
- 2) How will this content make our brand clearer?
- 3) What story are we telling with this content?
- 4) What motivated the prospect to inquire about our college/university?
- 5) Does this content meet a need/answer a question of prospects or parents?

Map Out Your Content

| Type of Student/Target | Stage | Questions | Keywords |
|--|--|---|---|
| Traditional Transfer International Non-Traditional Cont. Ed. | Early Middle Late OR Prospect Inquiry Applicant Accepted Deposited Enrolled | What does the student need or what is the student asking in this stage? | What keywords are they searching for; type of information are they looking for in this stage? |
| Parent | ----- | What is the parent looking for? What do they need to hear? | What keywords or topics are parents interested in? |



What does Content Marketing actually do?

- Improves site traffic
- Increases brand awareness
- Provides downloads of content
- Generates leads
- Educates prospects about you
- Improves SEO rankings
- Offers customer service
- Builds prospect's trust
- Builds rapport and loyalty
- Builds brand memory

How is Content Marketing shared?

GIVENS:

SEO/SEARCH ENGINES
SOCIAL MEDIA CHANNELS

PAID:

FLIPBOARD
SHARETHROUGH
TABOOLA
OUTBRAIN
ZEMANTA

ORGANIC AND PAID:

YOUTUBE
BLOGS
SLIDESHARE

LINKEDIN
GOOGLE+
INSTAGRAM
TWITTER
FACEBOOK

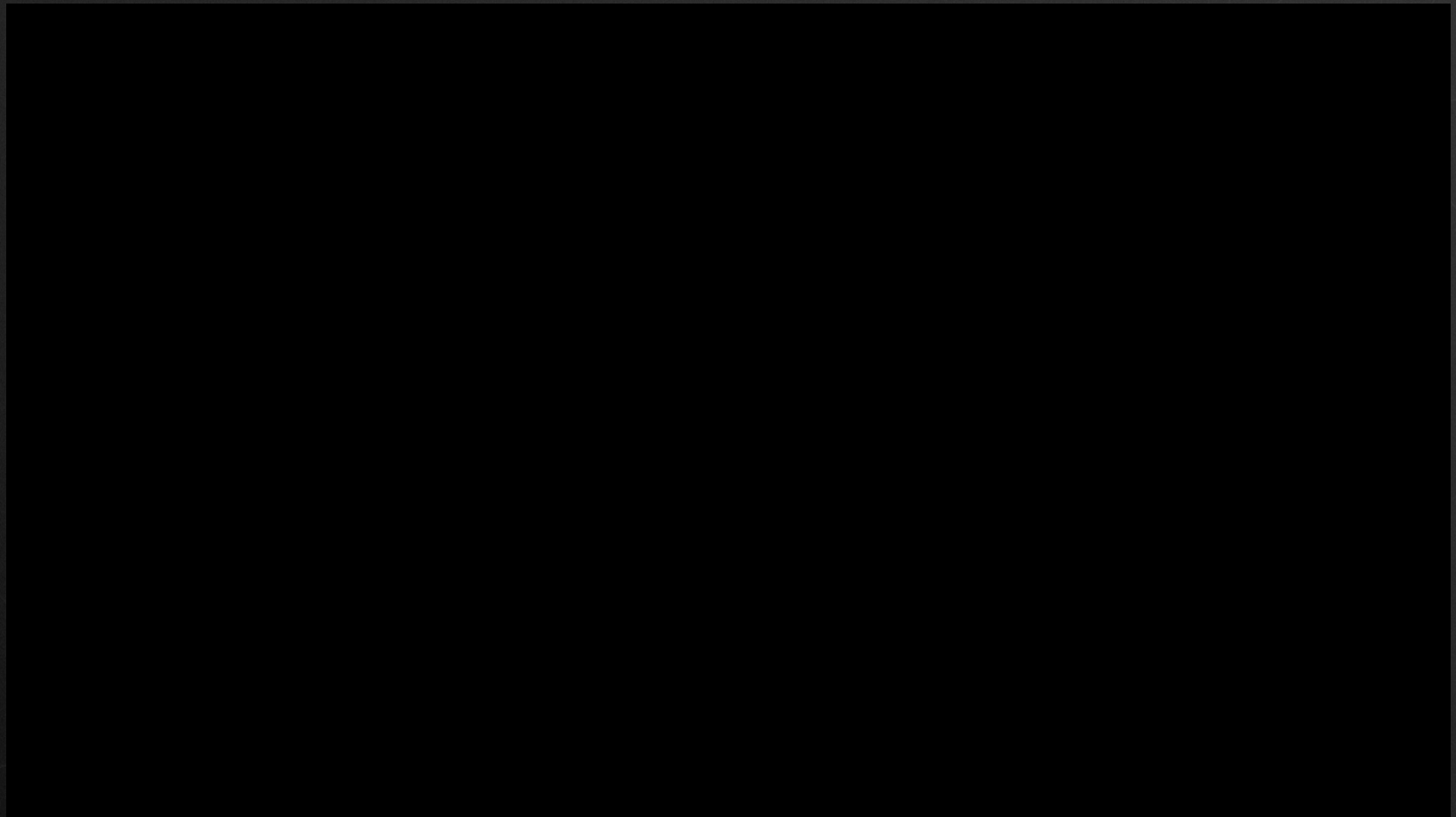
Your content must touch their...

