



PRESENTATION HANDOUT

SILO ANNIHILATION

HOW MARKETING AND ENROLLMENT CAN
WIN THE RECRUITMENT GAME, TOGETHER



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SILO IDENTIFICATION

- Enrollment Management Communications Team
- Mizzou Marketing Team
- Advertising Agency



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PAIN POINT

No true point of contact for our agency to work with.

SILO IDENTIFICATION

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PRO TIP

Don't let an agency sit in the driver's seat.

YEAR ONE



YEAR ONE

New Marketing Team –

- Search for new agency
- Brought creative in-house
- Took over existing agency management
- COVID-19!



YEAR ONE

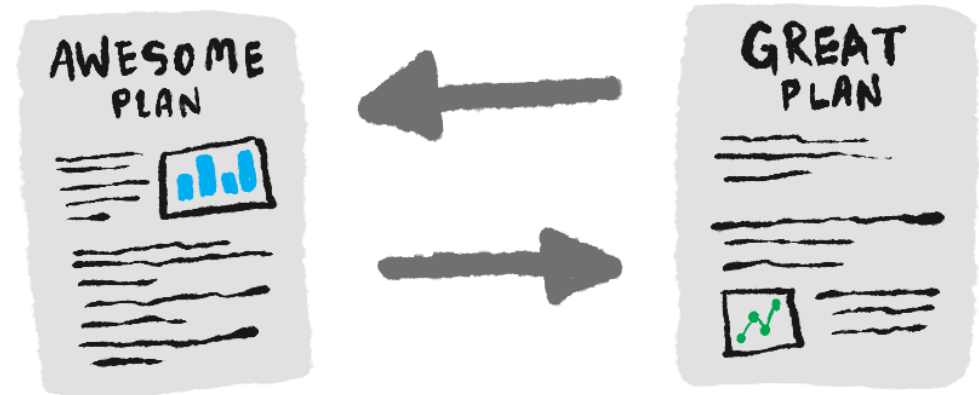
Enrollment Management Comms –

- Building email campaigns
- Sending direct mailers
- Optimizing admissions website
- Managing CRM system
- COVID-19



YEAR ONE

- Marketing had a plan
- EMC had a plan
- Both SHARED plans with the other
- But didn't PLAN together



YEAR ONE

- Marketing had a plan
- EMC had a plan
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- But didn't PLAN together



PRO TIP

There will always be something that could take priority over breaking down silos, but you have to remain committed.

YEAR ONE

Creative Review Process

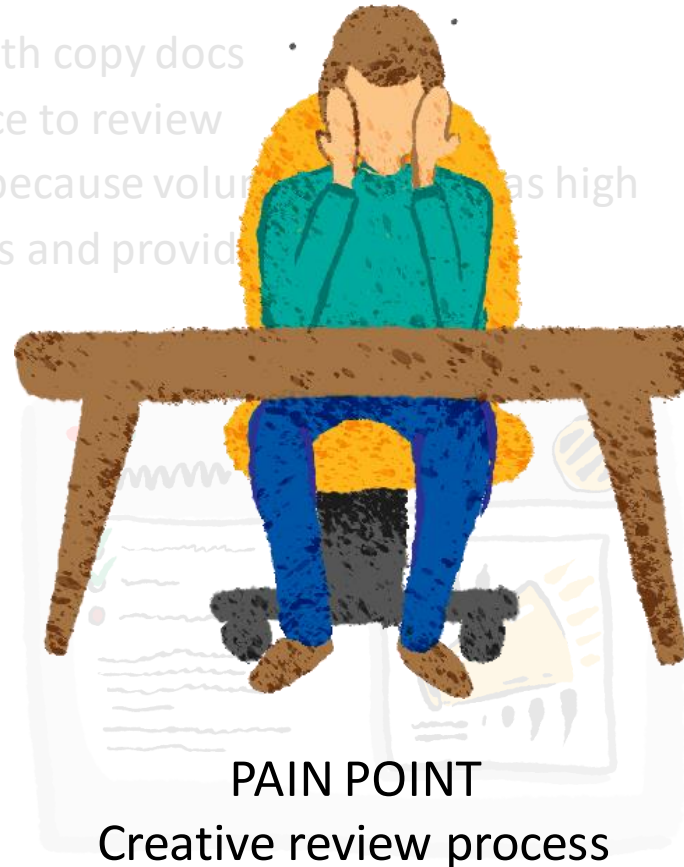
- Marketing built dozens of ads with copy docs
- Sent everything to EMC at once to review
- Typically required tight turns because volume of work was high
- EMC dug through all the assets and provided feedback



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Creative review process

YEAR ONE

Creative Review Process

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PRO TIP

Build a process that works for both sides — keep working at it.

