



experience: LIAISON 

SEATTLE | FEBRUARY 15-16, 2023

A blue-tinted photograph of the Seattle skyline, featuring the Space Needle prominently on the left. The city's skyscrapers and mountains in the background are visible under a clear sky.

Tapping Into the Trifecta

Integrating Marketing, Technology, and Expertise from Inquiry to Admission



George Wolf | Vice President for Enrollment Management, Siena Heights University
Michael O'Connor | VP of Sales, Liaison

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Speakers



George Wolf

*Vice President for Enrollment
Management*



SIENA HEIGHTS
UNIVERSITY



Michael O'Connor

Vice President of Sales





SIENA HEIGHTS
UNIVERSITY

- Catholic liberal arts institution headquartered in Adrian, Michigan
- 2,300 undergraduate and graduate students
- 12-to-1 student-to-faculty ratio
- ~75 majors and projects
- 90% of Adrian campus students receive financial aid

Agenda



- Current challenges affecting marketing today
- Emerging solutions
- EDU-specific marketing challenges
- 3 key points to successful enrollment marketing
- The “trifecta” in action



Top Marketing Challenges

Marketing Issues Impacting EDU and Beyond



Enrollment Marketing Challenges

Apple's Tracking
Privacy Protection



GDPR & CCPA
Rules



End of
Cookies

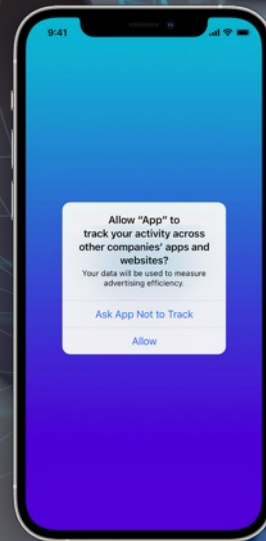


Google's Push to
End Spam



Apple Mail's Privacy
Protection

The result? Reaching your prospect
is getting harder everyday!



The Digital Clutter

Too Many Ads

- Americans are exposed to around 4,000 to 10,000 advertisements each day

Email Overload

- 188,000,000 emails are sent every minute

We live in an ever-growing stream of information that's available at our fingertips. This has led to an ever-increasing problem of content overload

<https://www.redcrowmarketing.com/2015/09/10/many-ads-see-one-day/>



Rising New Customer Acquisition Costs



In the last five years, customer acquisition costs have increased by as much as

60%

Key factors:

- The introduction of iOS 14.5
- The demise of third-party cookies
- Increased consumer privacy legislation such as CCPA & GDPR



