

End-to-End Digital Solutions for Higher Education

# A Whole New Web World

Webinar

Thursday, December 16, 2021



**Moderator**

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# Daniella

@DaniellaNordin

- + **Associate VP of Marketing**
- + **Champion of the em dash**
- + **Erstwhile Radio DJ: Ladies 80s**



## A Few Starting Details

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- + 45-minute webinar + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Control Panel
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey

**Co-Presenter**

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# Voltaire

- + **EVP, Web Strategy**
- + **Former University Development Officer**
- + **Loves the feeling of nib on paper**



**Co-Presenter**

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# Eric

@HigherEdEric

- + **EVP, Enrollment & Marketing Strategy**
- + **Hosts The Quad**
- + **Plays the guitar and has performed in concert with his teenage daughter**



**Co-Presenter**

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**Alexa**

@adpoulin

- + **Chief Digital Officer**
- + **Former College Marketing Director**
- + **First Generation American**



**Co-Presenter**

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**Megan**

@yellow\_MissMeg

- + **EVP, Strategy, Underscore**
- + **Former admissions counselor**
- + **Grew up on a quail farm in Indiana**



## Today's Goal

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To paint a vision for  
an integrated ecosystem of  
communications in service to  
student recruitment



# + today's agenda

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1. The Typical Landscape
2. The Emerging Ecosystem
3. Getting Started
4. Questions & Answers

1

# The Typical Landscape

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**Everyone and No One:**  
Analytics