Emotions **Needs**

Fears **Goals**

Dreams

How do you stand out in the crowd?



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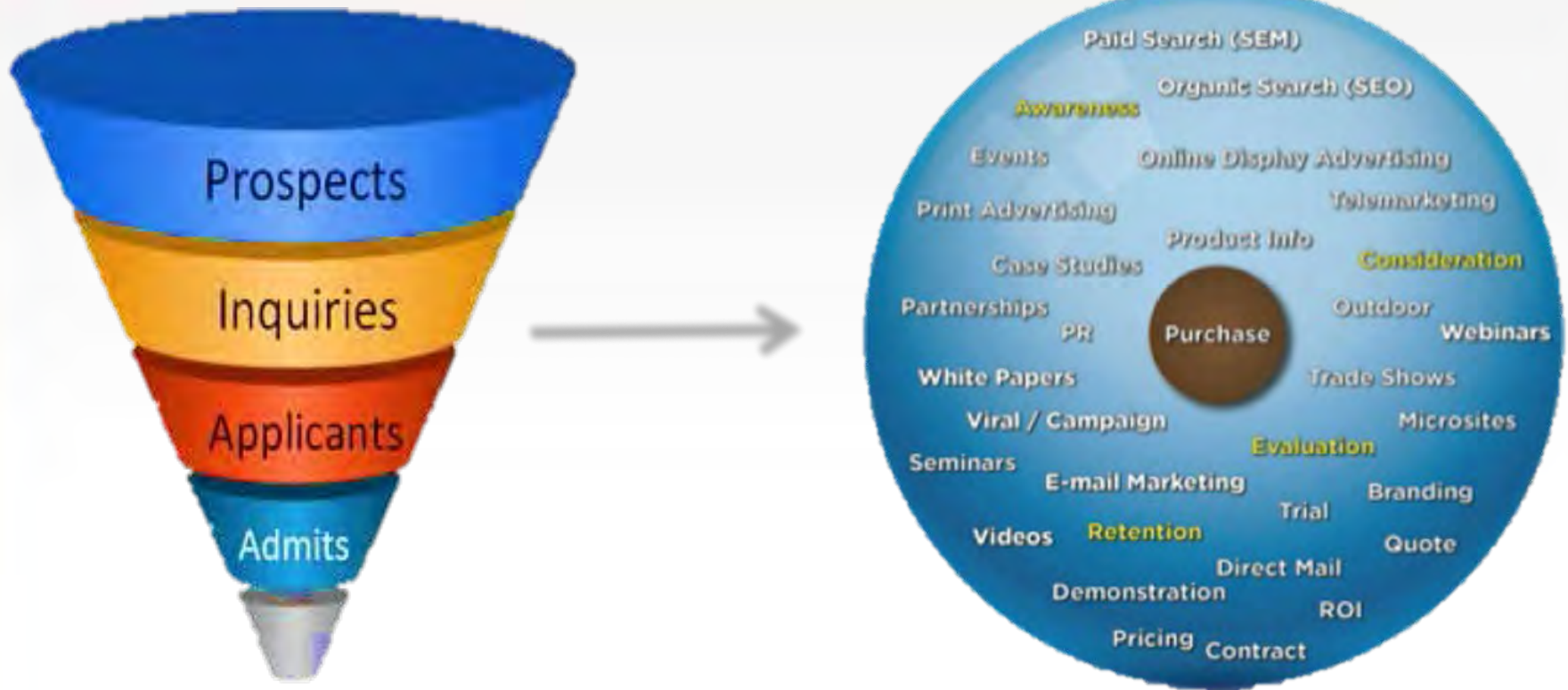




