

Enrollment Marketing

There are many enrollment management consulting firms that sell you complex software, student information systems, and onerous data warehousing and analyses systems. The problem is that most of these are too complicated, expensive, and make the institution dependent upon the vendor.

Using a strategic approach, we provide results-oriented, best practice solutions that help you achieve your full enrollment potential. We offer objective, high-quality and cost-effective consulting services to help you improve both your enrollment and retention outcomes, with an emphasis on promoting success at every stage of the recruitment experience.

We apply institutionally-specific approaches to the assessment, design and implementation of state of the art practices in strategic enrollment branding, marketing & recruitment. We train your staff in state of the art corporate based techniques using psycho-social lifestyle segmentation data clusters that yield the richest consumer behavioral information for shopping, financial and technology preferences, media habits (online and offline) and so much more.

These powerful consumer segmentation insights enable your staff to:

- Gain detailed insights for better market planning, media strategy, student recruitment, and retention programs
- Tailor messages and educational products that resonate with your desired students
- Group similar segments together to maximize marketing efficiency and reach
- Discover who your most likely future students are and where you can locate similar potential students

Your newly trained marketing force will craft advertising messaging to reach students based on virtually any media behavior: Television, Cable, Internet, Radio, Newspapers & Magazines.

We can assist your institution in achieving maximum return on your investment. Mastering these techniques requires a committed group of professionals dedicated to strategic planning, crafting effective communication plans, and learning the techniques of value added recruitment. Once trained, your staff owns the work, with no expensive perpetual updates required, beyond their imagination.

Our Services can be customized to meet your specific needs and often include:

- Analysis of your institution's desired enrollment goals, commitment to achieving your existing enrollment goals, and helping identify other potential goals not previously considered.
- Review of current branding and marketing practices, with suggested revisions that will align more closely with our proven techniques.
- Reviewing the existing Communication Plan for prospective students and recommending revisions that will enhance your enrollment potential.