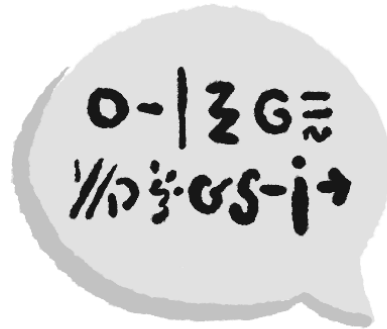
SAME LANGUAGE - DIFFERENT DIALECT

Number of ways you can say the prospect has been acquired in higher ed:

- Applied
- Admitted
- Accepted
- Confirmed
- Enrolled

Number of types of Google ads available:

- Display
- Discovery
- Search
- Responsive
- Video



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PAIN POINT

COVID = 0 in-person meetings

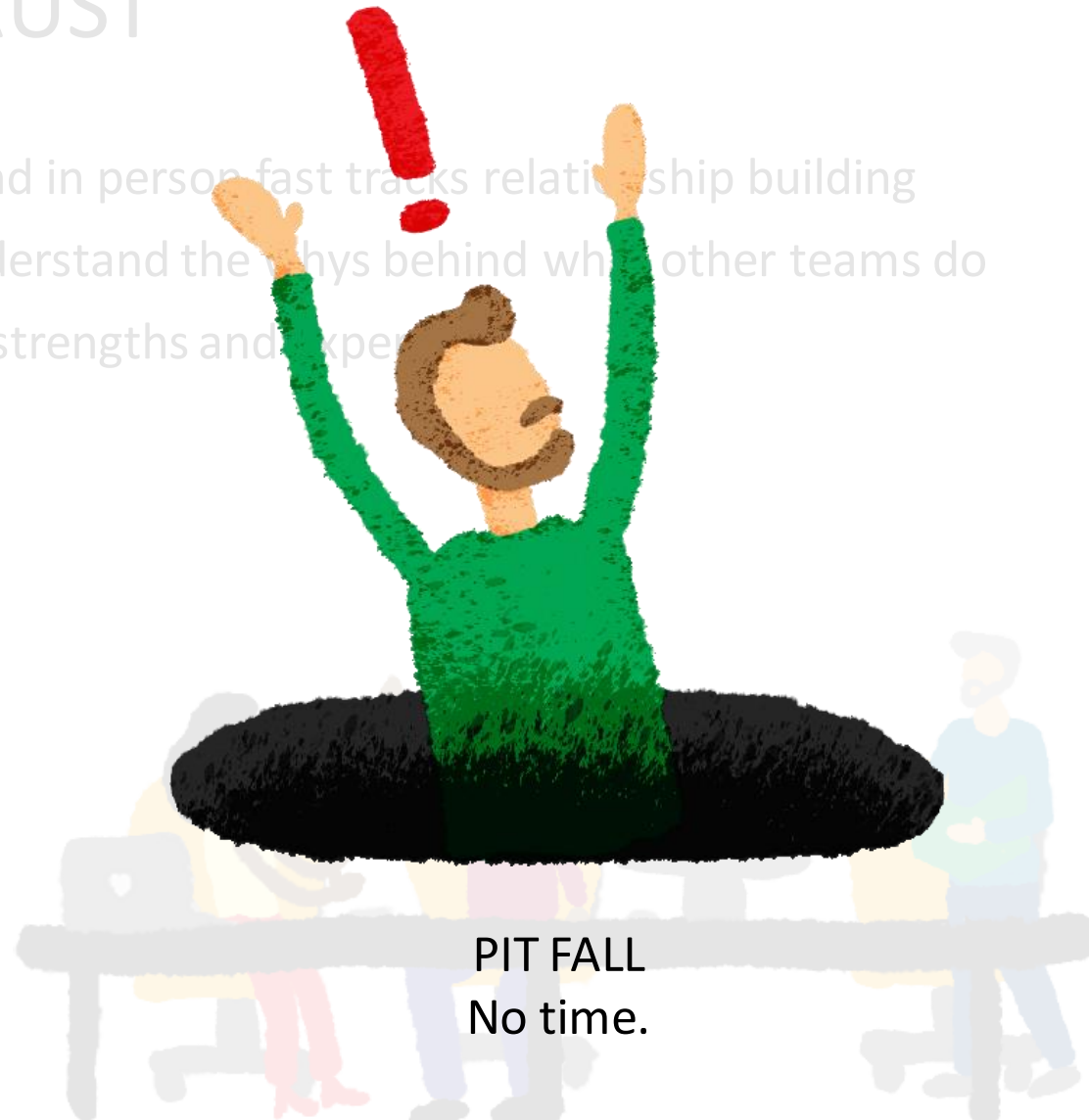