Where Content Marketing and Admissions Strategies Aren't Playing Nice

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Keep Prospects Swimming in Content



FIND YOUR MIX



Content Marketing Sphere

Email Marketing
Print Advertising
Testimonials/Stories
Digital Display
Online HOAs
TV/Videos

Blogs
Direct Mail
SEO
Social Media
Texting
Word of Mouth

Your goal in content marketing is...



...a second date.

the Frisky

Henry's Louisiana Grill

Acworth, GA



@JeremyFern7P



recipe: Content Marketing

- ❑ Henry's was FINDABLE
- ❑ Henry's was UNIQUE
- ❑ Henry's was ENGAGING
- ❑ Henry's was CUSTOMIZED

“

A successful content recipe must have a collection of distribution ingredients, not just a garnish.

”

Luke Kintigh, INTEL IQ



Focus on the mechanics of how an idea spreads, not just the idea itself.

Quality isn't enough; build **evangelism** into your ideas.

Jonah Peretti (Buzzfeed Founder)

A person wearing a dark sweater over a light-colored collared shirt is holding a bright yellow rectangular sign in front of their chest. The sign has the text 'WIIFM?' written in a bold, black, serif font. The person's hands are visible, gripping the edges of the sign. The background is plain white.

WIIFM?

Do you have
parent
content?

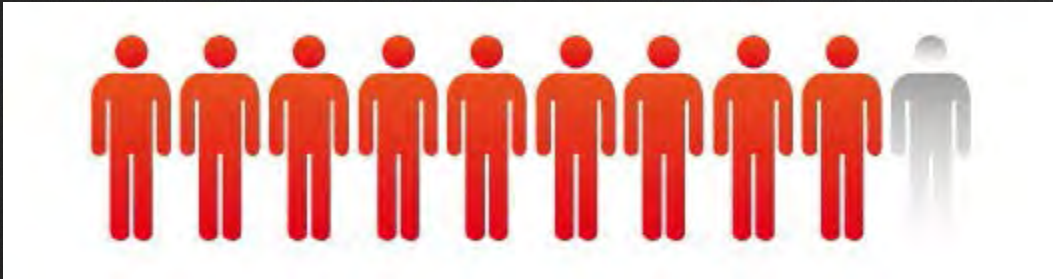


More than 75% of students listed their parents
as the greatest influence on their enrollment
decision.

Noel-Levitz E-Expectations Report

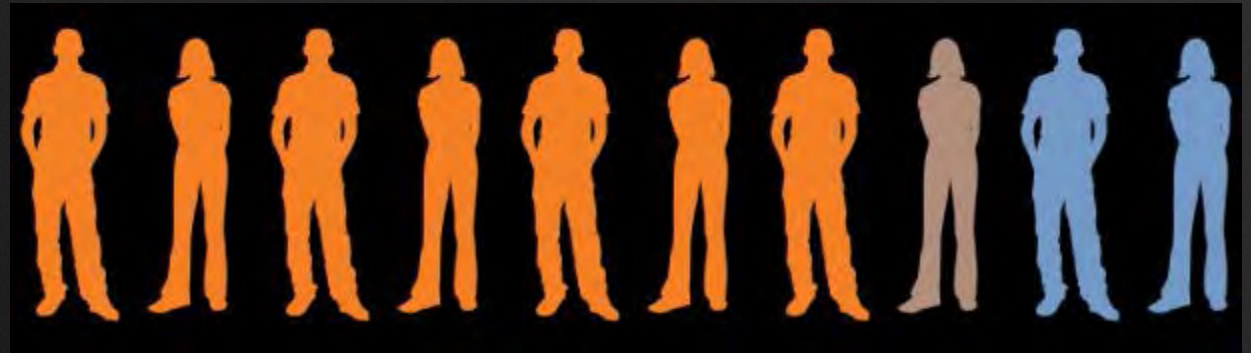
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Students

9 out of 10 of seniors have access to mobile device



Parents

8 out of 10 of parents have access to mobile device

Are You
Mobile
Friendly?

