

Filling Every Void:

Using technology to seamlessly unite teams, collect better student data, and reveal true ROI

NET NATIVES





Introduction

At every university, the marketing and admissions teams have a distinct set of roles and responsibilities. Often, the space between them widens beyond work duties and into what Net Natives calls “the void.” In other words, **the lack of full-funnel, real-time visibility between marketing and admissions** is a massive headache for universities across the nation.

But here’s the punch: we know that the void between teams is responsible for additional spinoff voids in the effort to matriculate students. Using a **two-way Slate** integration with our software, **Akero**, can help fill every void caused by the gap between the two teams, for example:

- Reducing the need for admissions to report back to marketing
- Revealing chokes in the funnel and where tactics can be improved
- Personalizing data and collecting more meaningful student information
- Tracking marketing spend from initial touchpoint to enrollment and discovering true ROI

But how? We break it down in this crucial whitepaper.



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About Net Natives

CHAPTER ONE:

Why Filling Every Void
Will Set you Apart

Why Filling Every Void Will Set You Apart

Realistically, the goals within many marketing and admissions teams are increasing in the coming years, but for most, the budget is not. There's an increased need to generate more leads, but also build brand awareness, break into new markets, and establish yourself. The expectation is this: maximum output, with minimum input of time, energy, and resources. If this even somewhat applies to you, it's probably driving an emphasis on the importance of true synergy between marketing and admissions teams.

Luckily, the technology Net Natives uses, Akero, is a Slate Platinum Preferred partner, an exclusive network of just 11 organizations that share a commitment to support transformational effects on the world of higher education. Net Natives' software Akero can integrate with many CRMs, such as Salesforce, Hubspot, MS Dynamic, and Elliucian. But, by partnering with us using Slate, adopting the actionable steps outlined in this Whitepaper will be anti-headache, pro-simplicity.





Teams will be able to:

- Use a streamlined Source Format for Akero that can be added to your Slate Instance
- Quickly set up your Slate account to receive lead information from all of your advertising tactics with minimal configuration
- Benefit from pre-configured file layouts for file imports and exports
- Take comfort in our ability to carry out even more advanced testing prior to integrations and product releases to ensure seamless transitions.



Not using Slate? A Quick Word

- The Technology Net Natives uses, Akerio, can integrate with many CRMs, such as **Salesforce, Hubspot, MS Dynamics, and Elliucian**. And additionally, if your institution uses a CRM that is not currently a part of our integrations list, we'll configure a custom integration from scratch
- Truthfully, it's good news all around; a two-way integration with Akerio and any CRM can help you **fill every void** just the same

Now it's time to talk about how you can leverage these technology solutions to eradicate voids between marketing and admissions and streamline your processes.



CHAPTER TWO:

Diving Headfirst into the Voids: What Are They?

Diving Headfirst Into The Voids: What Are They?

Picture this: at your university, the marketing team can't access Slate to see where their leads (and their money) end up in the funnel, and enrollment can't visualize the leads that are coming in from the marketing team's hard work. The visibility just isn't there. The result can be messy; marketing teams and admissions teams may end up using a jumble of resources and tools to achieve the most visibility and connection to each other. Sound familiar? Let's dive into the resulting voids.

