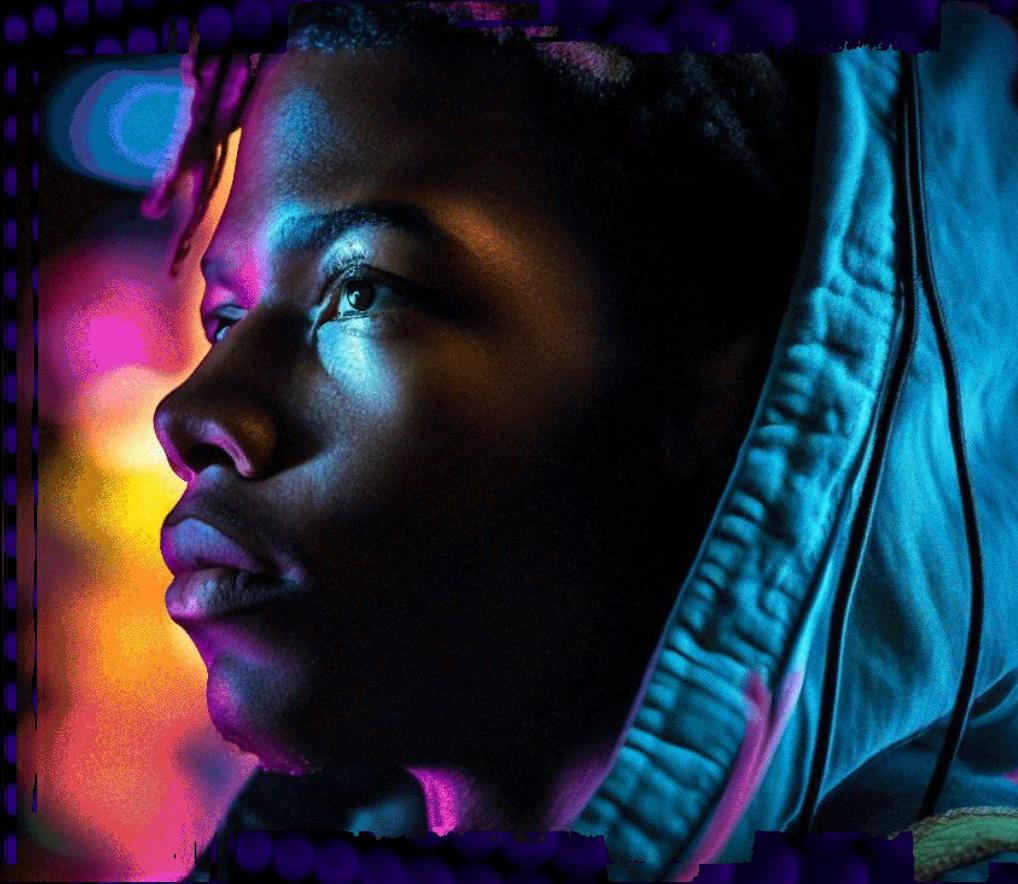


# THINK STUDENT LIVE

HIGHER  
EDUCATION  
IN THE AGE OF AI

NET NATIVES



THINK STUDENT LIVE



**Jennifer Lonchar**  
*Net Natives*  
**Vice President, Strategy  
and Partnerships**

**BRINGING TEAMS TOGETHER:**

***WORKING COLLABORATIVELY TO OPTIMIZE YOUR  
MARKETING EFFORTS AND CRUSH YOUR  
ENROLLMENT GOALS***

**THINK STUDENT LIVE**



# Session Description

Age. Interests. Location. Your CRM captures endless details about your prospective students. But, do you know how to really leverage this priceless information to your marketing and admissions advantage? Do your teams talk to each other and share this data?

From initial engagement at the top of the funnel all the way down to your cost of acquisition and beyond, this session will help you leverage that important enrollment data, and help your institution capitalize on the robust data found within your CRM.

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What's the **Challenge?**

**ENROLLMENT AND MARKETING  
IN A PERFECT WORLD...**

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**= TEAMWORK!**

**VS. ENROLLMENT AND  
MARKETING TEAMS  
REALITY...**

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**I'M SO GLAD WE'RE ON THE  
SAME PAGE ABOUT THIS**

**ENROLLMENT AND  
ADMISSIONS**

- Lead-focused
- Applications and deposits
- Question marketing spend
- Handle all leads through CRM

**“No Man’s  
Land”**

**MARKETING**

- Usually majority budget holders
- Marketing metrics-focused
- Lead-focused
- Lose visibility of leads in CRM

# BETWEEN ENROLLMENT AND MARKETING, HOW MANY TOOLS ARE YOU USING?

## SEPARATE EMAIL MARKETING\*

- Pre-implementation or early adopters of Slate

## CRM



- Application and lead dashboards
- All leads and apps live in here



- Industry dashboards
- Competitive Analysis
- Market Research

# INTEGRATED TOOLS



- Need to create custom dashboards



- Website engagement
- Traffic sources
- Visitor behavior

- Digital campaign dashboards



- Separate ROI and cost-per-enrollment tracking

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## ALL THESE TOOLS...BUT THERE ARE STILL GAPS

90%

Said that higher ed needs to better **use data and analytics to make strategic decisions**

40%

Said they disagree that their institution does a good job **using data to inform decision making**

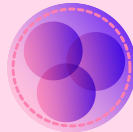
50%

Said they disagree that their institution does a good job **sharing data between departments**

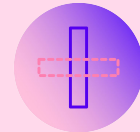
# TOP THREE BIGGEST BARRIERS IDENTIFIED



Increased enrollment targets but **no increase in budget**



Decentralized and **siloed data** collection



Turning **data into action**

# THIS IS WHAT THE TRACKING AND COST MODELLING LOOKS LIKE FOR MOST INSTITUTIONS...

	Intake 1	Intake 2	Intake 3	Intake 4
<b>Combined Marketing Media Spend (Ads, External list purchases)</b>	\$450,000	\$320,000	\$1,200,000	\$890,000
<b>Marketing-Influenced Leads*</b>	270	303	891	1,389
<b>Total Leads</b>	1,720		20,399	
<b>Total New Enrollments</b>	153	123	1,356	331
<b>Total Created Application to Enrollment Yield Rate</b>	18%	24.40%	13%	12%
<b>Estimated Cost of Enrollment</b>	\$2,941	\$2,602	\$885	\$2,689

3 issues:



Manual



Doesn't split paid and organic effectively with UTMs



Doesn't segment by channel, so attributing media and making decisions on spend allocation can be challenging

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**StephGeyer** @StephGeyer · Apr 4

Replying to @JaimeHuntIMC

In my consulting experience, there was a lot of struggle with this among my clients. Now we have a lot of clients who are looking for a simple path to success. I think you've gotta master setting the goals first. It seems a lot of people jump past the goal stage to the idea/execution stage. Def hard to measure ROI if the desired R wasn't established.



