



PRESENTATION HANDOUT

The Marketing Survival Guide

What Works, and What Doesn't

Stephen Dill, Enrollment Growth Strategies Corp., RNL National Conference, July 2022

Preliminaries

Who is here?

Who is Dill?

How many do you manage?

How many want to add to your team?

How much experience in Higher Ed marketing?

Remember Search?

Any still using it?

Strategies

Be Found

Don't Find

Pandemic Reality

Anyone anywhere is a prospective student

Be Different

Somehow

Build a Referral Network

Make every contact count

Tactics

Assessment

@the Start (or Now) & Annually

Staff	Skills
Systems	Content
Vendors	Budget

Assessment

@the Start (or Now) & Annually



Staff

- Interpersonal
- Talent
- Attitude
- Leadership
- Responsibility

Assessment

@the Start (or Now) & Annually

- Current
- Widely applied
- In sync
- Creative
- Depth



Skills

Assessment

@the Start (or Now) & Annually



Systems

- **Lead Nurture**
- **CRM**
- **CRM Integration**
- **Email Broadcast**

Assessment

@the Start (or Now) & Annually

- Data-driven
- Multimedia
- Multiplatform
- PR



Content

Assessment

@the Start (or Now) & Annually

Vendors

- Vendor Leadership
- Strategic
- Transparency
- Accountable
- Innovative

Assessment

@the Start (or Now) & Annually

- Keep history in the past
- Anticipate new systems
- Know your ROI
- Finance are your friends



Budget

Ideal Skill Set

What do you have? What do you need? What can you outsource?

- Design
- Communications/copywriting
- Website management
- Project management
- Social media content and management
- Content creation (photography, videography, illustration, writing, podcasting)
- Data analytics

Skill Set Wish List

Budget for one more on your team? What brings the most impact?

- **Web development**
- **UX design**
- **Press/media relations**
- **Content strategy**
- **Digital strategy**
- **Email marketing creation and management**