DEVELOP TRUST

- Meeting regularly and in person fast tracks relationship building
- Ask questions to understand the whys behind what other teams do
- Play to each teams' strengths and expertise



DEVELOP TRUST

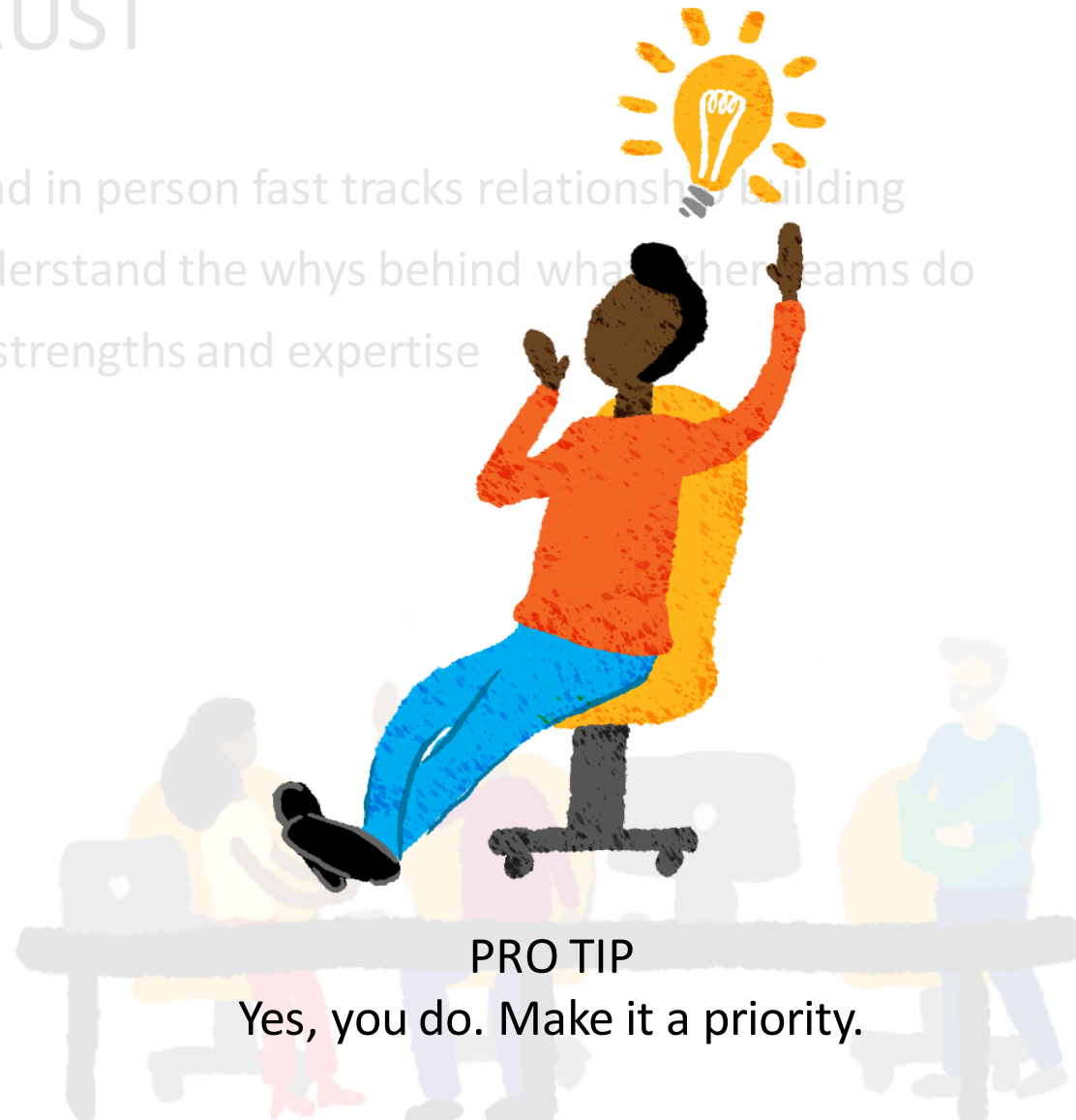
- Meeting regularly and in person fast tracks relationship building
- Ask questions to understand the whys behind what other teams do
- Play to each teams' strengths and experience