**Zac Vineyard** @zvineyard · Apr 3

I want the path to be simple.



1



1



**Carrie Chambers** @careboenator · Apr 3

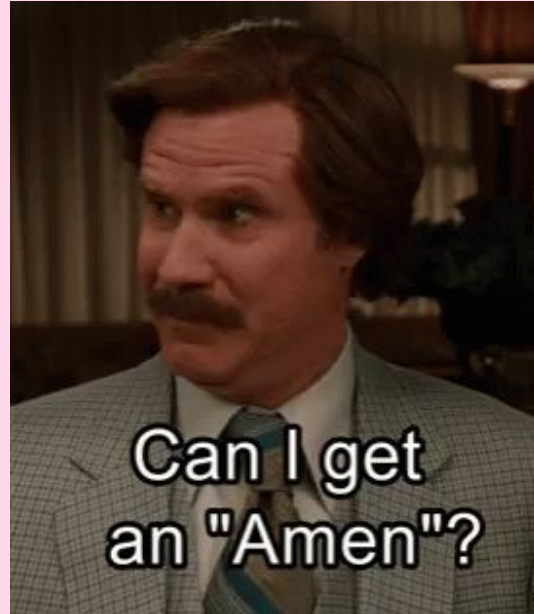
Replying to @JaimeHuntIMC

I think you've gotta master setting the goals first. It seems a lot of people jump past the goal stage to the idea/execution stage. Def hard to measure ROI if the desired R wasn't established.

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**“We can no longer act out the archaic funnel metaphor that centers on the idea that if you begin with enough prospects at the broad end of the funnel, enough matriculants will dribble out the narrow end” (Bob Sevier 2000).**

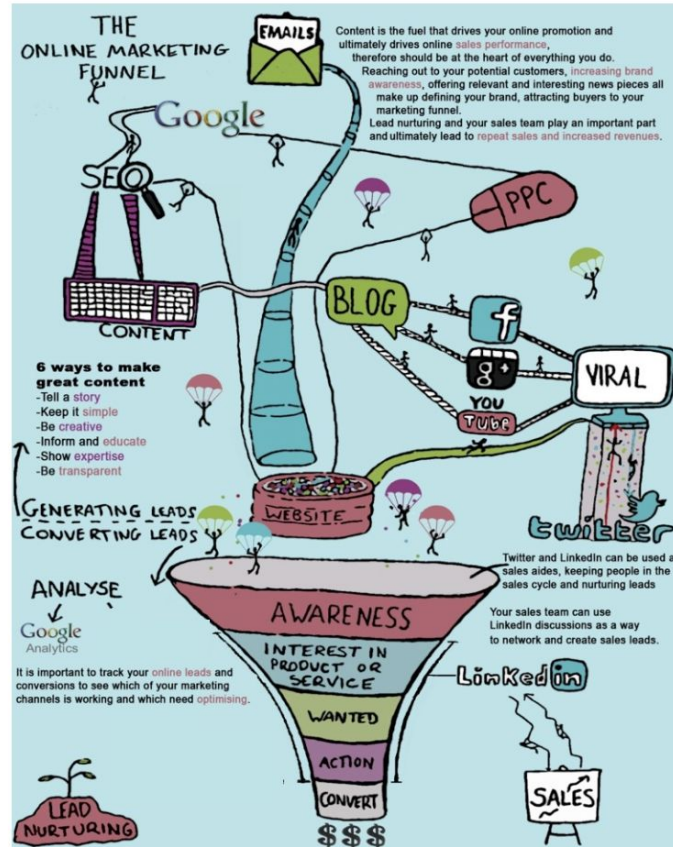


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# WHAT THE FUNNEL REALLY LOOKS LIKE!

Students do not follow a linear path to enrollment and are entering the funnel from various places now.



Search

Email

Direct Mail

Twitter

Facebook

SEO

Lead Gen

Peers

Brand Recognition

Website

Campus Visit

Online Search

Paid Search

Financial Aid

YouTube





**WHAT'S THE SOLUTION?**

# WHAT IS AKERO?

**Built with passion and a ongoing desire to help our education partners,** our team of more than 24 developers has worked the past 12 years to create Akero.

- **Houses all data in one place**
- **Specifically built for higher ed based on client feedback**
- **Proprietary to Net Natives**
- **Most comprehensive and robust reporting tool in the industry**