- **First-person data**



Overcoming These Challenges

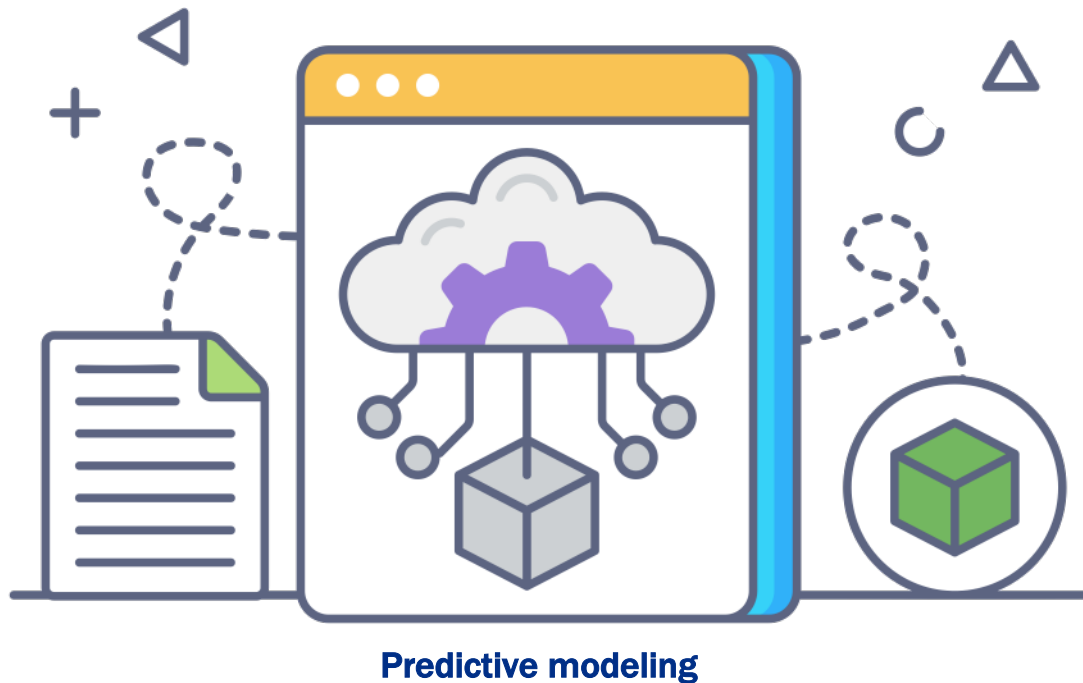


Focus on Inbound Marketing

- First-person data

Predictive Modeling

- Identify what a prospect wants before they know it



Overcoming these Challenges



Focus on Inbound Marketing

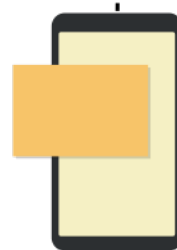
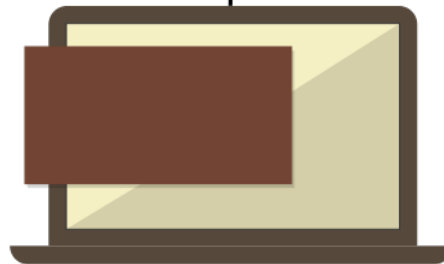
- First-person data

Predictive Modeling

- Identify what a prospect wants before they know it

Hyper-Personalized Marketing

- Talk to prospects as individuals



Hyper-personalized marketing

Overcoming these Challenges

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Predictive Modeling

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Hyper-Personalized Marketing

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Omni-Channel Communications

- Leverage different connected channels with the same brand/message



Omni-channel communications

Overcoming These Challenges



Focus on Inbound Marketing

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Predictive Modeling

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Hyper-Personalized Marketing

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Omni-Channel Communications

- Leverage different connected channels with the same brand/message

No Need to Fly marketing campaign



RESULTS: +850% click through rate & 24% increase in sales revenue

EDU Specific Marketing Challenges



A Changing Landscape

- Test optional: changing the top of the funnel
- Demographic cliff
- Hyper-competition
- Inflation/budget efficiency pressures

See All the Challenges Above

- Less inquiries = more pressure on yield

No Simple Answer Anymore

- Rebrand...again
- Go to more fairs
- Add more emails
- Go big in digital



3 Key Points to Successful Enrollment Marketing

The Trifecta!





Forward-Looking Marketing Strategy

Strategic Plan for the Entire Enrollment Funnel

- Actionable plan
- Allocate more resources as the funnel narrows

Focus on the Student Journey

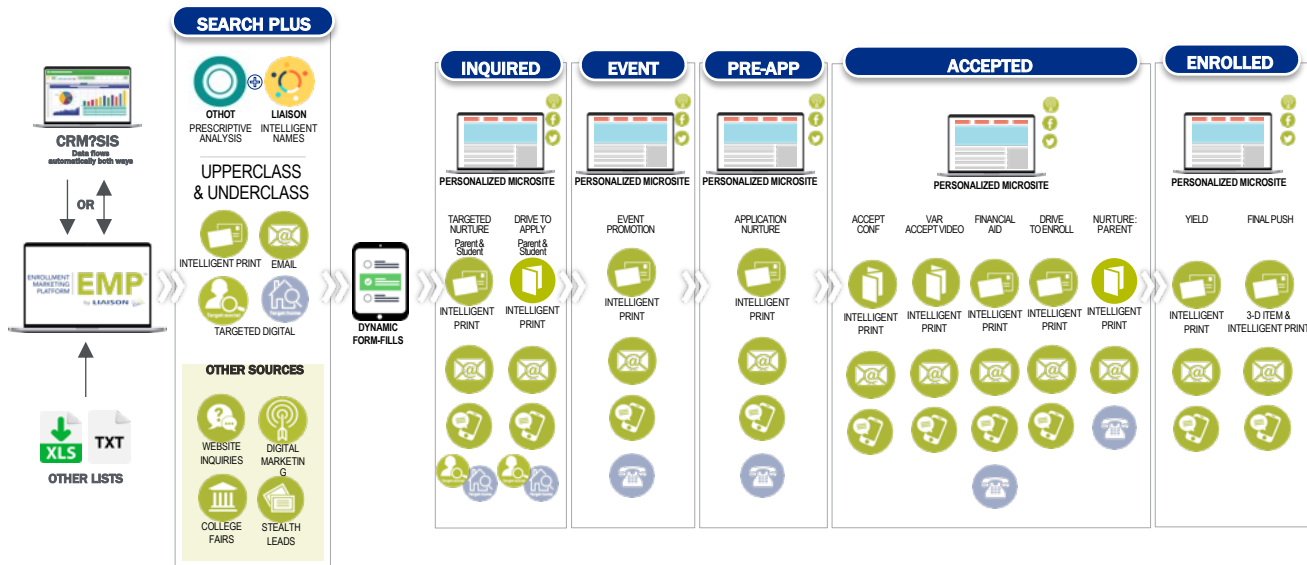
- What do your students have to say
Put yourself in their shoes
- Nurture doesn't mean hitting them in the face