PIT FALL
No time.

DEVELOP TRUST

- Meeting regularly and in person fast tracks relationship building
- Ask questions to understand the whys behind what other teams do
- Play to each teams' strengths and expertise



PRO TIP

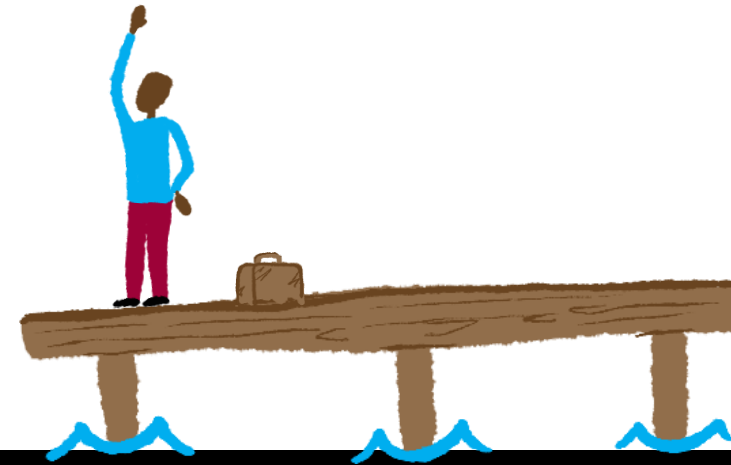
Yes, you do. Make it a priority.

YEAR TWO



YEAR TWO

- Onboard new agency
- Slate integration



YEAR TWO

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PAIN POINT

Building trust virtually with a new agency while attempting never before granted CRM access to an external company.

YEAR TWO

- Onboard new agency
- Slate integration



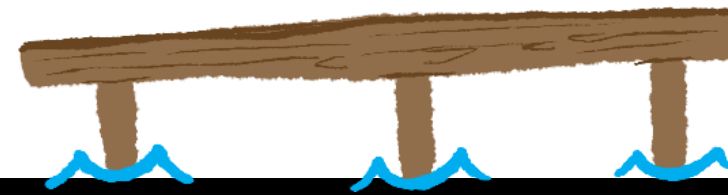
PRO TIP

Find partners with experience with your CRM.



YEAR TWO

- Onboard new agency
- Slate integration
- Adopted a data driven approach
- Customized audiences



YEAR TWO

- Onboard new agency
- Slate integration
- Adopted a data driven approach
- Customized audiences
- Planning meetings