**Student Database**  
1 million+ registered prospective students

**Industry Benchmarks**  
For every campaign, know how your campaigns perform vs. the sector

**Student Marketplace:**  
2,000+ specialist-curated media

**Advertising Reports:**  
3+ billion tracked digital adverts

**Student Hut Pulse:**  
1 million+ student survey responses

**Student Hut:**  
1 million+ visitors

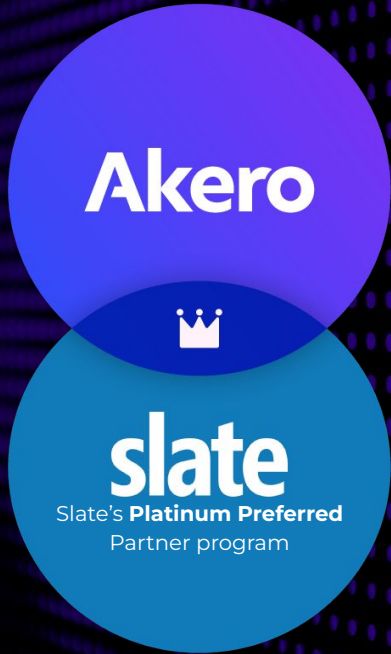


**Akero**

**NET NATIVES**

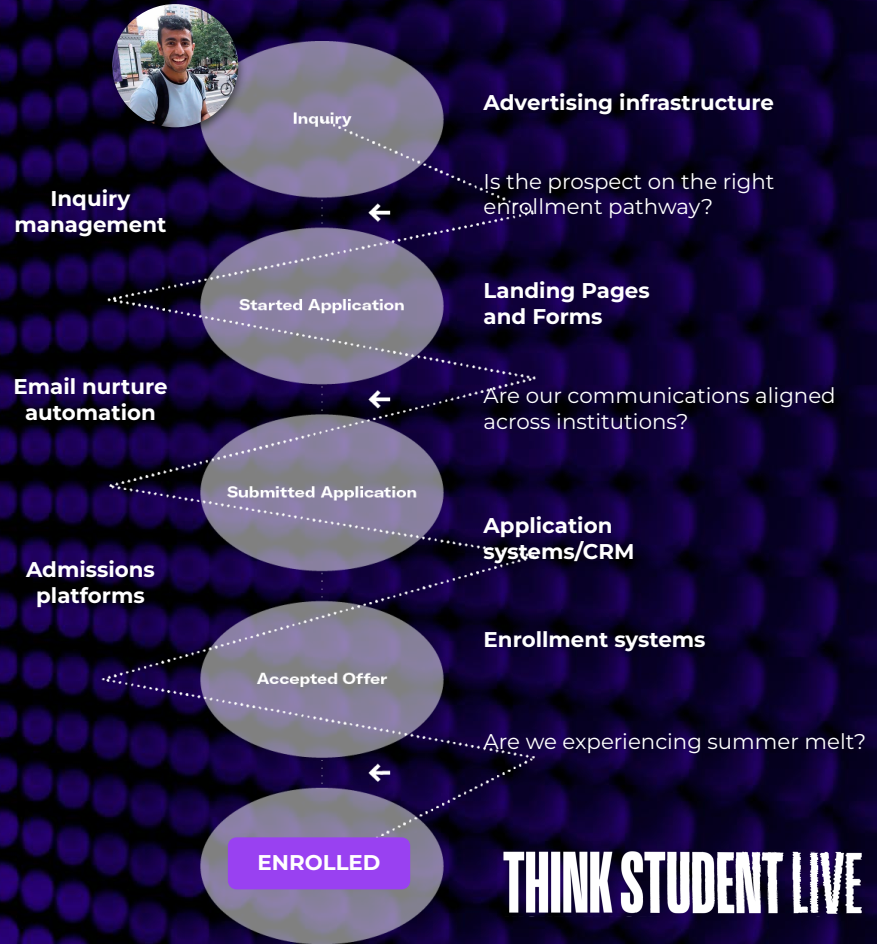
**THINK STUDENT LIVE**

# ITS ROLE THROUGHOUT THE CYCLE — ALIGNING INQUIRY, APPLICATION, AND ADMISSIONS PROCESSES



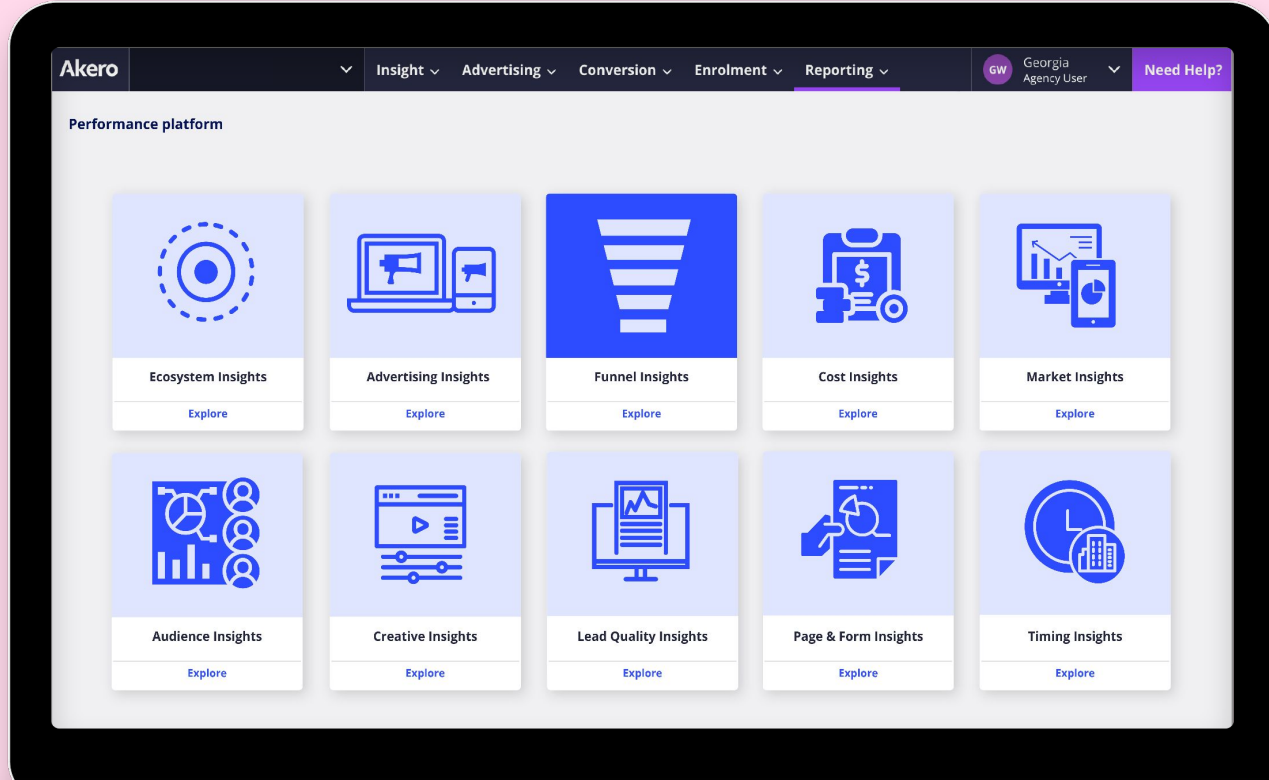
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Go beyond just tracking clicks and leads!!