**Graduate Admissions**

Student CRM + Digital Campaigns



**Student Affairs**

Student Success Portal



**Institutional Advancement**

Alumni/Donor CRM



**Undergraduate Admissions**

Student CRM + Digital Campaigns



**Marketing Communications**

Website + Brand



**Information Technology**

Web CMS + Enterprise Portals

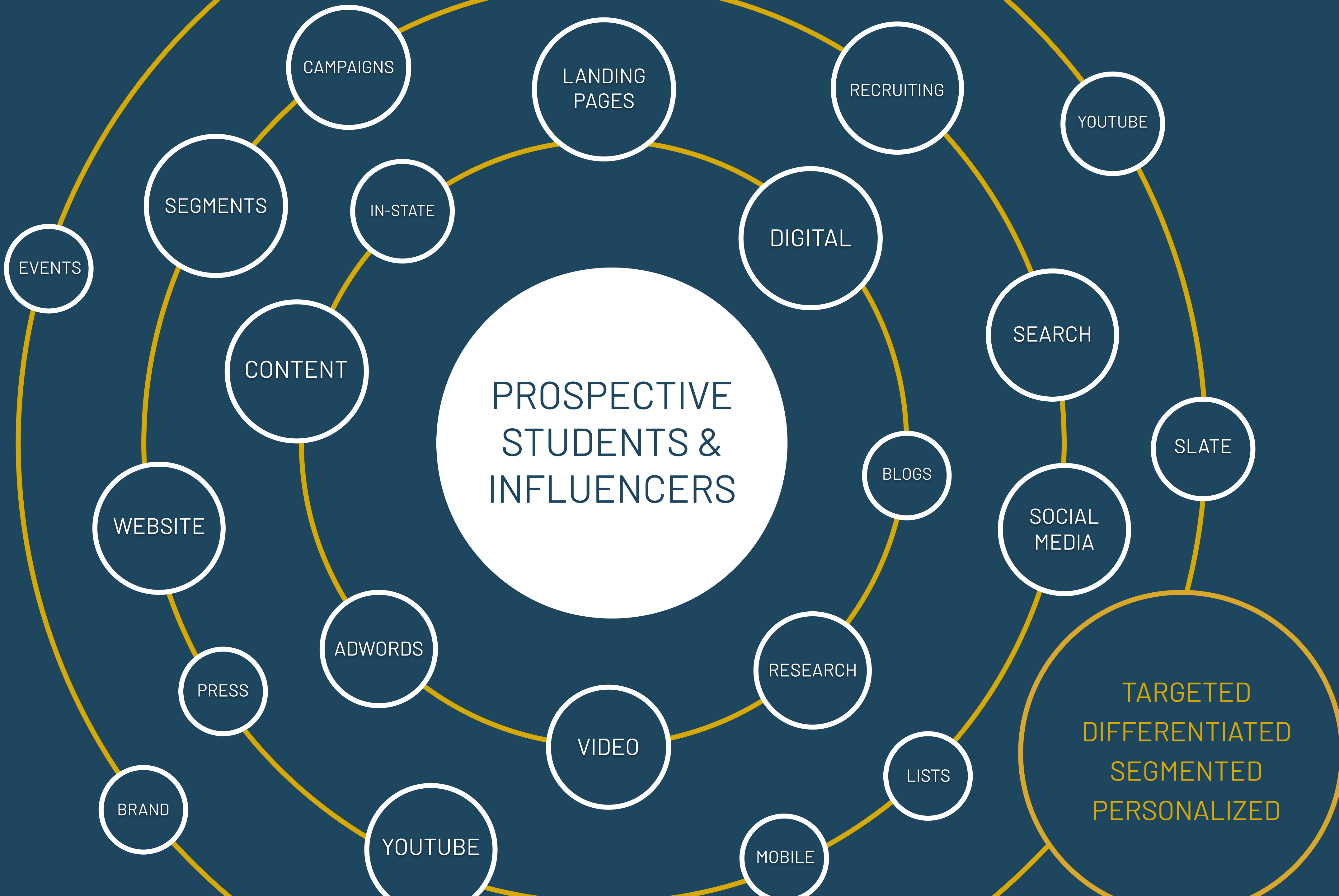
# Let's Take a Poll

1. That landscape is more or less us. All the pretty silos.
2. Uhm, we're moving in the right direction in terms of coordination and collaboration.
3. We're a well-oiled machine across departments, and we've got our ecosystem in absolute order.

2

# The Emerging Ecosystem

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PROSPECTIVE  
STUDENTS &  
INFLUENCERS

TARGETED  
DIFFERENTIATED  
SEGMENTED  
PERSONALIZED

- CAMPAIGNS
- LANDING PAGES
- RECRUITING
- YOUTUBE
- SEARCH
- SLATE
- SOCIAL MEDIA
- BLOGS
- DIGITAL
- VIDEO
- RESEARCH
- MOBILE
- LIST
- BRAND
- WEBSITE
- PRESS
- ADWORDS
- YOUTUBE
- SEGMENTS
- IN-STATE
- CONTENT
- EVENTS

**Focus 1:** Integration & Collaboration

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**Human connection is essential at both the brand level and at the administrative level.**

**Focus 2:** Personalization & Attribution

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**Personalization, at its core, is about understanding your audiences—not about amassing content.**



**Focus 3:** Measurement in Service to Connection and Cultivation

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**In the emerging ecosystem,  
every entry point requires a  
message and a metric.**

3

# Getting Started

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**your market dictates  
your possibilities**