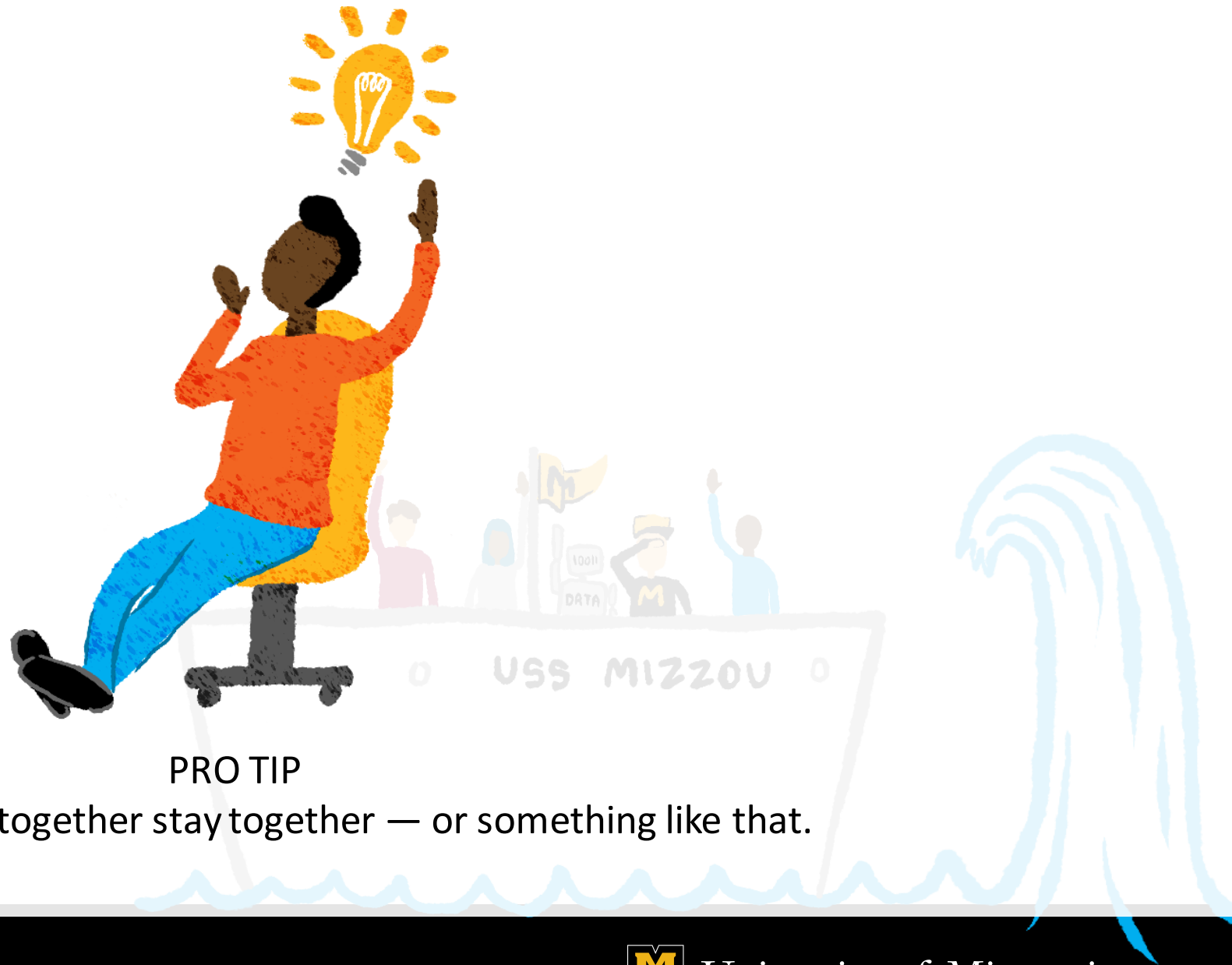
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PRO TIP

The teams that plan together stay together — or something like that.

YEAR TWO

- Planning meetings
 - Build plans together
 - Creative review process
- Next level down collaboration within the teams
 - Teams channel
 - File sharing