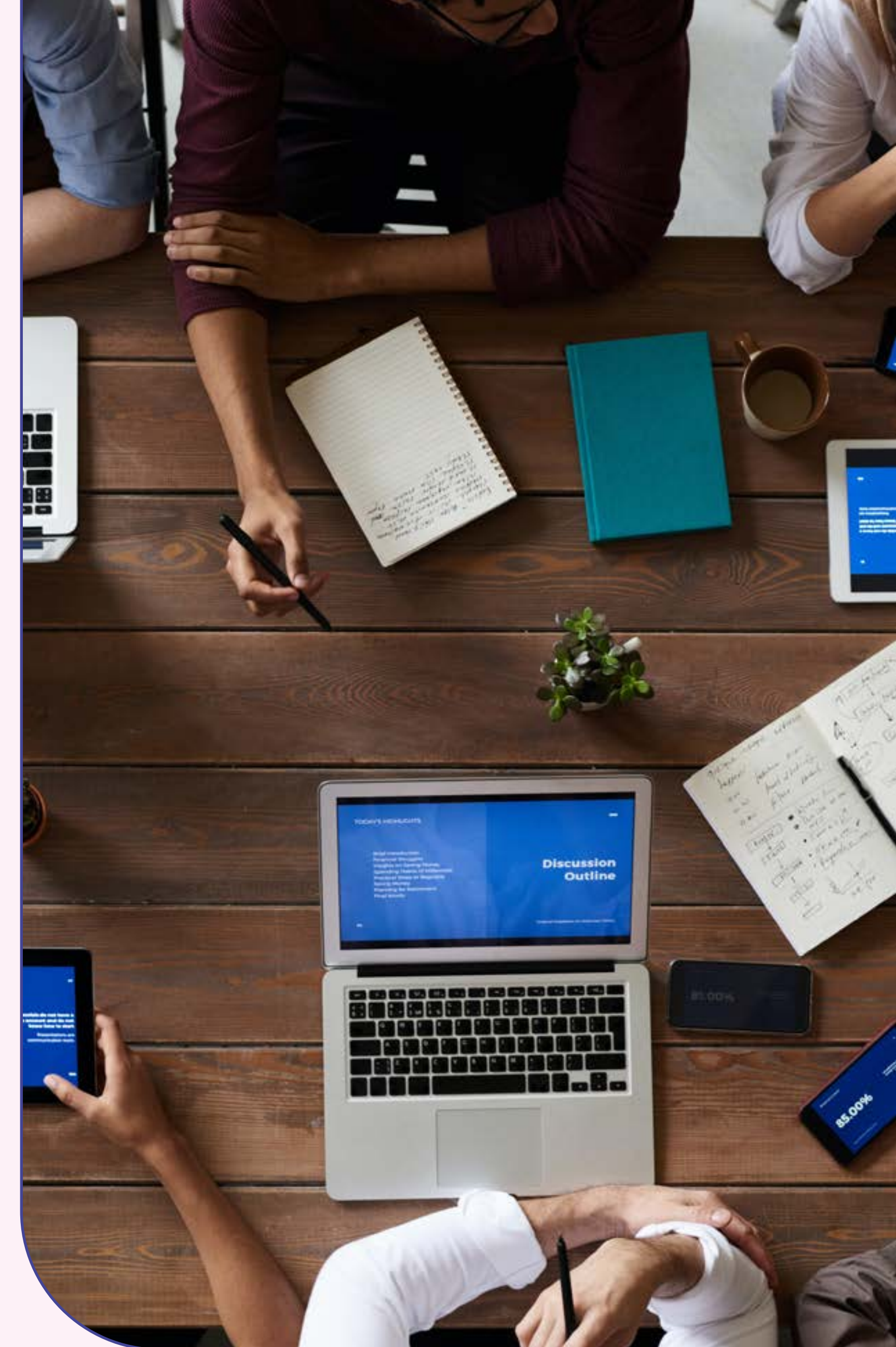


Void #1: Marketing and admissions teams don't have the same real-time visibility of students within the funnel, leading to unoptimized tactics across the board.

Our Product Success Director, Jason, says it best:

“I think all of us can relate in some form or fashion. Maybe you have been trying to figure out how to do market studies, and sometimes you’ve been doing it independently. You’ve got slideshows, or you’re working with another outsource vendor that’s able to provide those services. You’re pulling everything together. You’re looking at Google Analytics. You’re looking at queries and Slate. How does it all come together?... It all boils down to a patchwork of data, and mismanagement of time and energy, which results in a huge amount of hours spent trying to pull information together into one report.”

In this case, Jason is simply describing the effort involved in communications between marketing and admissions. If the goal is to reveal chokes in the funnel, pivot campaigns that aren’t working, matriculate more students, and decrease CPA, then teams without our integration may fill that void with multiple resources and tools rather than just one.





Void #2: Marketing and admissions have different needs when gathering student information via forms or landing pages, and struggle to find a happy medium without full-funnel visibility.

Jennifer, our VP of Sales & Partnerships, points towards the issue of form-abandonment as a source of tension between teams:

“Forms and landing pages are often overlooked in their importance and the role they play in making and breaking a campaign. There is always a tension between marketing and admissions in this area because marketing knows you want less questions on the form or landing page to combat form abandonment, and admissions wants to know a ton of information: when a student wants to enroll, what their intended major is, basically as much information as possible. If you ask students all those questions in one form, they’re more likely to drop off.”

Void #3: In the absence of full visibility, teams waste resources marrying the student journey data to discover true ROI.

With Slate alone, building out queries from scratch is time consuming and confusing, and without a specialist software like Akero, **attributing each enrollment to the initial touchpoint** is a huge undertaking. What if the answer to a high CPA wasn't a higher budget, but a reflective understanding of exactly what is and isn't working through the funnel? Hmm...



CHAPTER THREE:

How does a two-way Slate integration Operate?



How does a Two-way Slate Integration Operate?

Before we can talk about how specifically a two-way Slate integration with Akerro can fill the three voids outlined in Chapter Two, we should first explain how it operates. Let's break it down, step-by-step. With Akerro and a two-way integration from Slate, you're able to:

- **First:** Run marketing campaigns, and use an Akerro form as opposed to a Slate form.
- **Next:** Capture the information from the student, pass info through Akerro on its way to Slate and assign that lead an Akerro ID.
- **Then:** Information goes into Slate the same way it always would.
- **Finally:** Because there's a two way integration, it constructs what looks like a pipeline in Akerro that mirrors the pipeline in Slate, visible to both teams in real time.