Noel-Levitz E-Expectations Report



Curriculum
2 Year Degrees, Certificates & More



Workforce Continuing Education
Workforce Development
Career Enhancement
Personal Enrichment



Early College & OCP
Graduate High School with an Associate's Degree



HSE (GED), AHS, & ESL
High School Equivalency (GED), Adult High School, English as a Second Language, and more!

 **REGISTRATION NOW OPEN**

 **APPLY FOR SCHOLARSHIPS**

Events

- OCT 26** Spring Semester Academic Advisement and Registration for New and Continuing Students (ends December 1)
- OCT 26** Spring Tuition and Fee Payment Period (ends January 6)
- NOV 11** Veterans Day



- HCC Foundation Recognizes Long-Time Supporters
- HCC 2010 Associate in Arts Graduate Spends Time Studying Abroad Over the Summer
- HCC Registration for Spring Semester is October 26 through December 1
- HCC's Creative Arts Visiting Artist Program to Host Katy Schultz on November 19

We are HCC.



PARENTS and SENIORS both rated college websites as most influential recruitment resource.

**Over 50% of
seniors and parents
are willing to receive
text messages from
campuses.**





More than
75%

...students and parents said schools should put more effort into getting prospective students to campus for visits and admissions events.

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Socialize your content.

53%

of content traffic is
driven by social media.



What about GenZ? *(1995-2014)*



33% Watch Lessons Online

20% Read Textbooks on Tablets

32% Work with Classmates Online

Use 5 Screens Daily on Average
(smartphone, TV, laptop, desktop, iPad)