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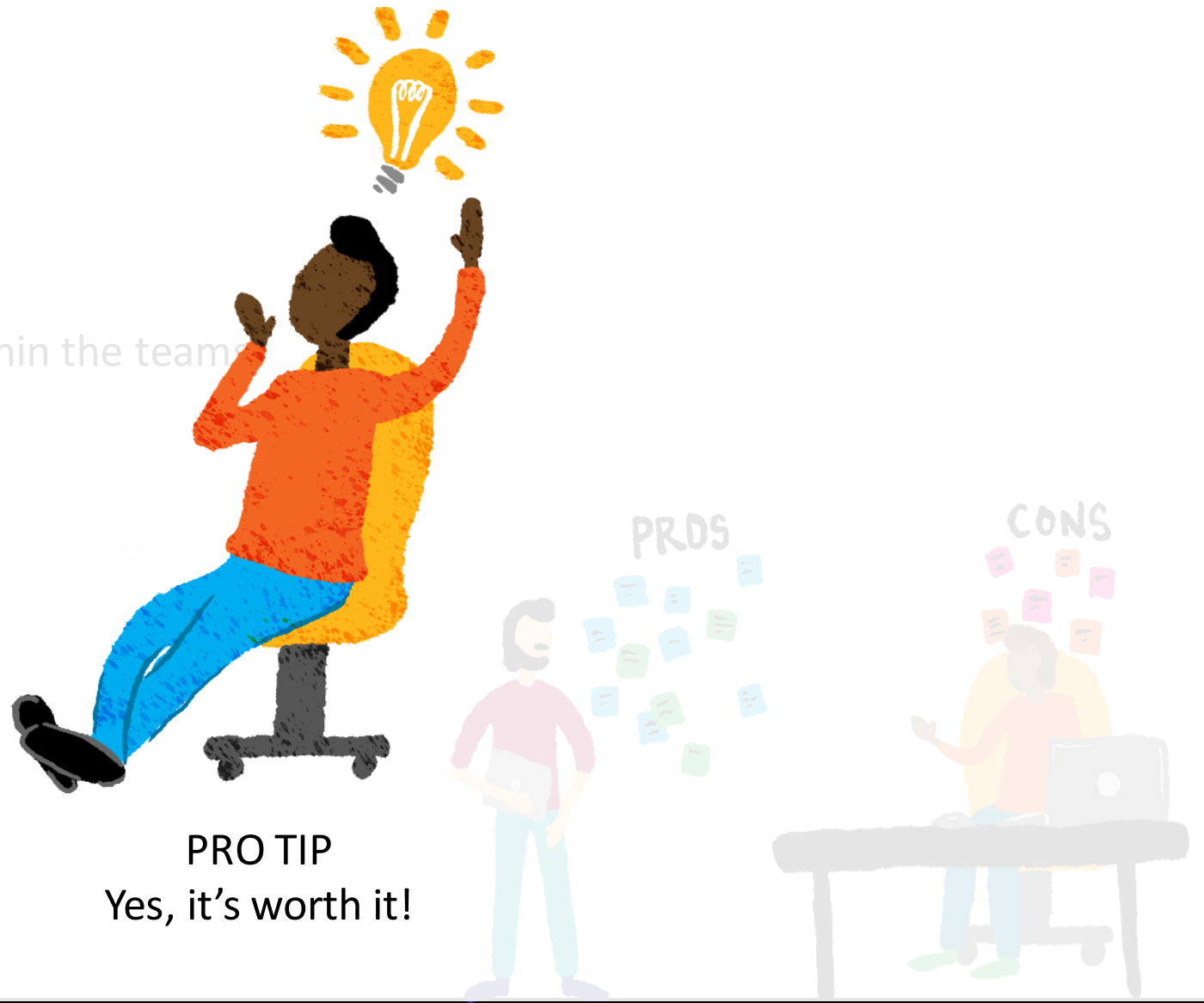


PIT FALL

“Is it worth every member’s time to be in this meeting?”