Omni-Channel Communications

- Growing case for print
- Importance of rep engagement

Maximize Your First-Person Data

- Focus on people who have consented for you to make contact and engage





Strong Marketing Technology

The Need for Automation

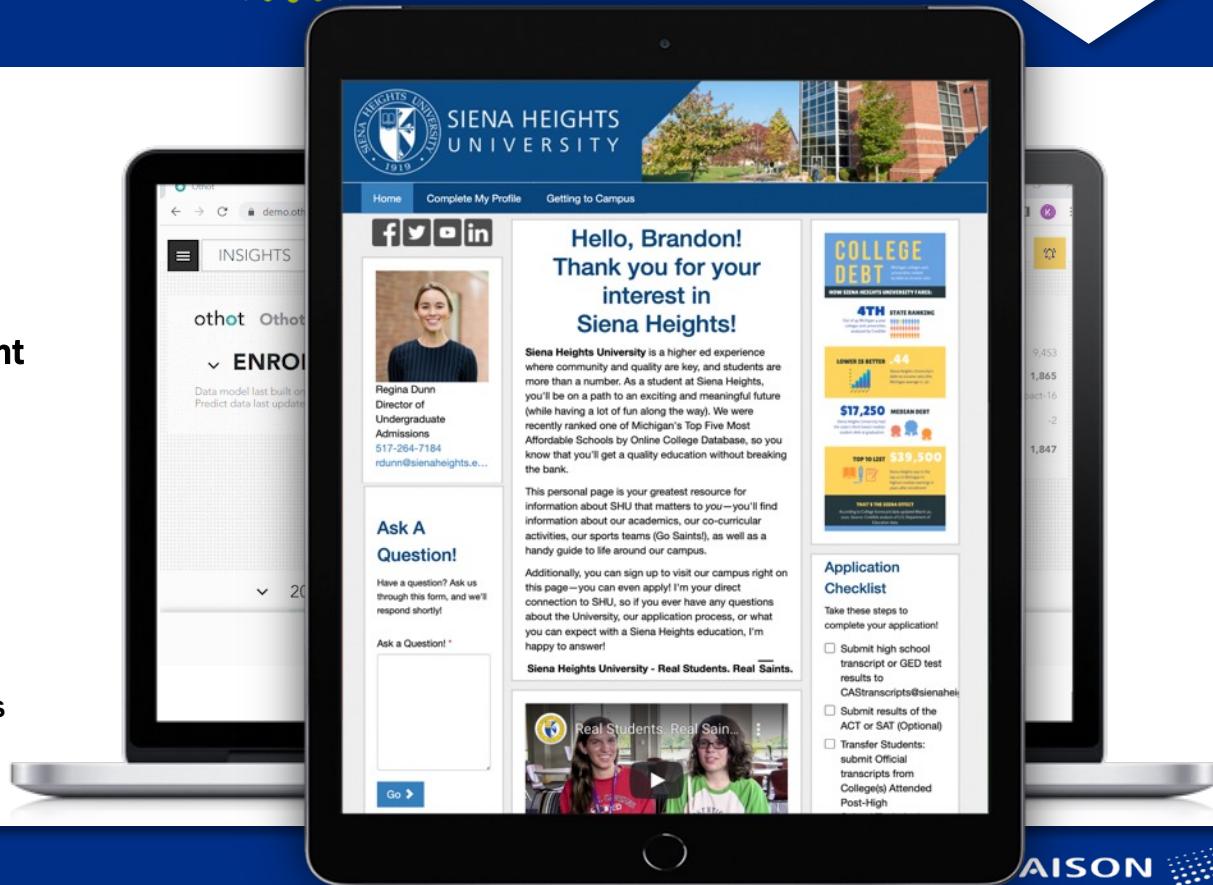
- Immediate response
- Real-time updates