The result?

- Any user can create easy landing pages and forms in Akerio without the person who controls the CMS by dragging and dropping photos, copy, form boxes, and other elements without having to touch your system, and you don't have to be a seasoned creative to do it.
- When a student requests information from forms, both marketing and admissions teams know exactly where the lead originated, what stage they are in the funnel, and if they have completed that stage.
- Teams can finally apply filters in Akerio to gauge how students are matriculating (or not) from specific campaigns on different platforms.

Now, both teams have full-funnel, real-time visibility. Using it to your advantage is the final step.

CHAPTER FOUR:

How to Use Slate and Akero to
your Advantage

How to Use Slate and Akero to your Advantage

Filling Void #1: “When marketing and admissions teams don’t have the same real-time visibility of students within the funnel, leading to unoptimized tactics across the board.”

Once the pipeline in Slate is Mirrored in Akero, and both teams have the same visibility, a couple of things start to happen:

- Admissions spends less time reporting back to marketing
- Chokes in the funnel and tactics that can be improved are revealed.
- Personalized student data that drills down beyond just numbers
- And, drumroll... Both teams are finally able to say some variation of, “X number of enrollments for this specific program came from this specific campaign.”

The result? All the key ingredients for nurturing leads into re-engaging with your institution and exceeding enrollment benchmarks.





Filling Void #2: “When marketing and admissions have different needs for gathering student information via forms or landing pages, and struggle to find a happy medium.”

Filling this void with Akerro and Slate is easy, if you follow two simple steps:

Step 1: Multi-part forms in Akerro.

Our VP of Sales and Partnerships, Jennifer, can handle step 1: “We recommend [using multi-part forms in Akerro](#). When the form comes up, students start with a small bit of pertinent information, like first name, last name, e-mail. They hit submit, and that information goes into the system. Then, if they want to continue, they can enter more information such as their intended major, start date, or birthday.”

Step 2: Running Reports to the Happy Medium.

Next, you can find out what percentage of people dropped off before filling out later forms by running reports. Marketing and admissions can then start a more collaborative conversation about finding their happy mediums, for example changing the wording, asking different questions, making questions optional, and more.

The result? A synergetic effort to gather better student information, drive as many conversions as you can, and get as many meaningful students as possible. And good news, too, that most Akerio forms are created 'just right', and 80.6% of Akerio forms are not abandoned

Filling Void #3: “When teams waste resources marrying the student journey data to discover true ROI in the absence of full-funnel visibility.”

In place of many resources and tools working to find an accurate ROI, a two-way integration with Slate and Akerio reduces that number to two. Together, Akerio and Slate allow

users to **track marketing spend from initial touchpoint to enrollment.** You can find out exactly the journey they've taken to enrollment, what media or asset first got their attention, and where you should be focusing your budget to really optimize the channels that work. There is certainly a finesse to taking full advantage of the solution Slate and Akerio provide to this problem:

Step 1: Look at CPA and CPE against each platform to uncover the role they play in your campaigns,

Step 2: Look at individual prospects by platform to find out where they are stuck in the funnel.

Step 3: Optimize your campaigns with the content, messaging and platforms that really work.

The result? A better understanding of your true ROI and a significant reduction in CPL. **Our experts revealed that one client saw a huge 44.6% (UK) and 72.2% (US) decrease in CPL through using Akerio.**

CHAPTER FIVE:

Making it Happen

Making it Happen

Leveraging technology for higher education marketers is an absolute must to create synergy between teams, optimize marketing tactics, and ultimately reach new highs in enrollment each year.

The key is whether teams are able to leverage technology optimally, adjusting for time, resources, and money. If you'd like to learn more about how you can adopt a two-way Slate integration with Akerio and take advantage of all its benefits, **get in touch with an expert** now.



About Akero

Revolutionary technology and enrollment attribution.

Akero provides a 360-degree view of campaign performance, landing page, and form performance, the bottlenecks to provide full-funnel visibility. Meaning you can track every enrollment right back to the first message that got your prospective student's attention. Uncovering the true cost of enrollment and ROI. Akero powers the Net Natives experts to make data-driven decisions to ensure your budgets go further and ensure you connect with even more students.

About Net Natives

We are an agency reimagined. By combining proprietary data and technology, expert human talent, and more than a decade of student marketing experience, we deliver flexible solutions with **transformative potential.**

Our mission is to help you grow your student body, achieve your vision, and inspire more of your students to **make an impact on the world.**

Designed to enhance and integrate seamlessly with your in-house set up, our services, systems and hands-on support will help you protect your existing audiences, and grow new ones. Student-focused, we understand your unique student body - their concerns and barriers, and what makes them tick.

We inspire you, and them, to move forward. Together we've got **the power to change everything.**



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