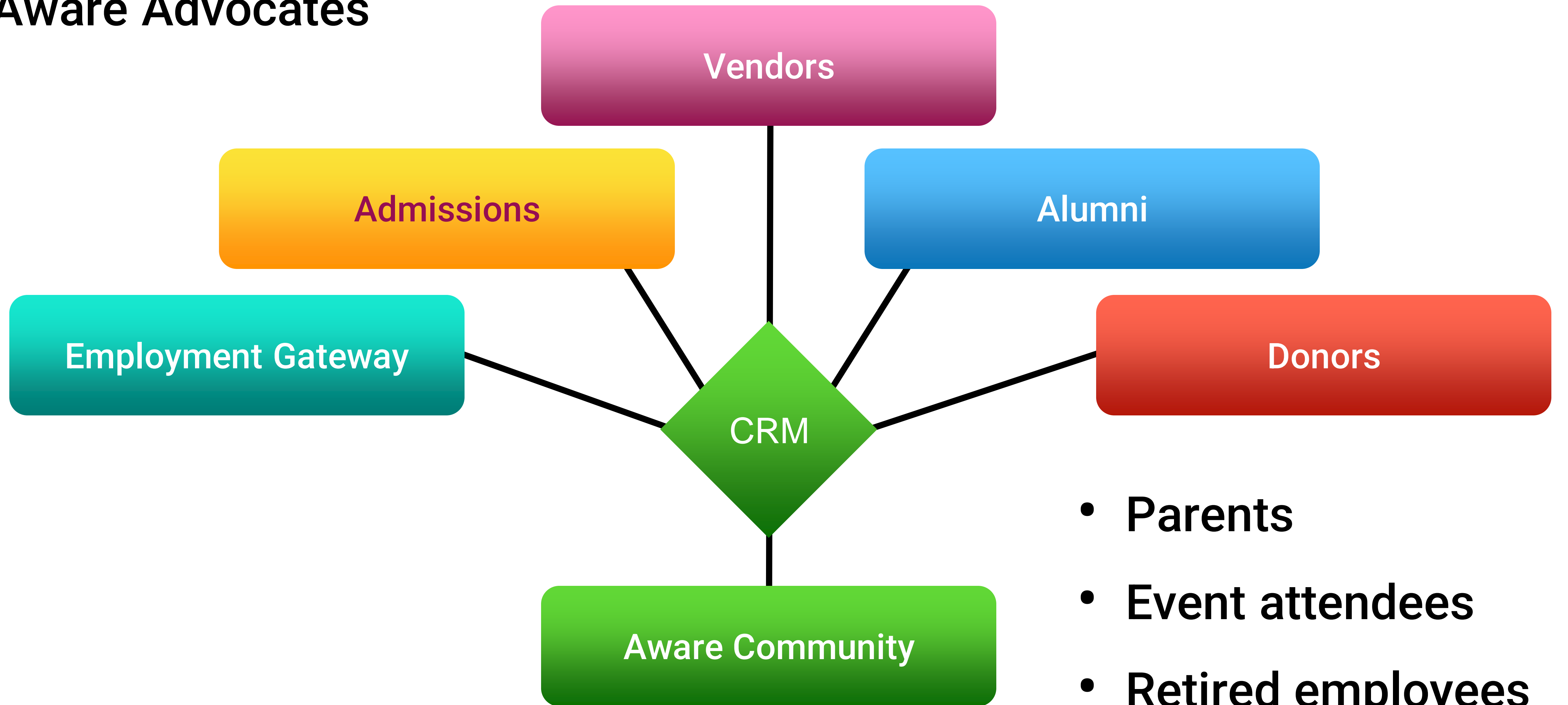
Skills Found in Partners

Don't need it full-time, or inappropriate expense.

- CMS development/hosting management
- SEO
- Press/media relations
- Digital campaign management
- UX design