8 Seconds = Attention Span

60% Want to Impact the World

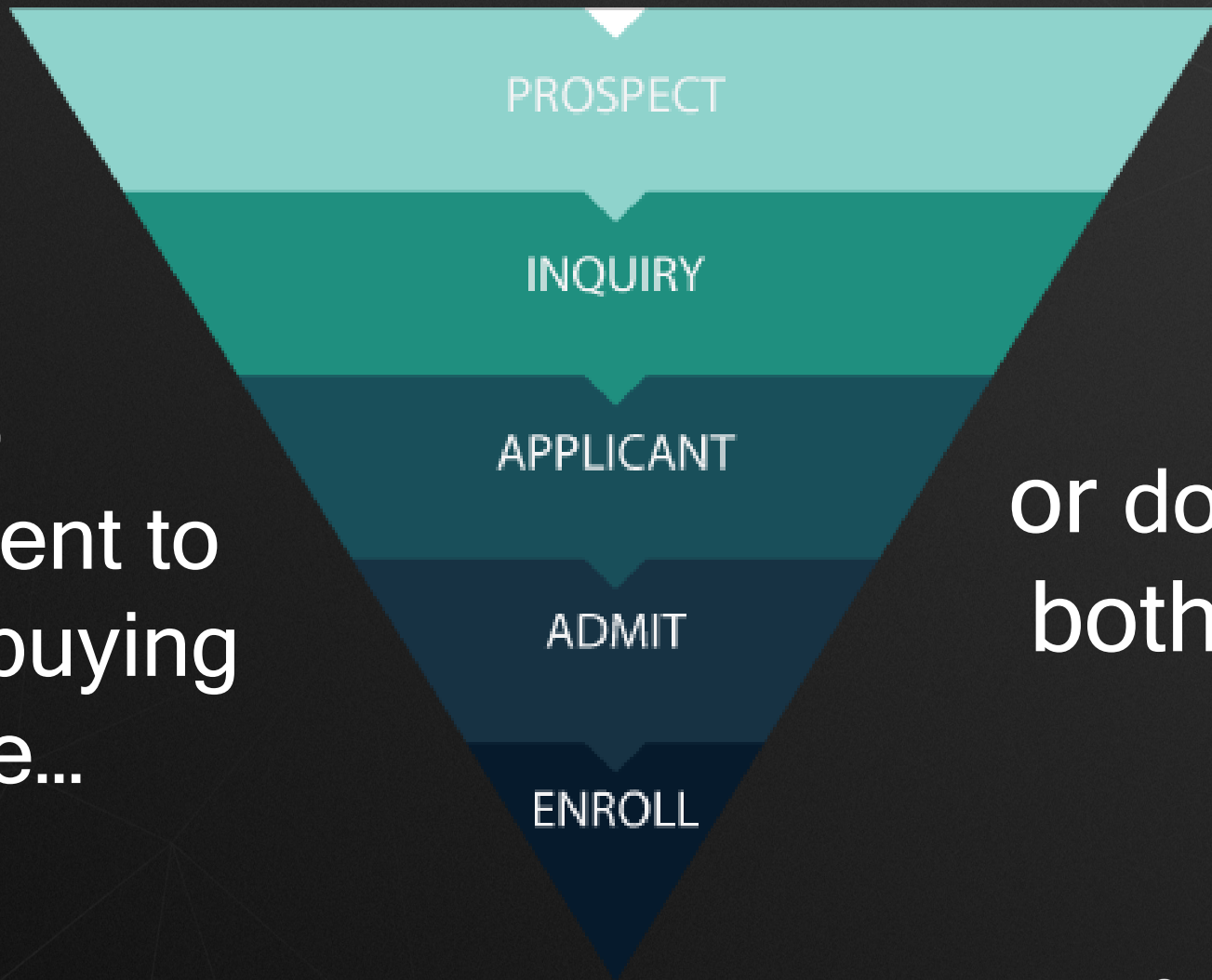
42% Follow Parent's Influence

CMO.com

Keep The Fire Burning - Best Practices



Map
content to
the buying
cycle...



or don't
bother.

Use What You've Already Got



#MyDukeRoom
[http://instagram.com/
dukestudents](http://instagram.com/dukestudents)

Images displaying
student dorm rooms

@JeremyFern7P



Blogs

- Recent Entries
- Best of the Blogs
- Student Bloggers
- Staff Bloggers
- Guest Bloggers
- Blogger Alums

Best of the Blogs Archives



Yuliya K. '18
Bursting the MIT Bubble 1.0
 things to do in Downtown Boston
 Jun 22 2015 | Comments (6)



Lydia K. '14, MEng '16
Random Random Projects/Moving Out of Random
 Randomly zigzagging about until I find myself in the future, somehow no longer in Random.
 Jun 13 2015 | Comments (8)



Allan K. '17
how to choose your major
 putting people in boxes, feat. credit for reddit, social science, and lots of yarn.
 Jun 6 2015 | Comments (11)



Danny B.D. '15
A Mischievous Anniversary Tonight
 Four score and ten years ago...
 Jun 1 2015 | Comments (3)



Anastassia B. '16
How to trick yourself into thinking that you're writing a report
 The most productive procrastination technique revealed at last!
 May 17 2015 | Comments (8)

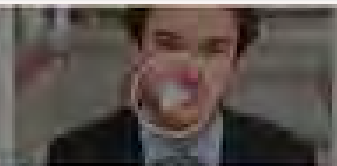


Vincent A. '17
A Hard MIT Class
 ...or is that redundant? And yes, hiiiiii.
 May 10 2015 | Comments (14)

MIT Blogs

<http://mitadmissions.org/blogs>

Stories by students and admissions officers



University of Southern California
<https://instagram.com/uscadmission>
Cross-platform content & Campus event promotion

@JeremyFern7P


VANDERBILT UNIVERSITY

UNDERGRADUATE

Admissions

Apply Visit Academics Fast Facts Financial Aid Your Admissions Counselor

Congratulations!
You're the newest member of the Class of 2019!



0:00 / 1:24

Academics

At Vanderbilt, learning happens all the time – in classrooms and labs, at internships and during study abroad, and even in your campus

- Undergraduate Majors
- Undergraduate Research
- Undergraduate Catalog
- AP & IB Credit Information

Class of 2019 Swag



Download class of 2019 digital swag to share your status as the newest Commodore! Click the image you want to download it.

Facebook Cover Photos



Vanderbilt's "I'm In"

<http://admissions.vanderbilt.edu/imin/2019/>

Micro-site for admitted students and customized digital swag

Content Alert!

Academic Program Information
is the #1 piece of content students
look for on your website.