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# AKERO IS YOUR VERY OWN AKERO PERFORMANCE PLATFORM



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# Akero

## BRIEF

### Your Campaign

Campaign Name \*

Start Date \*

When you'd like your ads to start

03/17/2021

Latest End Date \*

03/31/2021

Campaign Budget \*

## MEDIA PLAN

Overview Strategy **Plan** Schedule Products Assets Resources Activation <sup>AD</sup> Trafficking <sup>AD</sup> Advertising Performance <sup>AD</sup> History Settings <sup>AD</sup>

Media Plan is in Activation, further changes can be made in draft mode Make Changes

Search Tactics

Tactic	Activity Dates	Stage	Channel	Platform / Publisher	Ad Type
<b>Innovation Pot</b>					
<input type="checkbox"/> <b>YouTube Skippable</b> (#205832) → 2022 - YouTube Skippable - YouTube - Skippable	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	YouTube	Skippable
<input type="checkbox"/> <b>Reddit Image Link Ad</b> (#205833) → 2022 - Reddit image Link Ad - Reddit - Image LL...	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	Reddit	Image Link Ad
<input type="checkbox"/> <b>Google Discovery Ads</b> (#205834) → 2022 - Google Discovery Ads - Google - Discov...	Thu 22 Sep - Fri 28 Oct Mon 05 Dec - Fri 20 Jan	Attention	Social Media	Google	Discovery Ads
<input type="checkbox"/> <b>Google Search RSA &amp; DSA</b> (#205835) → 2022 - Google Search RSA & DSA - Google - DS...	Mon 10 Oct - Fri 14 Jul	Connection	Search	Google	DSA & RSA
<input type="checkbox"/> <b>Meta Suite Mixed Media Carousel</b> (#205836) → 2022 - Meta Suite Mixed Media Carousel - Met...	Mon 07 Nov - Fri 09 Dec Mon 02 Jan - Fri 10 Mar	Connection	Social Media	Meta Suite	Mix Media Carousel

## ASSETS

Meta Suite Mix Media Link Post... (A#15376)

Platform Required Details Approved & Complete

**Facebook** Instagram Messenger

**Facebook Page URL \***  
The Facebook page you would like your ads to serve from. You must be the owner of this page.  
<https://www.facebook.com/CMUInnovation/>

**Instagram Page URL \***  
The Instagram page you would like your ads to serve from. You must be the owner of this page.  
<https://www.instagram.com/cmuintnovation/>