**Familiarity is foundational to affinity.** If I don't know you, I can't like you.



# Human connection

sets us apart

feeling



# psycho metrics

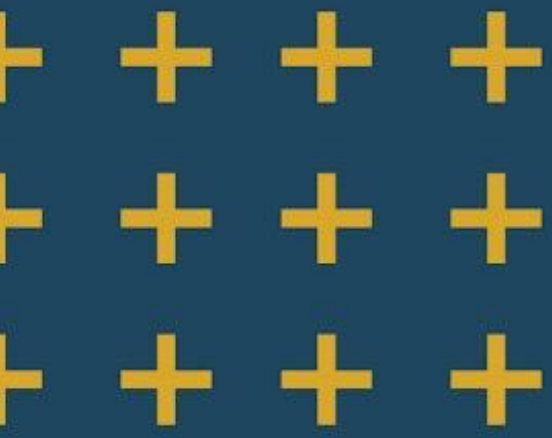
DEFINE US

**Facts and statistics aren't enough.**

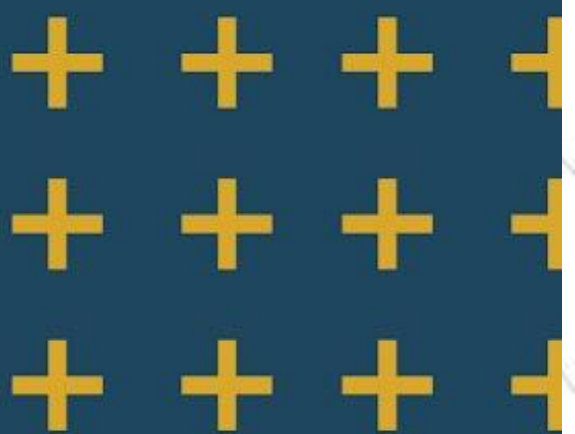
**You have to tell a story.**

**Your story.**





how do you know  