Onmi-Channel Campaigns Management

- Channels are connected (QR codes/personalized landing pages)
- Track all interactions
- Real-time campaign updates

Predictive Modeling/Analytics

- Know what an inquiry wants before they do
- Build your hyper-personalization campaigns on your prediction
- Analysis of both micro and macro





Creative Built for One



Hyper-Personalization

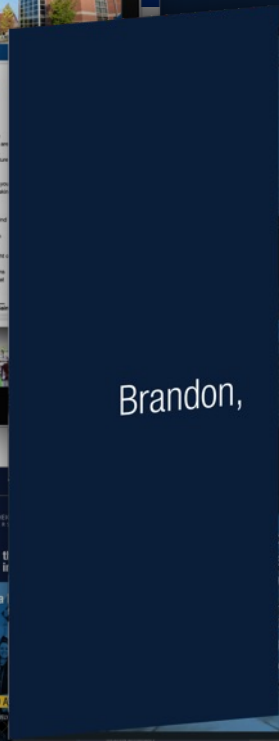
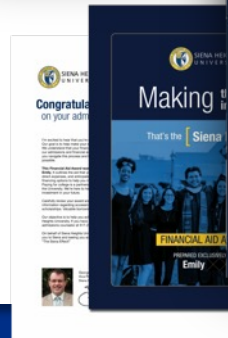
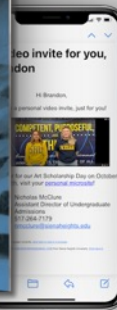
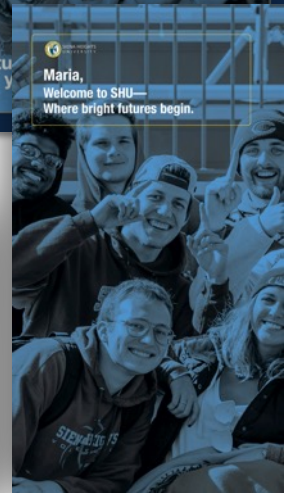
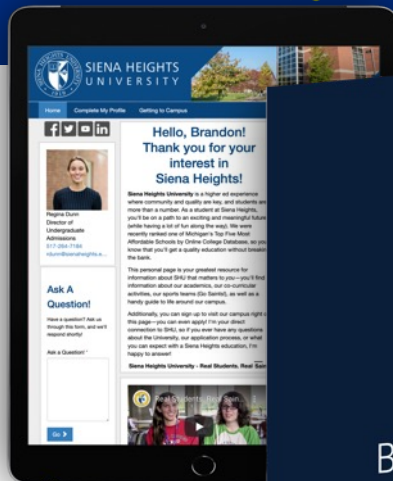
- Content built for one

Position and Brand Across All Channels

- Meet them where they live
- Leverage video communications
- Use a mobile-first strategy
- Ensure your tech design is current