**Landing Page URL \***  
<https://makenexthappen.cmu.edu/online-apply-now/>

**Display URL \***  
<https://makenexthappen.cmu.edu/online-apply-now/>

View History

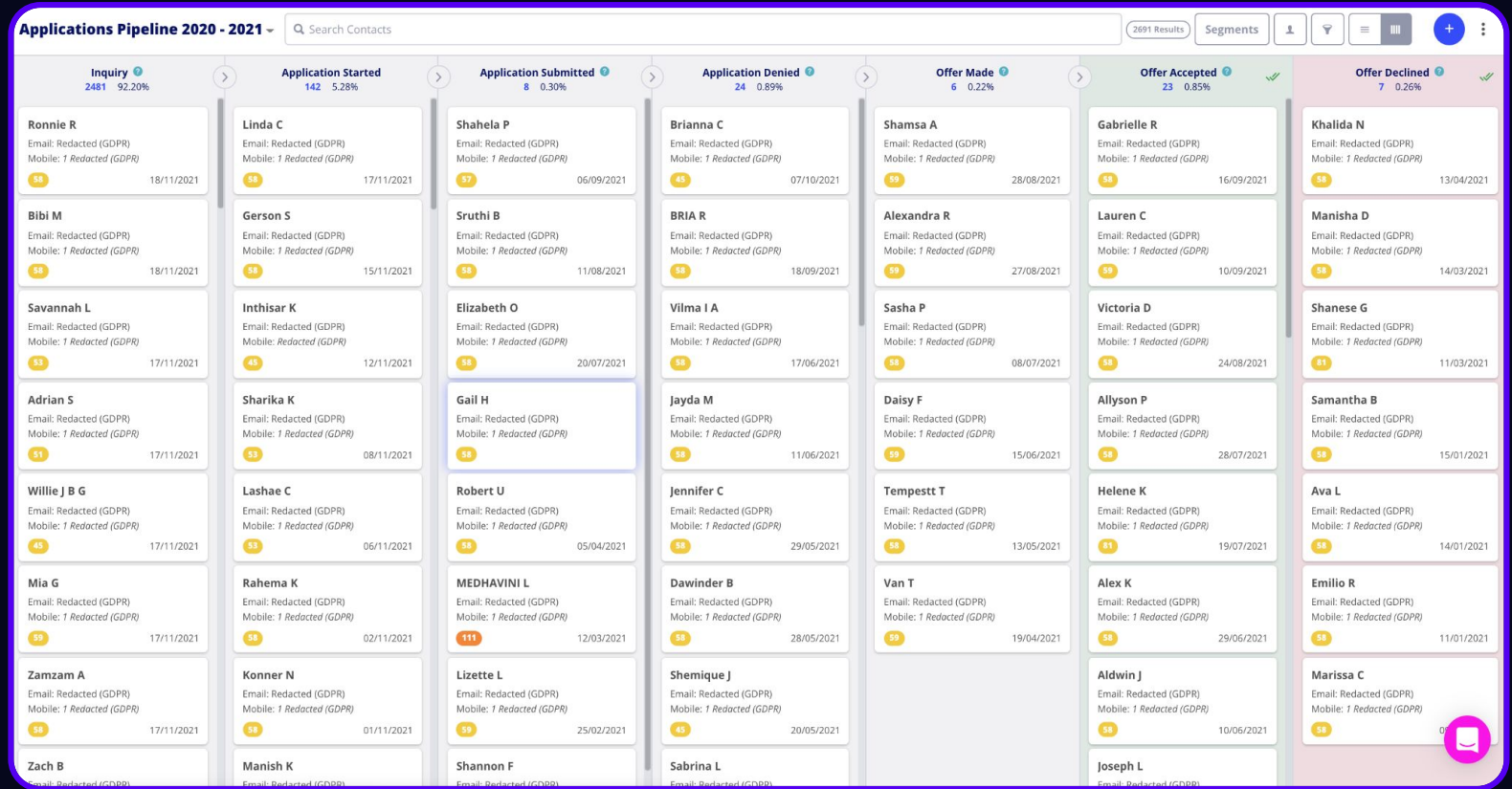
**Copy** Approved & Complete

**Facebook Post Preview:**  
Carnegie Mellon - Integrated Innovation Institute  
Sponsored · G  
What are you waiting for? Apply today for your online Master of Integrated Innovation for Products & Services or start with a stackable online certificate.  
Carnegie Mellon University | Integrated Innovation Institute  
0:00 / 0:21  
[HTTPS://MAKENEXTHAPPEN.CMU.EDU/ONLINE-APPLY-NOW](https://makenexthappen.cmu.edu/online-apply-now/)  
Apply in minutes Apply Now  
Start building your degree  
44 reactions 28 comments 11 shares  
Like Comment Share

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# FULL FUNNEL VIEW



# BUILD MULTI-PART FORMS AND LANDING PAGES INCLUDING ADDING COMMON APP LINKS TO SECOND-PART FORMS TO ATTRIBUTE MEDIA.

### Grade achieved (of highest qualification) \*

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

### Highest mathematics qualification? \*

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 3199 / 5185 (61.70%)

Option Label	# Submissions	% Submissions
Other qualification in maths	1268	39.64
A-level in maths	923	28.85
None	611	19.10
Degree in maths	397	12.41

### How many years of relevant work experience? \*

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

### English proficiency \*

Field Type: Select

[Test Form](#) [Required](#)

Submission Share

Completion: 5185 / 5185 (100.00%)

Option Label	# Submissions	% Submissions
Proficient	1583	30.53
Native	1439	27.75
Advanced	953	18.38
Upper-intermediate	479	9.24
Intermediate	469	9.05
Beginner	143	2.76
Elementary	119	2.30

# INTRODUCING NEW POP UP FORMS

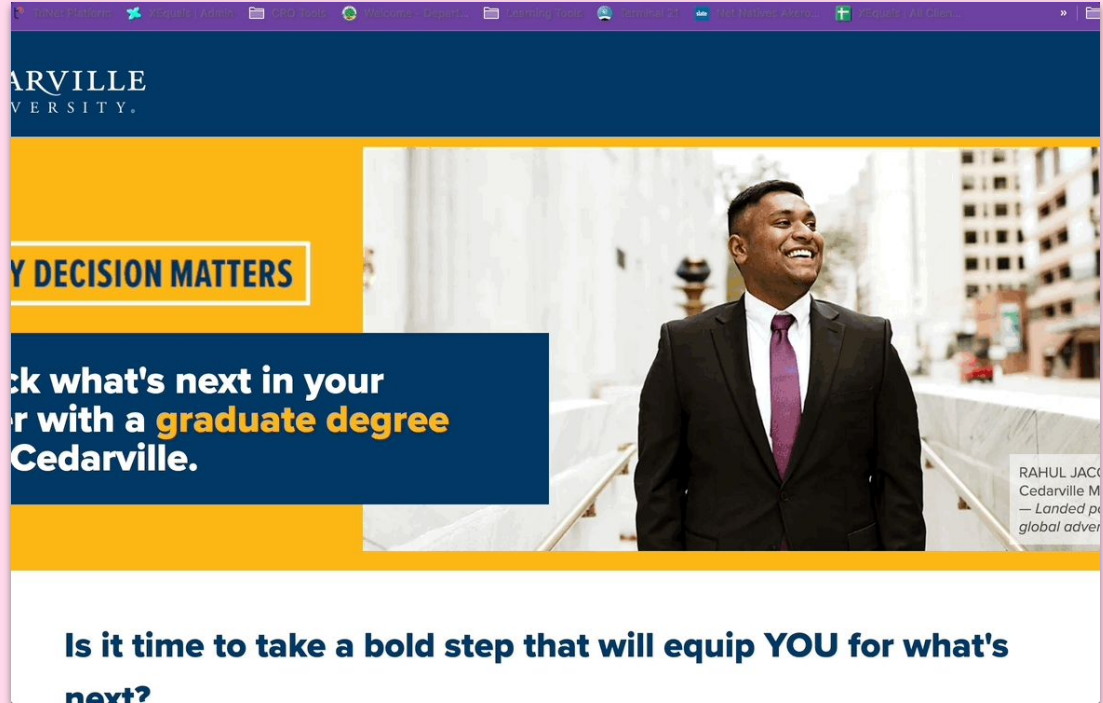
Pop up forms create a student focused, personalized element to the student journey.

Benefits Include:

- Boosting Inquiries
- Reducing Bounce Rate
- Testing Efficiency of Landing Pages

Three Types:

- Entry Pop-up
- Exit Pop-up
- Side Pop-up



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# TRACKING AT ALL STAGES OF THE FUNNEL

**CPM**

**COST PER IMPRESSIONS**

**CPC**

**COST PER CLICK**

**CPL**

**COST PER LEAD**

**CPA**

**COST PER APPLICATION**

**CPAd**

**COST PER ADMIT**

**CPE**

**COST PER ENROLLMENT**

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# LET'S TALK ABOUT WHAT'S NEW IN AKERO !!

ADVANCED OPTIMIZATIONS  
WHAT DO WE LEARN FROM IT AT EVERY STAGE?

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# THE NET NATIVES APPROACH



## Step 1

### Clean the data

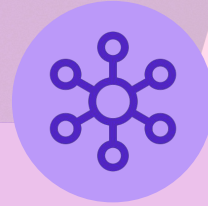
Ensure the data we are working with is valid and robust.



