

IPD Marketing Update

Current Advertising Strategies

Facilitated by:

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IPD ENROLLMENT, TRAINING & DEVELOPMENT
"Linking People with Performance"

Structure of IPD's Internal Advertising Team

- Rebecca Henriksen, National Vice President of Enrollment
- Nella DeCesare, National Advertising Manager/Department Lead
- Tiffany Bentz, National Marketing Manager
- Tiffany Shomer, Creative Manager
- Rob Murray, Direct Mail Manager
- Adrian Martinez, Graphic Designer
- Paula Dobler, Senior Administrative Assistant

Mission Statement

The mission of Marketing Services is to increase the annual volume of qualified new leads and ultimately the number of new enrollments through a combination of strategic, targeted, mass marketing that is cost effective and measurable while maintaining the desired image within the community.

Vision Statement

Institute for Professional Development Marketing will be a leader in providing effective results-oriented marketing services to our successful partnerships with higher education institutions. Marketing Services will accomplish this through relevant research, planning, campaign execution, and results analysis and recommendation all while providing our partners A+ customer service.

IPD Advertising Team

- Work Closely with Campus Management to develop and place effective, customized advertising campaigns and advertising strategies
 - Unique and specific to each institution and market
- Position university appropriately in respective markets
- Revise and refresh creative to maintain consistent lead flow and market presence
- Evaluate effectiveness of placement approach
 - Frequent and thorough results analysis

IPD Advertising Team

- Work with campus management to determine lead goals and corresponding budget, based upon enrollment targets
 - Consider % of enrollments needed from each lead type (paid, non-paid, BDS) and the corresponding conversion ratios and costs
 - Consider enrollment staff level – how many leads are needed to support EC team?
 - Usually about 60 leads/EC/month
 - Consider market costs and projected increases
 - Consider minimum levels needed to be effective

Paid lead generation strategy

- Effective mix is critical
 - While most leads today are generated electronically, we know that all mediums work together to drive prospects to the internet
- The extensive use of search engines makes the accessibility and quality of adult program information on the main college website critical
 - Clear and obvious link to adult programs

Paid lead generation strategy

- **Electronic Marketing** (Banner “pop-unders”, search engine optimization, educational directories)
 - Geo-targeted by zip code
 - Largest generator of paid leads and starts
 - 74% of paid leads, 32% of total leads (through Dec.)
 - 59% of paid starts, 13% of total starts (through Dec.)
 - Impacted by all mediums
 - Makes accurate sourcing harder than ever

Paid lead generation strategy

● Direct Mail

- Geo-targeted
 - ❖ By zip code, demographics, etc...
- Second largest source of paid leads and new enrollments
- Important to remain consistent – monthly mail drop to generate leads for next month
- Great for marketing niche programs such as Education or Nursing

Paid lead generation strategy

Radio

Still an important source but now is acting more to drive electronic leads

- Third largest source of paid leads and new enrollments
- Target key demographics during high listening times
- High converting but unable to generate enough phone calls to achieve enrollment targets
 - Few prospects pick up the phone today
- Becoming increasingly difficult to source accurately

Paid lead generation strategy

● **Print: Newspaper, Magazines, Journals**

- Circulation and readership decreased dramatically with popularity of the Internet; varies dramatically by market
- Still an important source in many markets but continues to diminish
- Strong message with “call to action”
- Inserts generally more effective than display
- Magazines and journals rarely produce results

Paid lead generation strategy

● Other sources:

- Television – used in some markets, very expensive to produce and place but sometimes a good choice, especially for image building and name recognition
- Outdoor – Not usually a good lead producer but helps with visibility and can positively impact other sources
- Transit – Not usually a good lead producer but helps with visibility and can positively impact other sources

Lead Generation Strategy

- “Paid” leads just a piece of the puzzle
 - Convert much lower than non-paid (about 10% in FY 05)
- “Non-paid” are critical to campus success:
 - Highest converters (about 41% in FY 05)
 - Enrollment Counselor Generated
 - Referrals such as faculty, corporations, friends
 - Matriculating (moving to higher level program)

Lead generation strategy

- Business Development Specialists
 - Grass roots marketing
 - Increasingly important source in the face of ever-increasing competition
 - Continue to improve selection and training – and as a result, conversion ratio (9% in FY 05)

What's new?

- Analysis capabilities continue to expand
 - Market trends and habits
 - A/B testing of different creative approaches
 - Zip code analysis of leads and enrollments for improved targeting
- “Variable data” direct mail
- UOP list share program
- Cost-per-lead program
- Marketing fully online programs

IPD Advertising Department

- Committed to meeting the needs of University Administration and Campus Management
- Strong understanding of adult learners; who they are, where they are, what they respond to
- Value the unique mission of each institution

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