Only **37%** of 2 Yr Public Schools Practicing SEO for Content Pages

Top 10 email clients in 2014

| | | |
|----|-------------------|-----|
| 1 | APPLE IPHONE | 28% |
| 2 | GMAIL | 16% |
| 3 | APPLE IPAD | 12% |
| 4 | OUTLOOK | 9% |
| 5 | APPLE MAIL | 8% |
| 6 | GOOGLE ANDROID | 7% |
| 7 | OUTLOOK.COM | 5% |
| 8 | YAHOO! MAIL | 4% |
| 9 | WINDOWS LIVE MAIL | 2% |
| 10 | AOL MAIL | 1% |

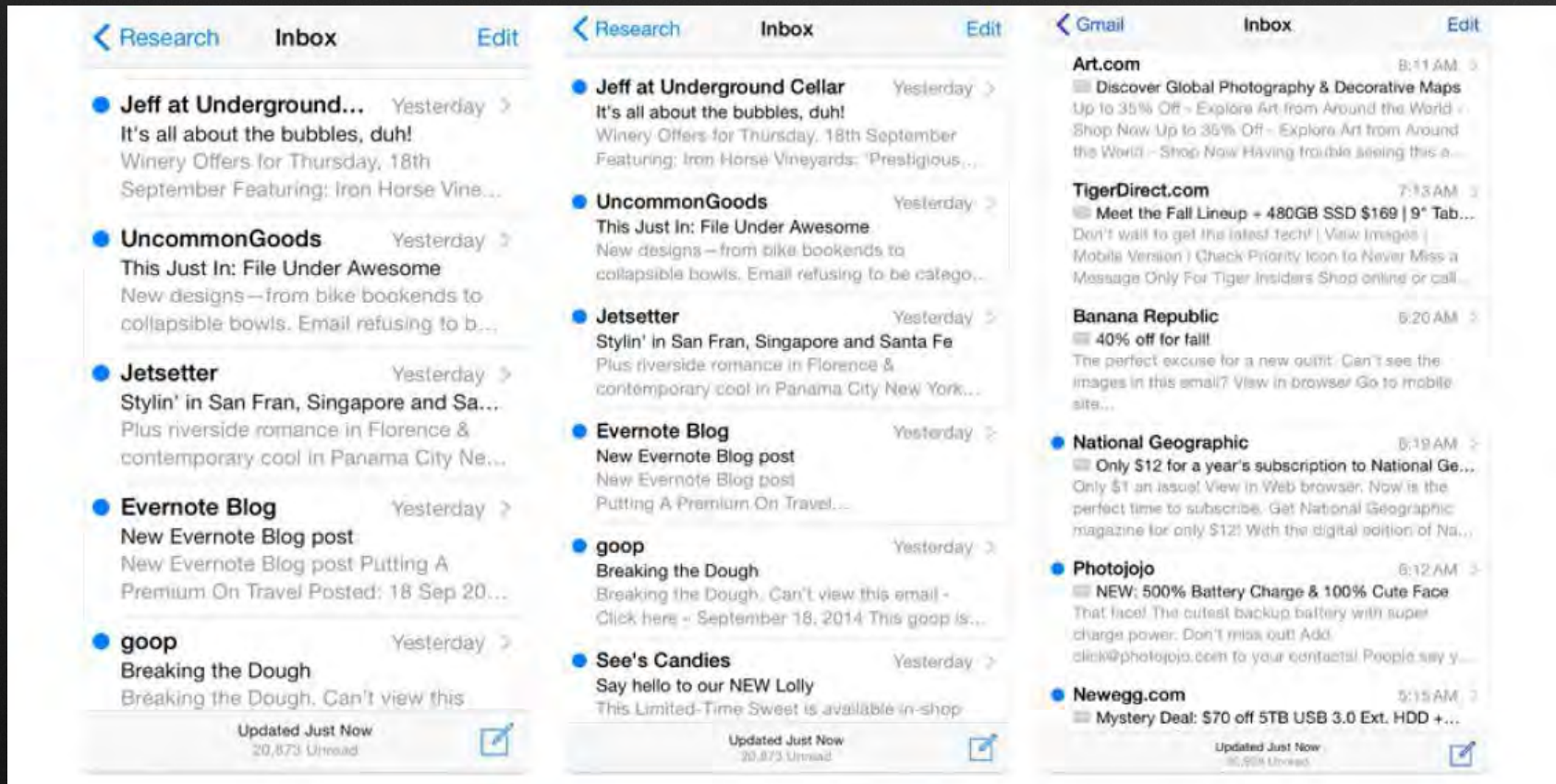
Litmus.com

@JeremyFern7P



Think mobile

Litmus.com



iPhone 5

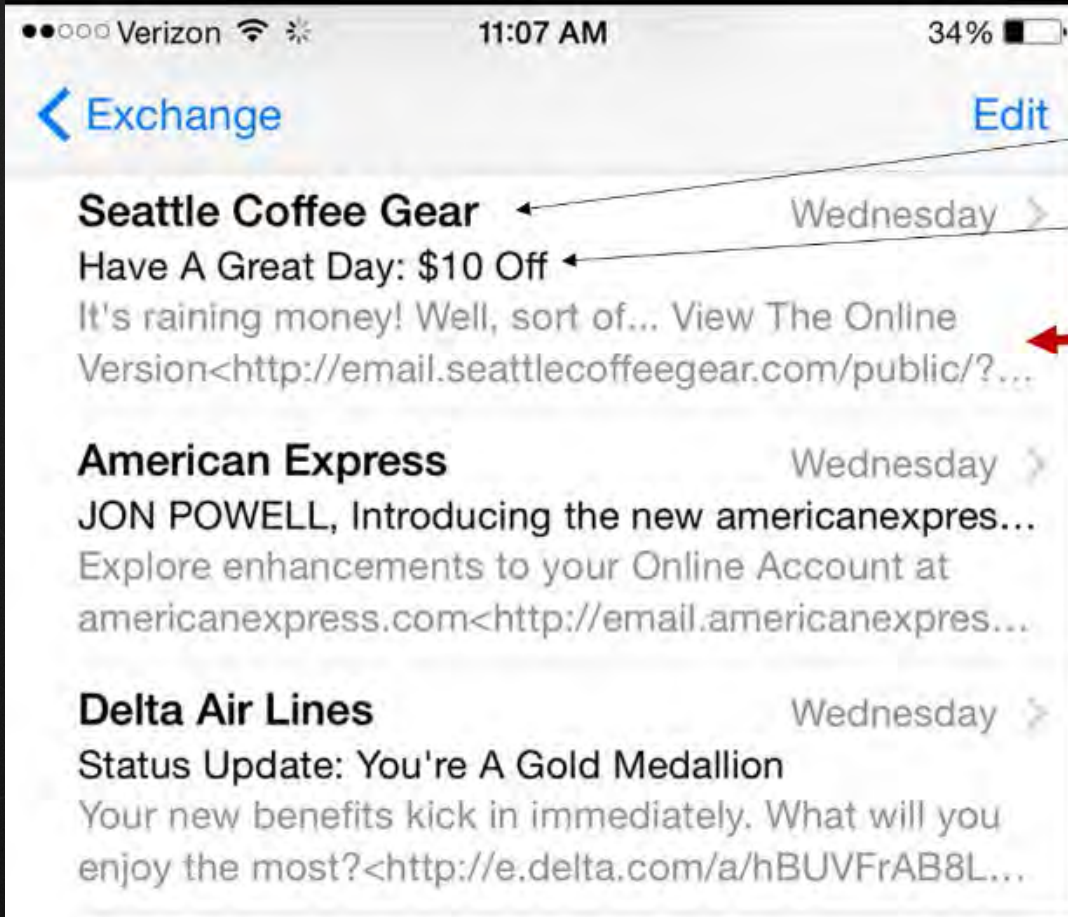
iPhone 6

iPhone 6 Plus

@JeremyFern7P



Preview Text on Email



Sender

Subject Line

Pre-header

Using email strategically

Design, don't just compose.