Systems: Lead Nurture

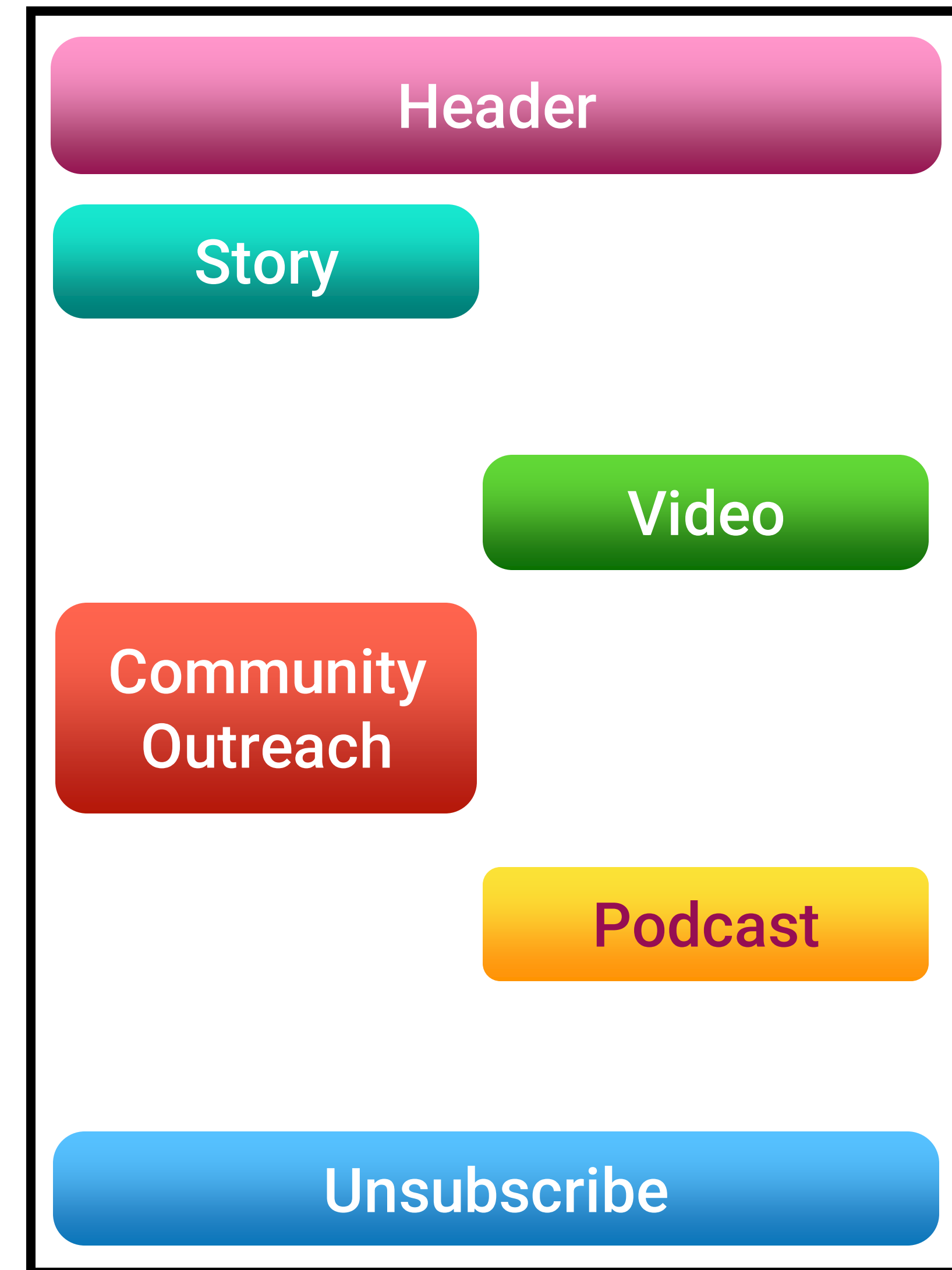
Aware Advocates



Lead Nurture

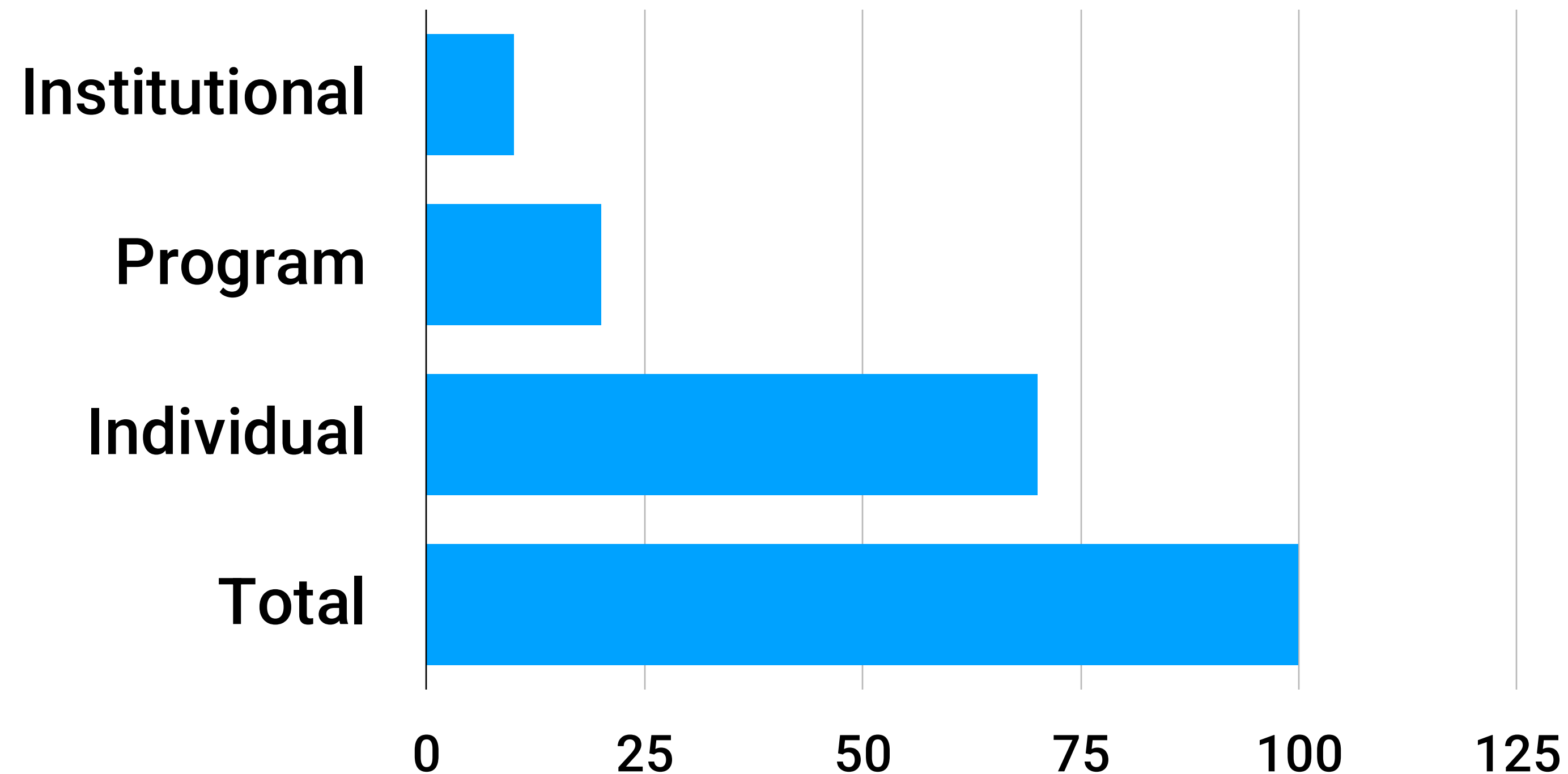
Trust-based Communications

- KPI: >referrals as a % of inquiries
- Emphasize value to readers
- Visible buttons for share, refer students, apply, and donate
- Make Unsubscribe button **LARGE** (trust-based)
- Give readers reasons to promote, refer, & donate