Make Them Feel Wanted

- Sell the end game (tell a story)
- Focus on customer experiences

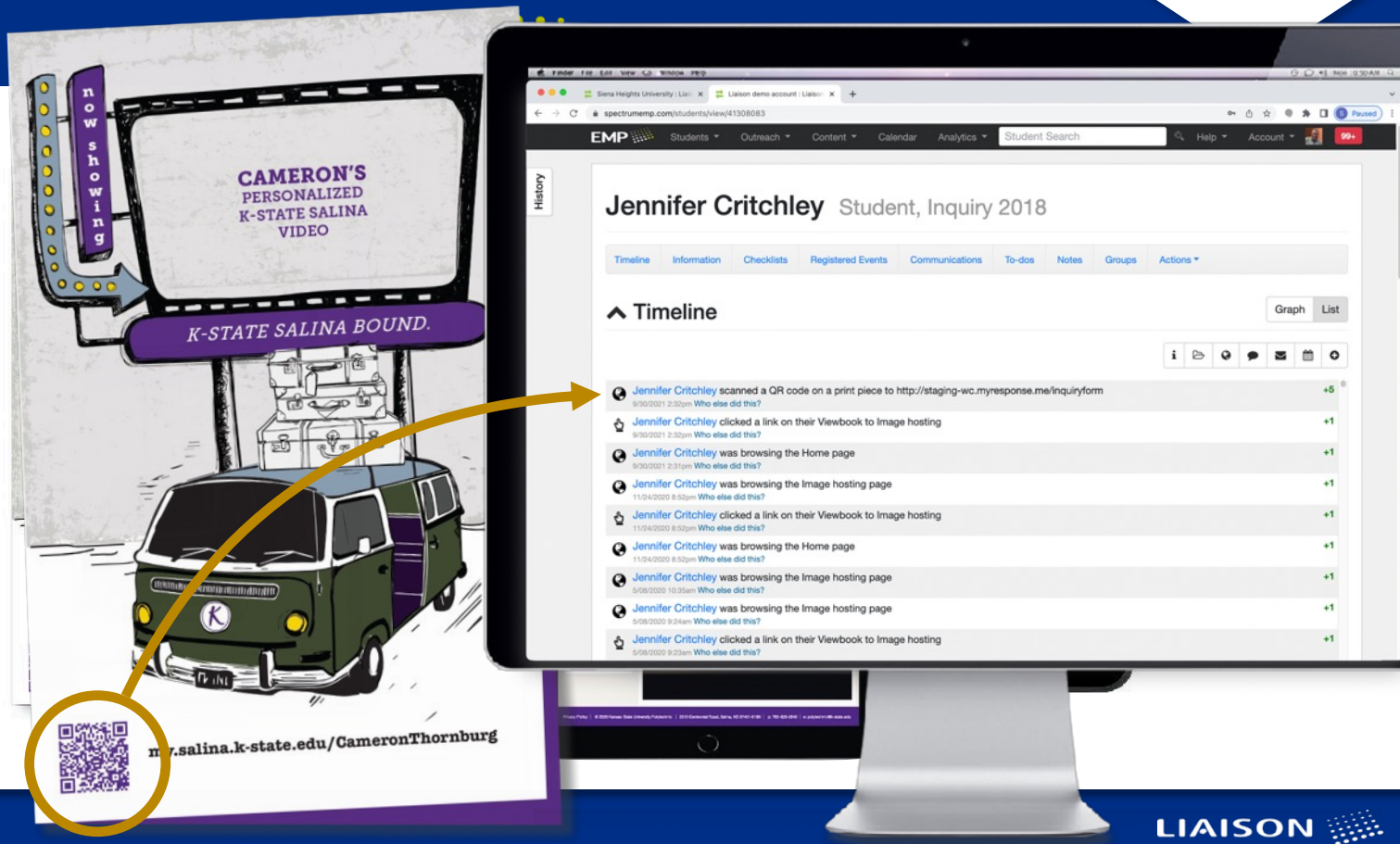




The “Trifecta” in Action

Intelligent QR Codes

- Connect personalized print to digital
- Hyper-personalized
- Tracked interactions
- Interaction can trigger other campaigns
- Validates print



The Trifecta!

Forward looking
**MARKETING
STRATEGY**

Strong
**MARKETING
TECHNOLOGY**

CREATIVE
built for one

- Embrace technology
 - Use a marketing platform and predictive Modeling
- Be strategic as well as tactical
- Develop strategies for the full recruitment funnel
- Create an actionable-based strategy
- Speak to your audience in their channel and about specific priorities
- Sustain ongoing and timely communication
 - Nurture, nurture and nurture some more
(but don't hit them in the face)
- Data, analytics, and reporting are paramount
- Look to your own experiences for new strategies or creative ideas





Q&A



experience: **LIAISON** 

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Thank You



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