YEAR TWO

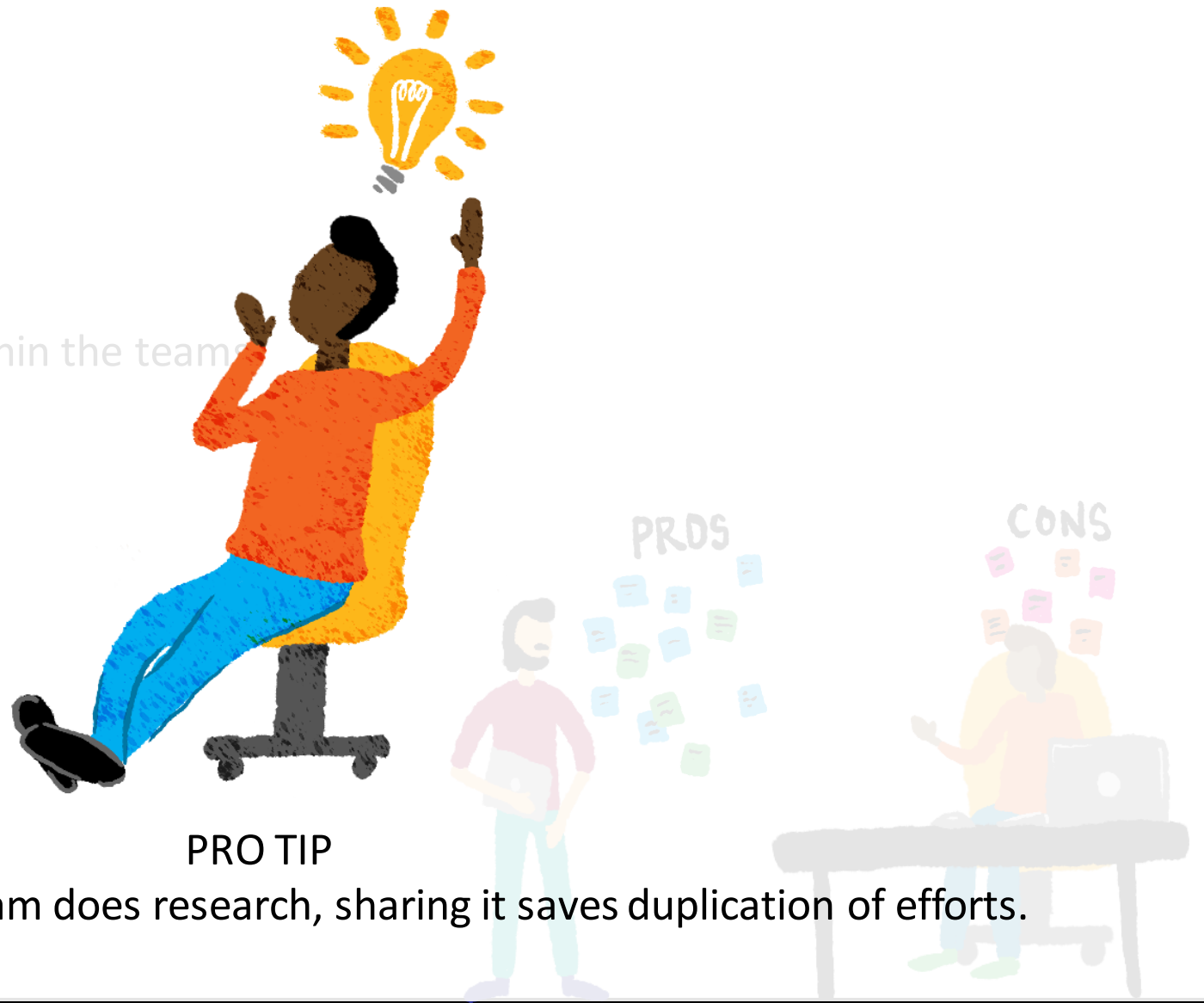
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PRO TIP
Yes, it's worth it!

YEAR TWO

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PRO TIP

Share research — if one team does research, sharing it saves duplication of efforts.

YEAR TWO

- Planning meetings
 - Build plans together
 - Creative review process
- Next level down collaboration within the teams
 - Teams channel
 - File sharing
- Next level up collaboration with leadership
 - Enrollment meeting



RECRUITMENT UTOPIA



AD CAMPAIGN EXPANSION

2019-20 Campaigns

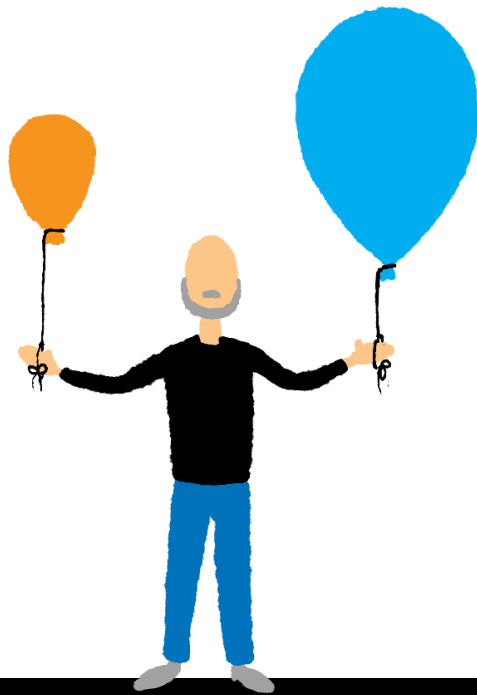
3

2020-21 Campaigns

6

2021-22 Campaigns

14



LOOKING AHEAD

And we're not done yet...