Content Strategy

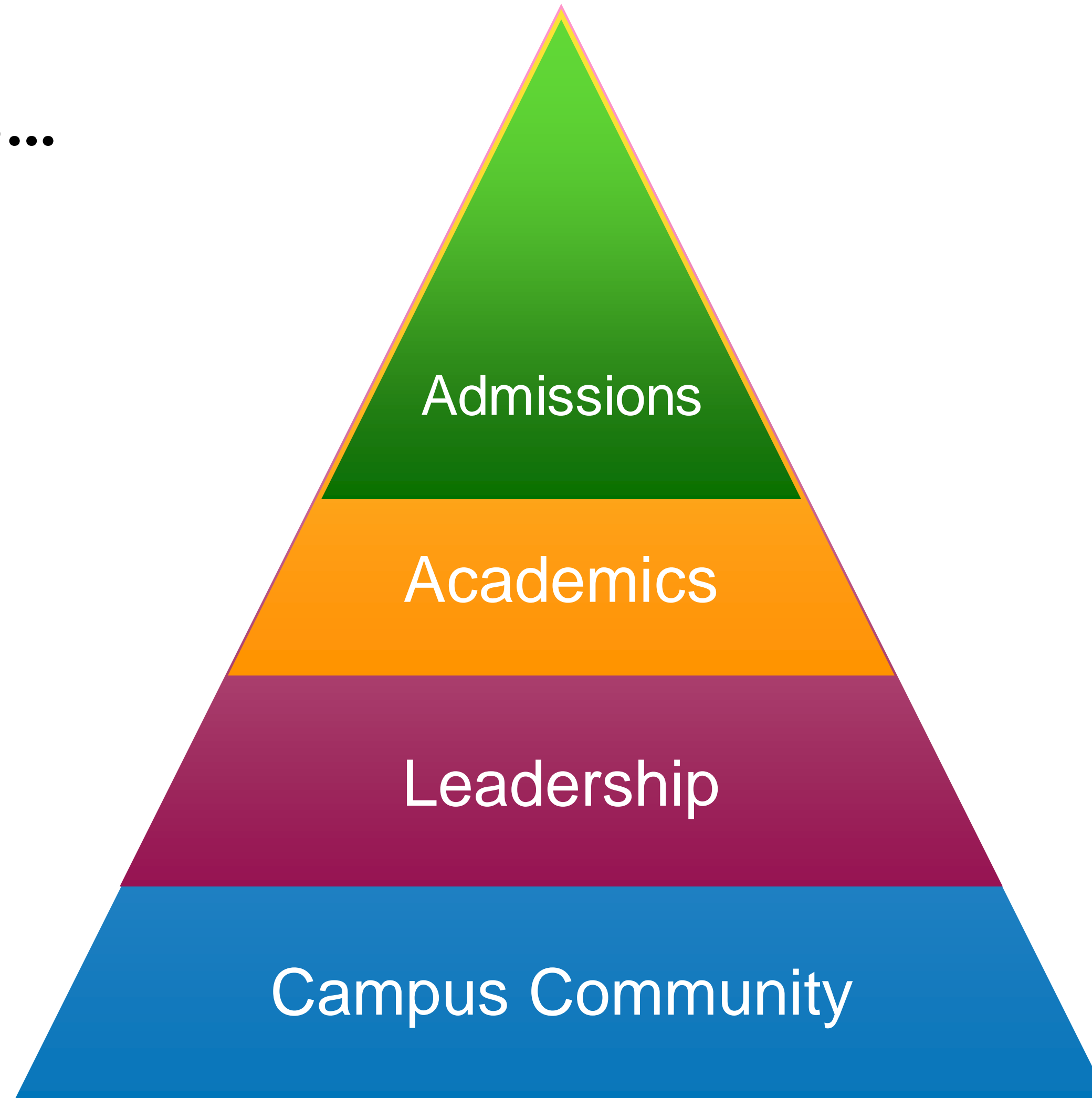
Apply across all media



- Story first, channel second
- Tell the story of the institution (10%)
- Tell the stories of the programs (20%)
- Tell the stories of the people (70%)

Priorities

Never enough hours...



Reminders

We are out of time!



Test everything: web, email, keywords

Maintain leadership awareness

Set goals, expect weekly progress reports

Distributed team management

Questions

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