**what is right?**

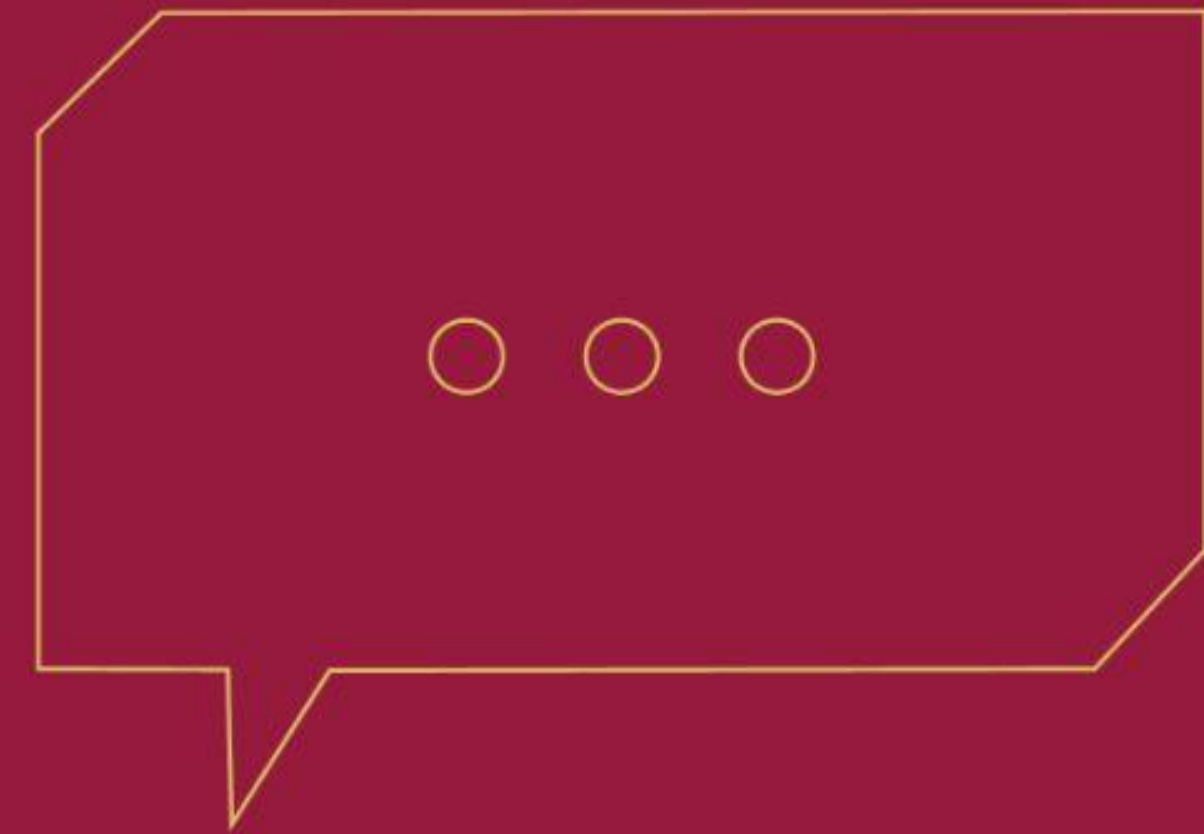




# Pretty is not enough.

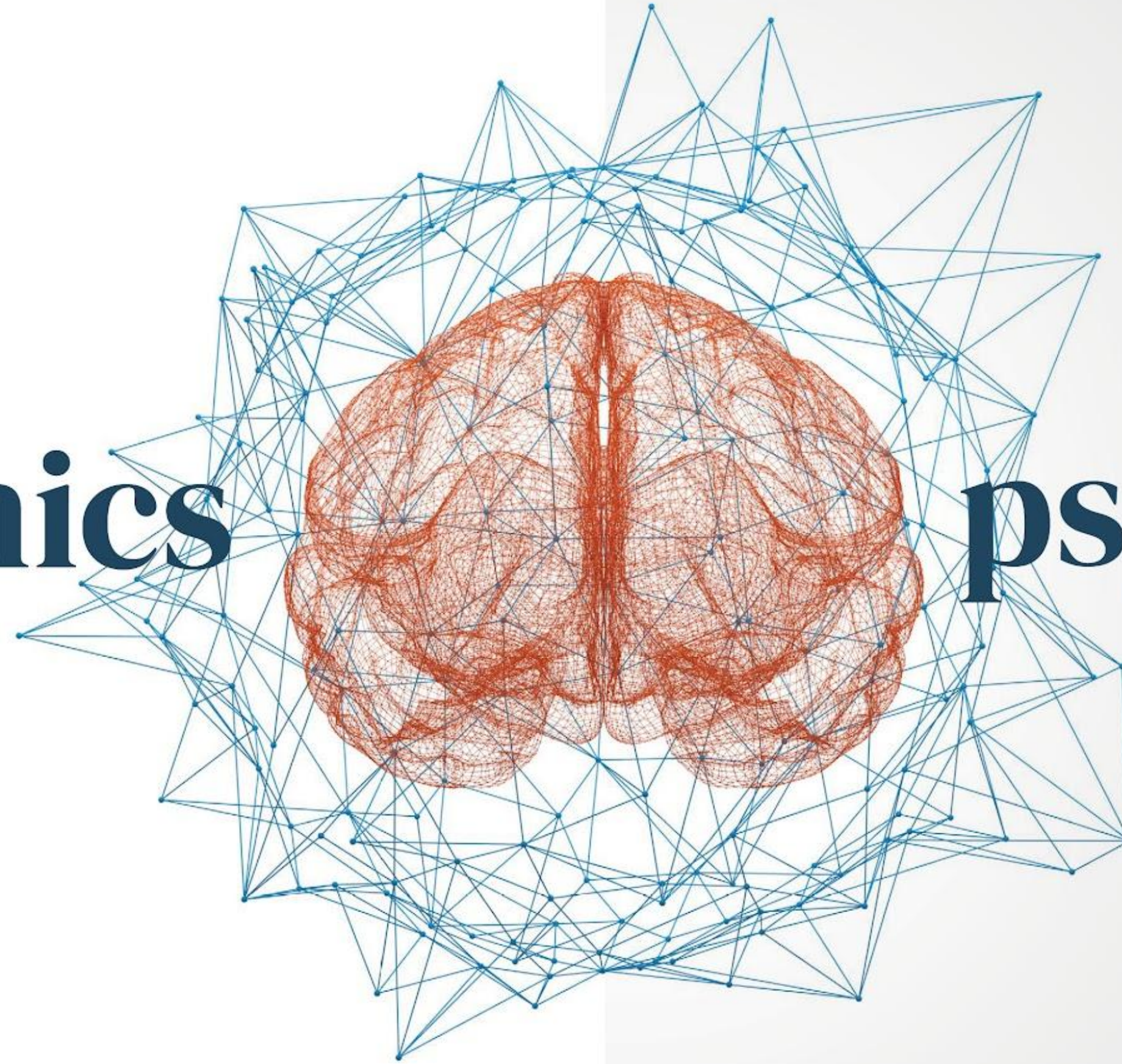
Great communication design is **authentic**. It fosters deep understanding. It builds brand equity. It surprises and delights while creating lasting emotional connections. How do you know what is truly right for your creative?

how do you know  
what to say  
to people?