Use the **From Name**, **Subject Line**, and **Preview Text** to your advantage

Subject Line and Preview Text should work together

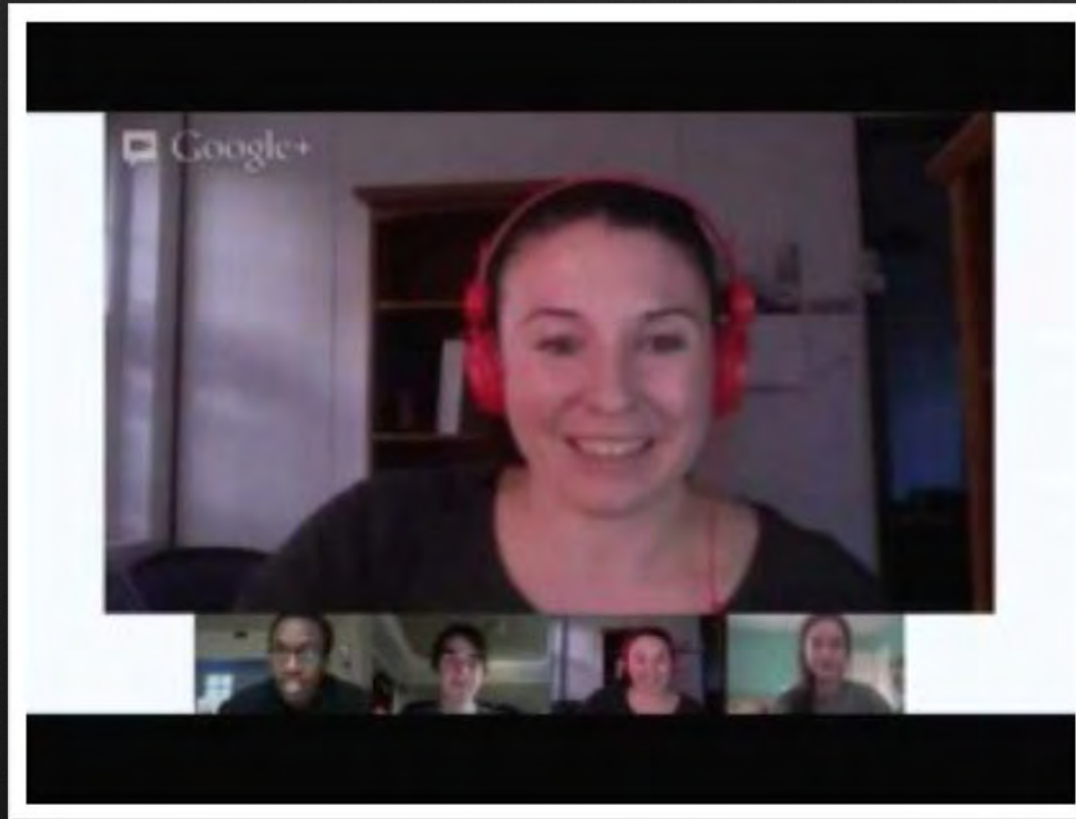
Extra Preview Text line needs enough copy. Don't let it be filled with junk.

DESIGN

What's the point of a mobile email/ad?

Don't be MUGLY





A Big Week of Hangouts for Duke
{unique locations on campus}

75 Examples

TO SPARK YOUR CONTENT MARKETING CREATIVITY



contentmarketinginstitute.com



CONTENT
MARKETING
INSTITUTE®

@JeremyFern7P

SEVENTH POINT 
OPTIMIZED

CULTIVATING THOUGHT

Chipotle

Content Type: Product Packaging



LEARN MORE:

[This Week in Content Marketing: Chipotle Calls on Best-Selling Writers for Soda Cups](#)




CULTIVATING THOUGHT AUTHOR SERIES

Must a cup, or bag, suffer an existence that is limited to just one humble purpose, defined merely by its simple function?



WHY WE LOVE IT:

This terrific content initiative got its start when author Jonathan Safran Foer approached [Chipotle's](#) CEO about using the brand's "surfaces" to provide thought-provoking and engaging "gifts" to its customers. The brand then commissioned 10 writers to create original works that would appear on its product packaging. Not only is Chipotle's program providing a unique and delightful experience for customers, it's enabling authors to participate in branded conversations in a legitimate way.

A circle of 12 modern, light-colored chairs with curved backs and four legs, arranged in a ring around the central text. The chairs are positioned at the top, bottom, left, and right of the text, with four chairs between each cardinal direction.

Speak Once
Two Minutes
Discuss

Student tour treasure hunt or “Best of” Instagram Contest



@JeremyFern7P





Periscope

student-led tours of campus
student center
live lectures

dinner
chapel service
interviews

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Marke-DATING - Getting Prospects to Ask Your Institution Out



**Which
College**

**Will She
Choose?**

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-Yogi Berra

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Thank you!

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