## Step 2

### Integrate the data

Ensure the data is flowing from media into Akero and back into Slate /Salesforce, so insights are live.



## Step 3

### Ensure the right data is being captured

Cancellation reasons, previous institution, contacted stages. All key to knowing your funnel.



## Step 4

### Visualize

We'll create the visuals, so we can segment all of this data to get to the real reasons behind your challenges.

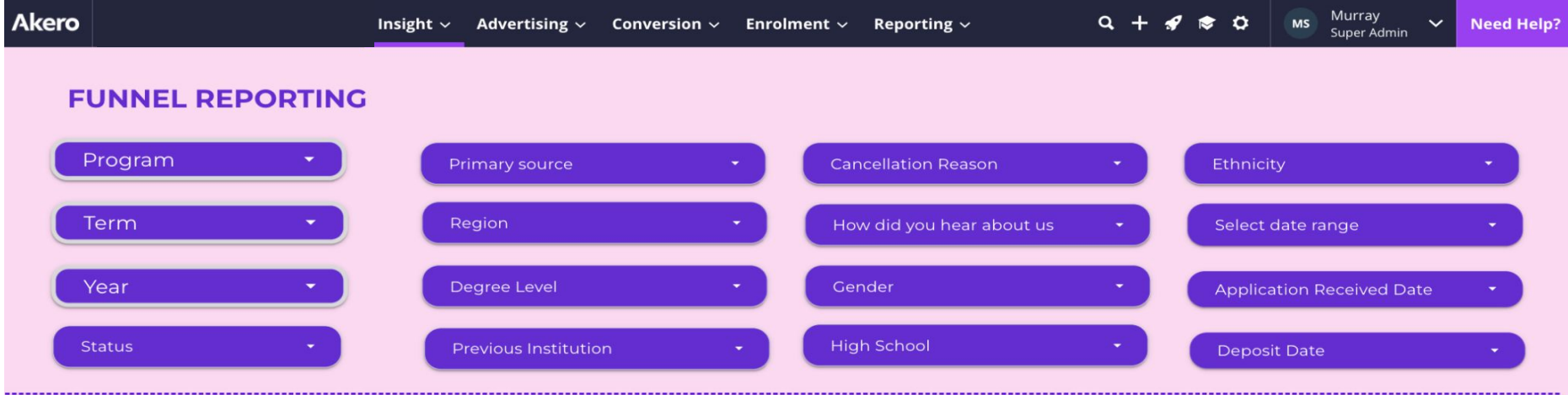


**Akero**

Google  
Partner

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# SEGMENT AND FILTER... EVERYTHING



The screenshot shows the Akero dashboard interface. At the top, there is a navigation bar with the Akero logo on the left and several menu items: Insight, Advertising, Conversion, Enrolment, and Reporting. On the right side of the navigation bar, there are icons for search, a plus sign, a rocket, a graduation cap, and a gear. Further right, the user's name 'Murray Super Admin' is displayed next to a dropdown arrow, and a 'Need Help?' button is on the far right. Below the navigation bar, the main content area is titled 'FUNNEL REPORTING'. It features a grid of 16 filter buttons, each with a dropdown arrow. The filters are arranged in four columns and four rows: Program, Term, Year, Status, Primary source, Region, Degree Level, Previous Institution, Cancellation Reason, How did you hear about us, Gender, High School, Ethnicity, Select date range, Application Received Date, and Deposit Date.

Now that all the data is in the system, we will use our **custom built filters** to see how activity is performing per program, term start, year, and even channel.

How effective is your advertising...all the way down to the program level.

How is your EMBA performing compared to your PMBA? Or your RN to BSN compared to your DNP??

**UNDERSTAND YOUR CONVERSION RATES AT EACH STAGE AND WHERE YOUR CHOKES POINTS ARE**

**UNDERSTAND YOUR PIPELINE FOR EVERY PROGRAM AND INTAKE BY SOURCE- HOW MANY STUDENTS ARE AT EVERY STAGE...CURRENTLY**



**Example:** 150 deposits from Google...164 deposits at one point

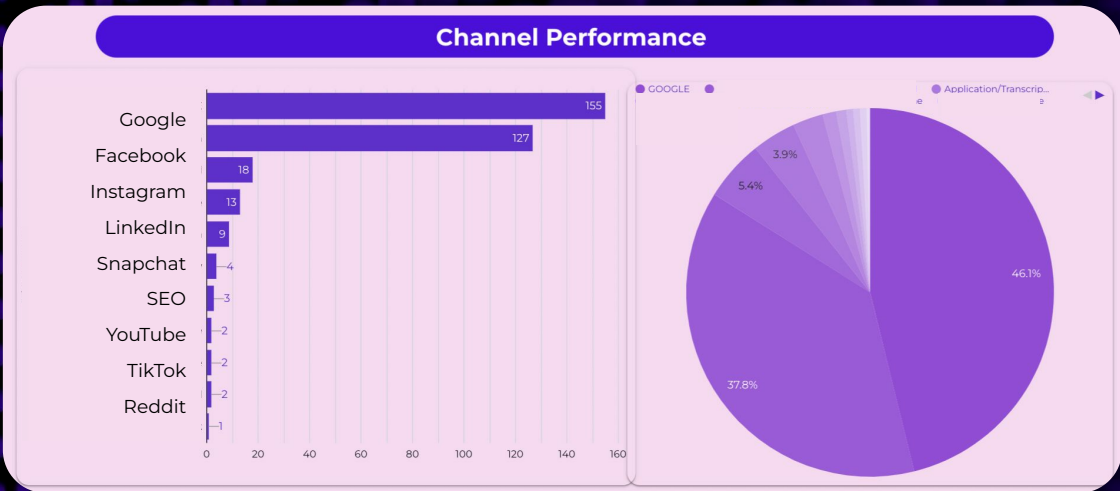
- 14 deposits were canceled

We can dig into those 14 deposits that cancelled so we can understand why.

This helps with internal forecasting!