# demographics

MACRO-VIEW SOCIAL STATISTICS  
LIKE AGE, INCOME, AND EDUCATION



# psychographics

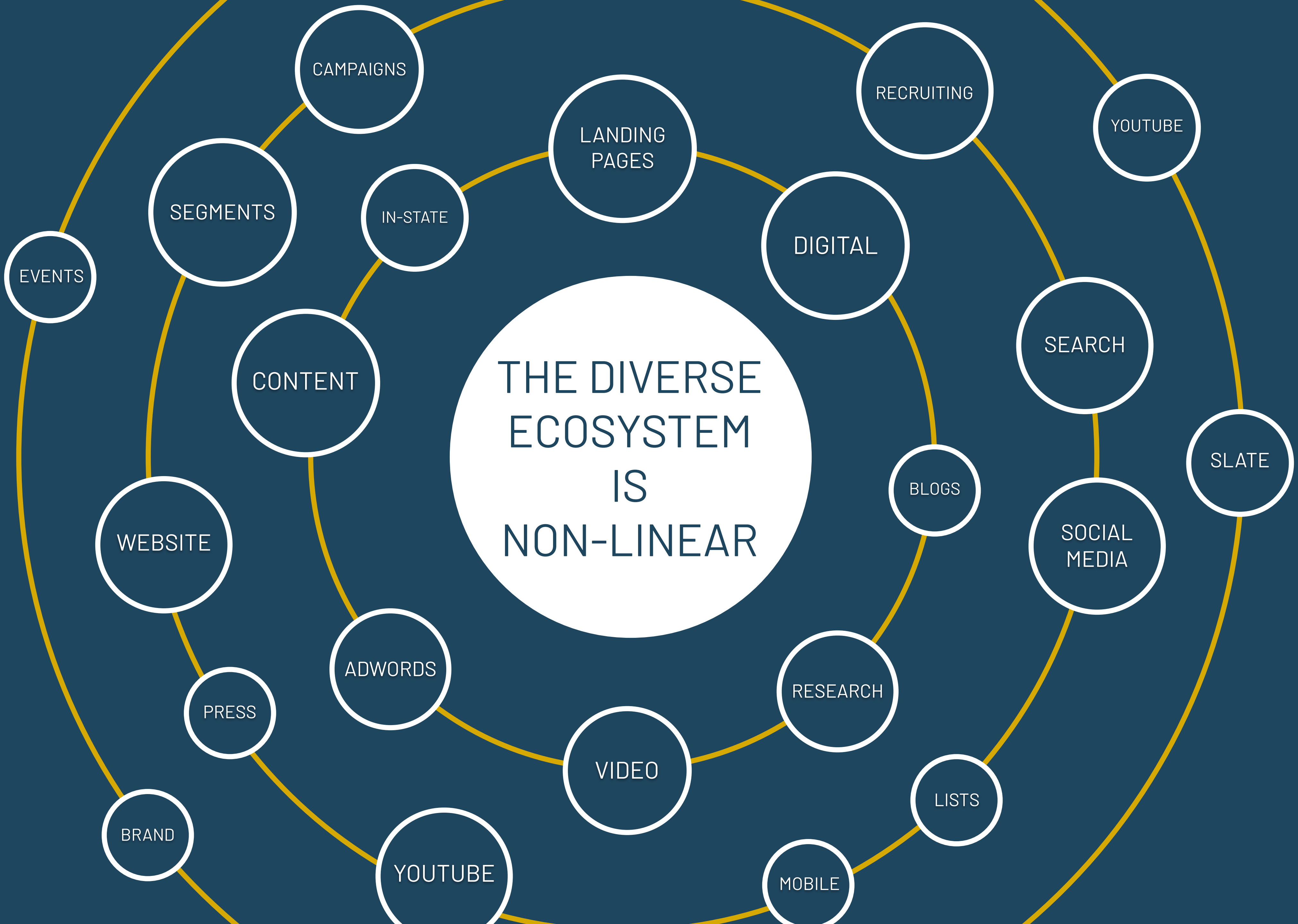
MICRO-VIEW PSYCHOLOGICAL FACTORS  
LIKE PERSONALITY, MOTIVATION, AND DESIRES

# Students choose how and when to engage.

+ buyer's market



THE DIVERSE  
ECOSYSTEM  
IS  
NON-LINEAR



CAMPAIGNS

LANDING PAGES

RECRUITING

YOUTUBE

DIGITAL

SEARCH

SLATE

SOCIAL MEDIA

BLOGS

RESEARCH

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ADWORDS

WEBSITE

CONTENT

IN-STATE

SEGMENTS

EVENTS

PRESS

BRAND

YOUTUBE

MOBILE

LISTS

# Digital Marketing Strategy Playbook

<p>Prospect Mindset &amp; Stages (non linear)</p>	<p><b>Contemplating: I've thought about it but I'm not ready yet.</b></p>	<p><b>Kicking tires: I am looking, but for the future.</b></p>	<p><b>In market: I am looking right now.</b></p>
<p>Approach &amp; Measurement</p>	<p><b>Branding &amp; Recall</b></p> <ul style="list-style-type: none"> <li>+ Likes</li> <li>+ Shares</li> <li>+ Views</li> <li>+ Impressions</li> </ul>	<p><b>Engagement &amp; Inquiry</b></p> <ul style="list-style-type: none"> <li>+ CTRs</li> <li>+ Leads</li> <li>+ RFIs</li> <li>+ Search Impression Share</li> </ul>	<p><b>Conversion &amp; Application</b></p> <ul style="list-style-type: none"> <li>+ Registrations</li> <li>+ CTRs</li> <li>+ Leads</li> <li>+ RFIs</li> <li>+ Search Impression Share</li> <li>+ Applications</li> <li>+ Deposits</li> </ul>