- Emails align with ads for retargeting
- Refining audience segments
- Adopting predictive modeling for planning
- Continued process/collaboration evolution





SILO MANAGEMENT

- It's not one and done
- It's a continuous improvement cycle
- Remember the greater mission



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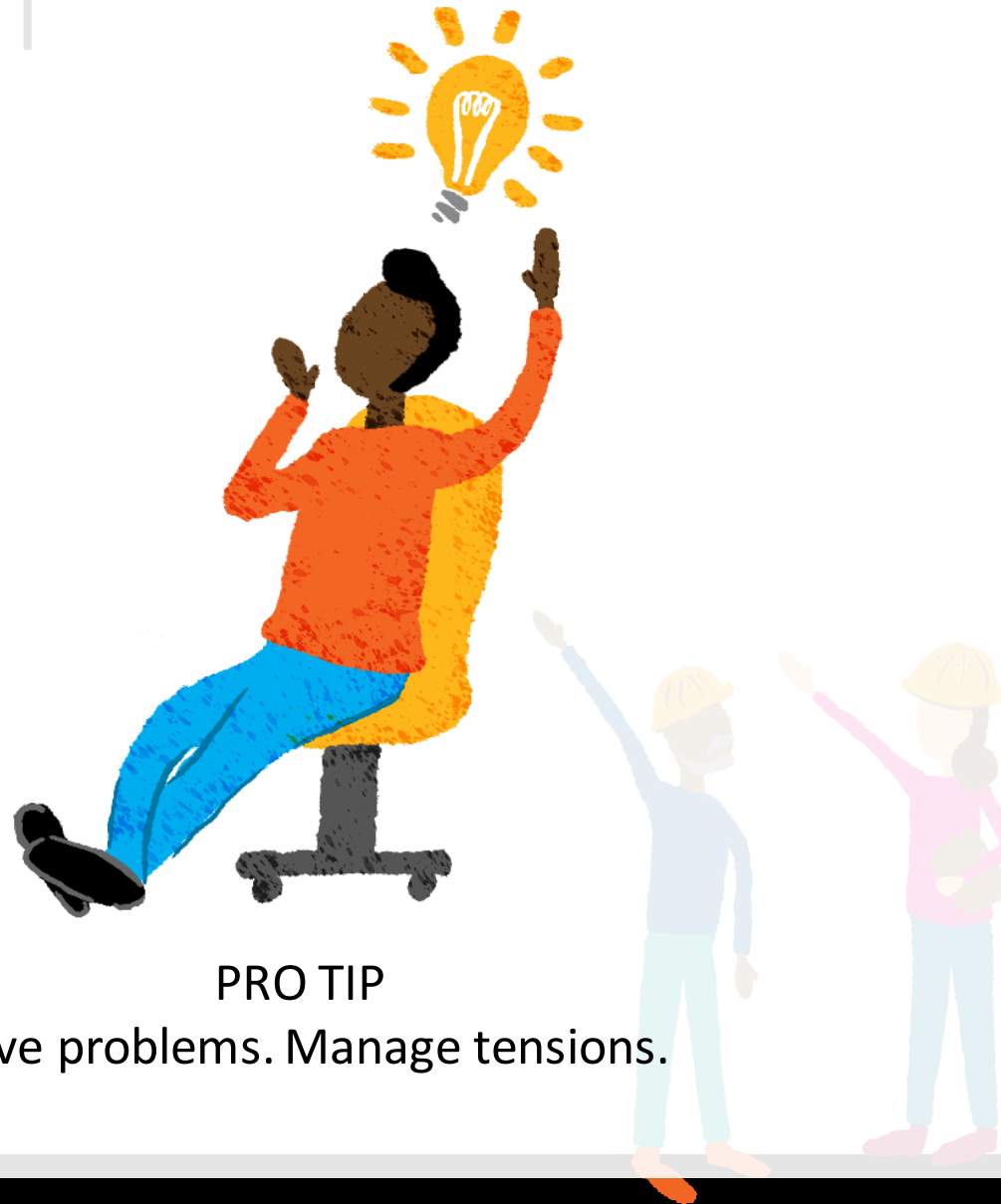


PIT FALL

“My department is my kingdom, what we do is the most important thing at this university.”

SILO MANAGEMENT

- It's not one and done
- It's a continuous improvement cycle
- Remember the greater mission



PRO TIP

Solve problems. Manage tensions.



BUILD BRIDGES



TO RECAP...

- Identify silos
- Prioritize collaboration
- Build meaningful relationships
- Use data to inform decisions
 - Find partner with experience in your CRM
- Collaborate to reduce overlap
- Plan together (in the same room)
- Establish a process that works for everyone (planning & creative review)
- Standardize dialect
- Investment will pay off



THANK YOU!

ANY QUESTIONS?