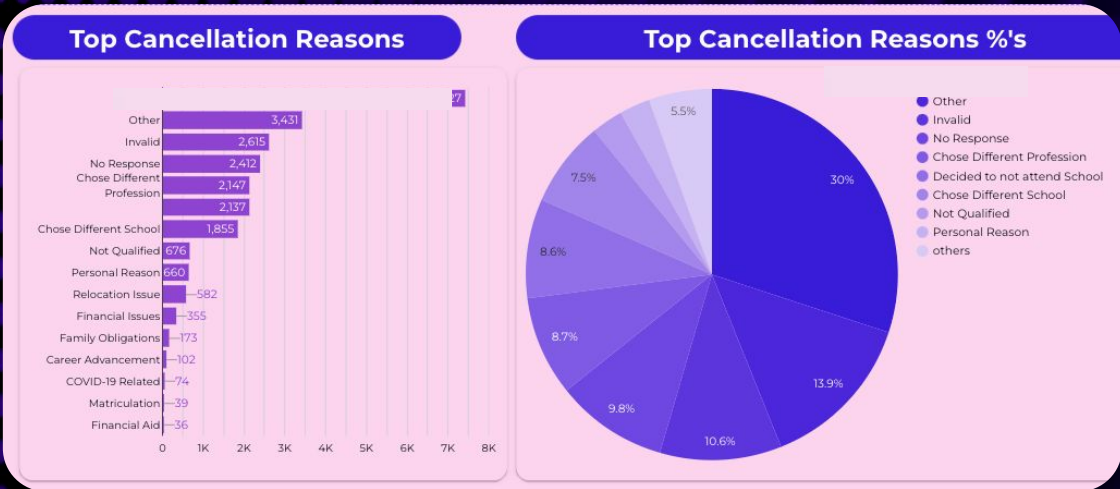
## UNDERSTAND THE CHANNELS, LEAD QUALITY, AND HOW THEY WORK IN AN ECOSYSTEM

- Holding the channels to **account**. Net Natives is **platform agnostic**, and if a channel isn't working, we proactively see this down funnel, and take **action**.



## UNDERSTAND THE 'WHY' BEHIND LEADS AND APPLICANTS NOT CONVERTING

- Understanding **why** leads or apps aren't converting is key to adjusting our **strategy**. We pull this in real-time to take fast action and help you capture this data throughout the student journey.

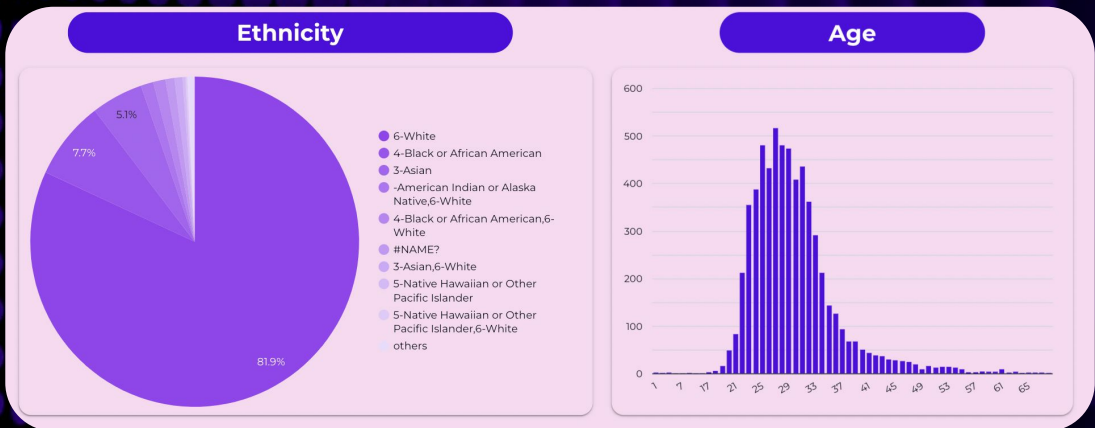
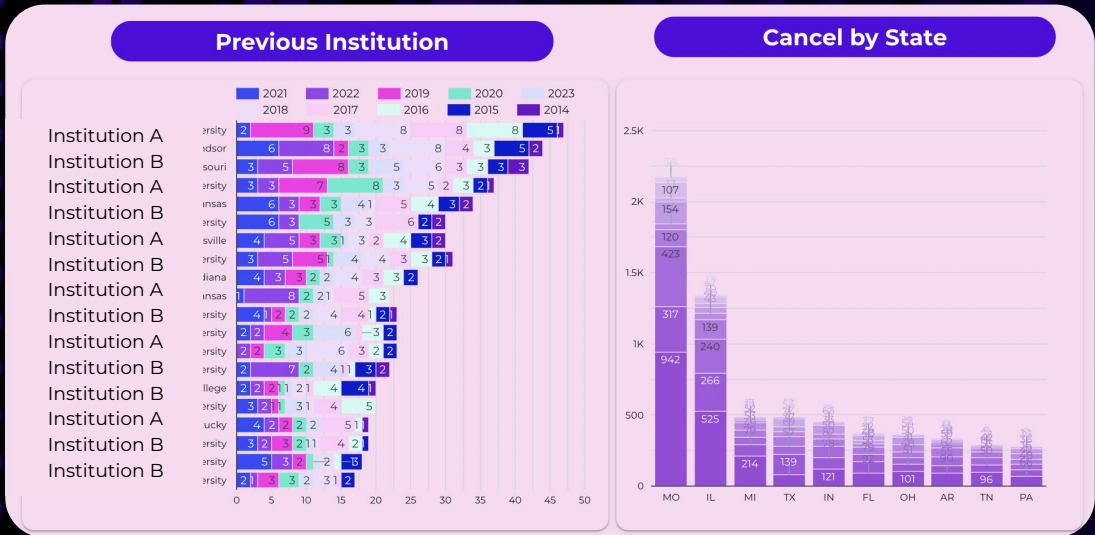


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# UNDERSTAND YOUR STUDENT DEMOGRAPHICS, WHERE THEY COME FROM, AND BARRIERS BASED ON DEMOGRAPHICS

- Understand which institutions your students are coming from, so we can **geotarget** and implement on-campus strategies to leverage that brand presence further.
- Look at states where **market potential** is rising, and outbid competitors to grab market share.
- Identify **ethnicity** and age gaps, and leverage these insights to create a well-**diversified** student population.