<p>Message</p>	<ul style="list-style-type: none"> <li>+ Consideration</li> <li>+ Discovery</li> <li>+ Exploration</li> <li>+ Learn More</li> </ul>	<ul style="list-style-type: none"> <li>+ Consideration</li> <li>+ Why</li> <li>+ Comparison</li> <li>+ Discovery</li> <li>+ Exploration</li> <li>+ Learn More</li> </ul>	<ul style="list-style-type: none"> <li>+ Evaluation</li> <li>+ Comparison</li> <li>+ Action: (Visit; Start; Apply; Enroll)</li> </ul>

# Marketing Strategy Playbook

Prospect Mindset	I've thought about it but I'm not ready yet.	I am looking, but for the future.	I am looking right now; prospect with immediate intent.
Approach	Branding & Recall	Engagement & Inquiry	Conversion & Application
Channel mix	<ul style="list-style-type: none"> <li>+ Website</li> <li>+ SEO</li> <li>+ Video &amp; Streaming</li> <li>+ Student Search</li> <li>+ CRM</li> </ul>	<ul style="list-style-type: none"> <li>+ Display</li> <li>+ PPC</li> <li>+ Social Media</li> <li>+ IP Targeting</li> <li>+ Student Search</li> <li>+ Video &amp; Streaming</li> <li>+ Website</li> <li>+ Personalization/Carnegie Clarity</li> <li>+ CRM</li> </ul>	<ul style="list-style-type: none"> <li>+ Display</li> <li>+ PPC</li> <li>+ Social Media</li> <li>+ IP Targeting</li> <li>+ Website</li> <li>+ Personalization/Carnegie Clarity</li> <li>+ CRM</li> </ul>
Tactics & Targeting	<ul style="list-style-type: none"> <li>+ Outreach</li> <li>+ Behavioral</li> </ul>	<ul style="list-style-type: none"> <li>+ Outreach</li> <li>+ Retargeting</li> <li>+ Behavioral</li> <li>+ Lead Gen</li> <li>+ List Based</li> </ul>	<ul style="list-style-type: none"> <li>+ Outreach</li> <li>+ Retargeting</li> <li>+ Behavioral</li> <li>+ Lead Gen</li> <li>+ List Based</li> <li>+ Look alike</li> <li>+ Custom Audiences</li> <li>+ Value-Based Bidding</li> </ul>

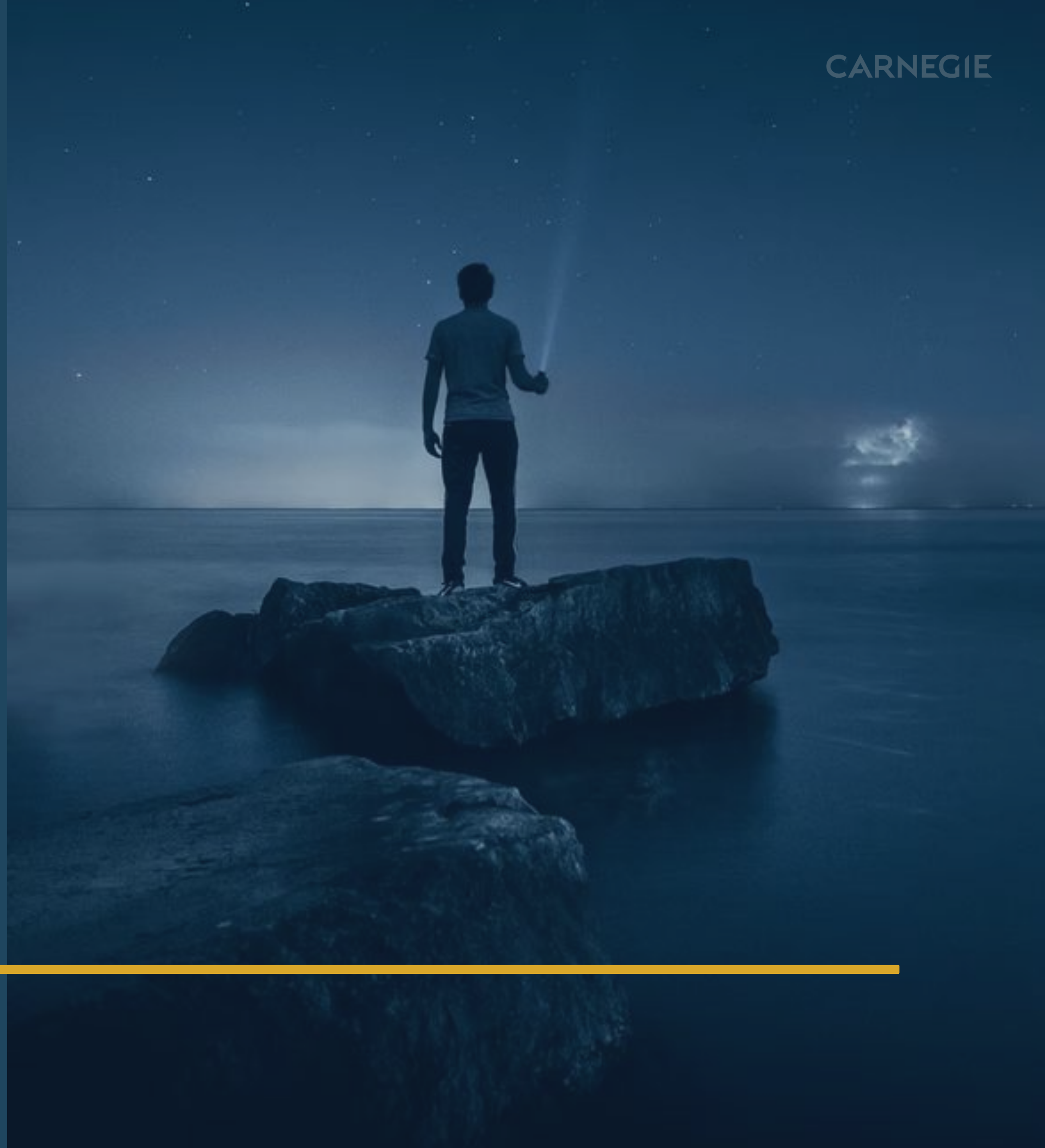




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# Questions & Answers

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## Resources

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### **Dive Deeper**

[Join us at 2022 Carnegie Conference](#)

### **Download**

[The Quad: Season 3 in January 2022](#)

### **Explore**

[Partner with Carnegie](#)

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Thank You!

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