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# UNDERSTAND THE DURATION TO APPLY AND ENROLL, TO BETTER FORECAST YOUR STUDENT NUMBERS BY CHANNEL

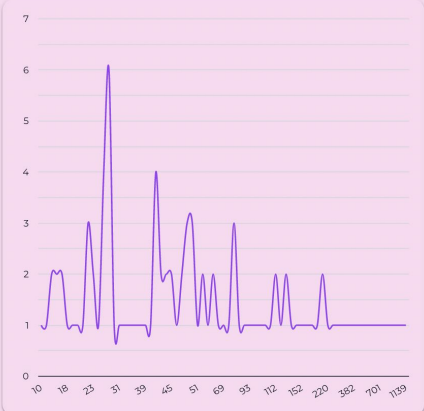
- Knowing how **long** it takes leads to apply, and eventually deposit, enables us to do more accurate **forecasting** when it comes to ROI from paid.
- Social will take **significantly** longer than search, yet some institutions will **switch it** off when they don't see the matriculations within the first six months.
- This data will empower institutions to make more **informed decisions** on where to best **invest** their marketing dollars.

## Duration Summary

Applications 325	Average Days to Apply 170	Median Days to Apply 16
Deposits 190	Average Days to Deposit 270	Median Days to Deposit 96

Primary source	Median Days to Apply
1. Direct Inquiry	0
2. Phone	118
3. Email	107
4. GOOGLE	14
5. Direct Applicant	168
6. Open House	320
7. SEO	352
8. LinkedIn	496
9. Facebook Ad	null

## Days to Deposit Frequency

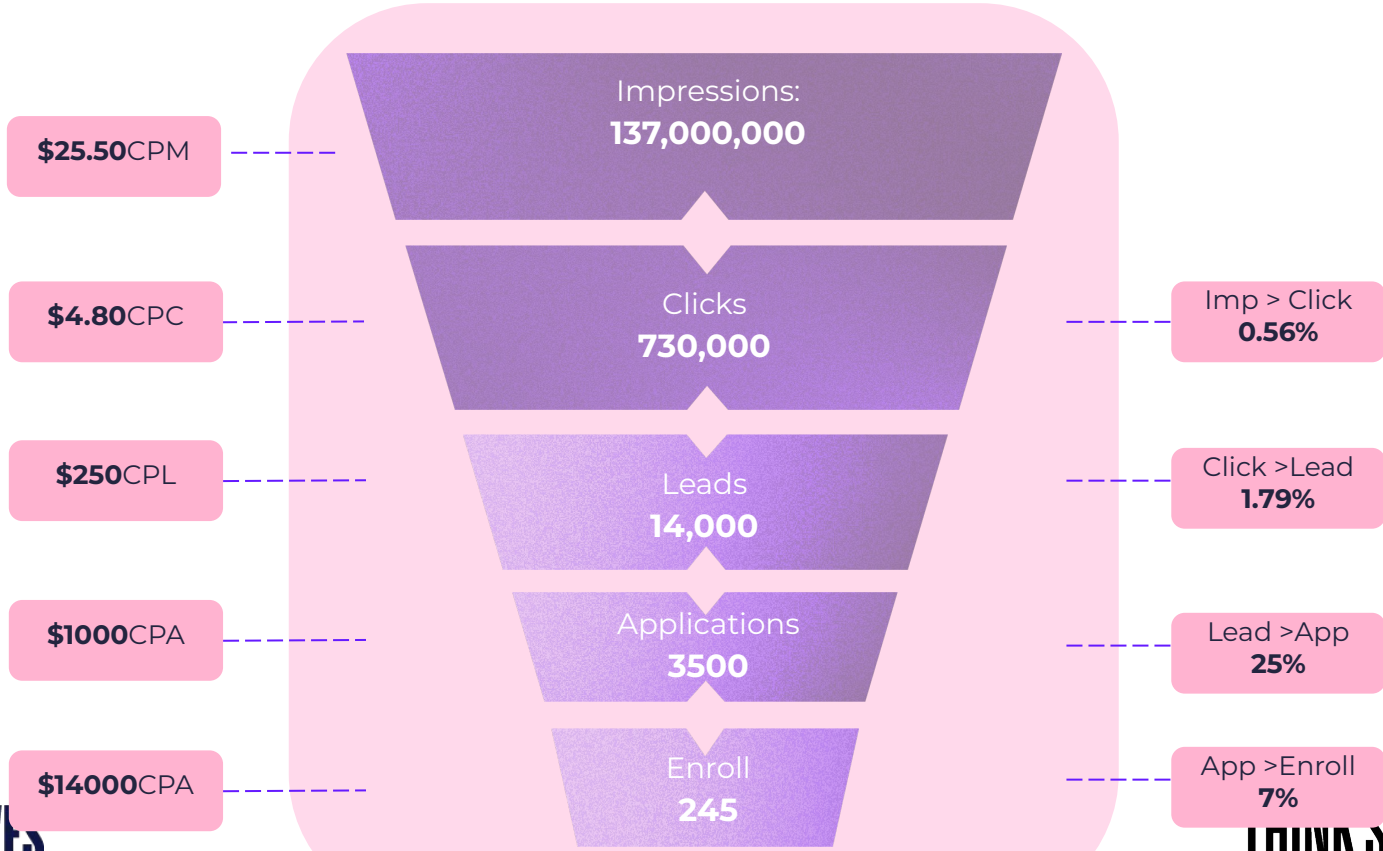


# UNDERSTANDING THE Cost of acquisition

Please Select One



# UNDERSTANDING THE Paid Conversion RATES



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**ENROLLMENT AND MARKETING MOVING FORWARD...**



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# Thank You

We'd love to help you with  
your marketing challenges.

Book a technology consultation  
with our team.

**Get in touch with us:**

[marketing@netnatives.com](mailto:marketing@netnatives.com)



**Jennifer Lonchar**

VP Strategy and Partnerships  
[jennifer.lonchar@netnatives.com](mailto:jennifer.lonchar@netnatives.com)

