

Online Recruitment Success

Effective Marketing of Online Degrees: Online Advertising Models, Strategies & Tips

Presented by:

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Learning Network*

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eLearners.com

- eLearners connects prospective students with learning opportunities offered online by accredited colleges and universities
- Founded in 1999 by C.J. DeSantis, shortly after earning an MA in Education and Human Development from The George Washington University – entirely via distance learning
- Now a division of Halyard Education Partners, whose family of properties includes gradschools.com, UCEAdirectory.org and studyabroad.com

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Audience

- Over 400,000 unique visitors per month searching for online programs
- 80% are 25+
- 73% completed some college-level classes
- 37% completed an undergraduate degree
- 75% spend more than 15 hours per week on a computer

- Why is this important?

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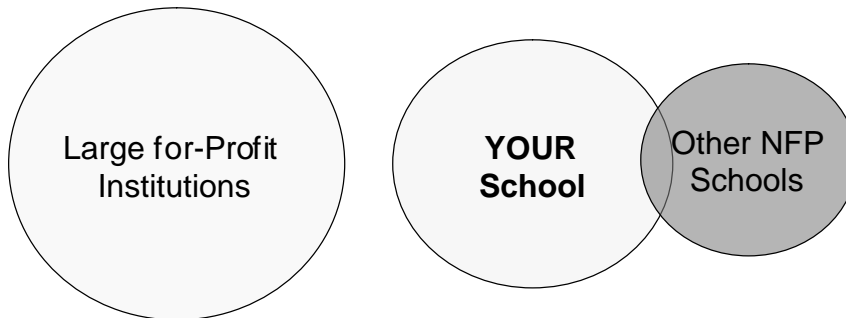
Presentation Goals

- Help you understand the importance of marketing your programs
- Provide you with effective practices in marketing your programs
- Advise you on the benefits & potential pitfalls of marketing online
- Share the lessons learned from 7 years of helping schools recruit students online

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Are You Really Competing?

YES!



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Advantages of Online Marketing

- Tracking & measurability
- Easy & fast to implement
- Can be highly targeted
- National exposure
- Can be performance-based
- “Zero-cost branding” opportunities
- Ability to grow your program with high ROI

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Effective eMarketing Practices

Ready

- Set appropriate goals and expectations
- Coordinate marketing & admissions

Set

- Identify online 'lead' sources
- Understand pricing models

Go

- Convert your leads into starts
- Utilize tracking & metrics

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Set Appropriate Goals and Expectations

- What is your primary marketing goal?
 - To create awareness of your programs and your institution?
 - *To increase your enrollment?*
 - *To generate a return on investment?*
 - *To show a trustee or department head that at least something is being done?*

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Expectation Considerations

- Enrollment needs
- Amount & types of programs
- Budget & business model
- Staff size & skills
- Prior marketing experiences
- The 'Sales Cycle'

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Coordinating Marketing & Admissions Efforts

- Critical questions to ask yourself...
 - Are your marketing and admissions departments set up to cooperate?
 - How many admissions personnel do you have to handle the inquiries you generate?
 - Is the admission staff trained to "sell"?

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Steps to Enrollment

Marketing

1. Design/Place Ads
2. Ad Viewed
3. Ad Clicked
4. Web Site Viewed
5. Lead Generated

Admissions

6. Lead Received
7. Lead Assigned
8. Lead Contacted
9. Follow-up
10. App./Enrollment

- Opportunities and Risks Exist at Each of These Steps

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Online Marketing Examples

- Banners / Graphical (various sizes, IAB specs)
- Email (lists, newsletters, opt-in, opt-out)
- Popups (contextual, adware, spyware)
- Directory listings (flat annual fee, sponsorships, CPC)
- Search engine marketing (SEM, PPC, Overture, Google, Paid Inclusion, XML Feeds)
- Lead Generation (CPA, CPL, PPL, no listing fees)

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Ad Pricing Models

- Flat-fee / Cost Per Ad (traditional)
 - Most unknowns & risks
- CPM / Cost Per 1,000 Impressions
 - Many unknowns & risks
- CPC / Cost Per Click
 - Shared risks (advertiser & publisher)
- CPA / Cost Per Action (lead or inquiry)
 - Fewest risks (highest for publisher)

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Flat Fee

- Most unknowns for advertiser
 - Typically no guaranteed impressions, visitors or conversions
- Lowest risk for publisher
- Low/No maintenance for advertiser
- Visitors tend to be targeted
- Branding Opportunities
- Some directory listings (Gradschools.com, Petersons,...)
- Sponsorships (MSN/AOL,...)

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Flat Fee Example

The screenshot shows the Thomson Peterson's website interface. At the top, there are navigation links for 'COLLEGE HOME', 'GET STARTED', 'FIND A SCHOOL', 'PREPARE FOR TESTS', and 'PAY FOR SCHOOL'. Below this is a 'MY PETERSON'S LOGIN' section with a 'Not registered? Register now' link and a login form with fields for 'Enter Username' and 'Enter Password'. The main content area is titled 'Keyword Search Results' and shows a search for 'marketing' with 443 matches. Three results are displayed: Fashion Institute of Technology, Johnson & Wales University, and Northwood University. Each result includes a brief description and a 'GET FREE INFO' button.

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CPM

- Cost per 1,000 Impressions
- Typically offered by high-traffic sites
 - Broad exposure
 - Visitors tend not to be highly targeted
- Many unknowns for advertiser
 - Does an eyeball actually 'see' an impression?
 - No guaranteed visitors, or quality of visitors
- Lower risk for publisher
 - (# of monthly visitors) x (Pages viewed) x (ads/page)
- Banner ads (About.com,...) & email newsletters
- Branding Opportunities, but limited performance guarantees

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CPM Example

You are here: [About](#) > [Education](#) > [Distance Learning](#)

Apply knowledge directly to your career.

Walden University
Click to learn more.

Search

About

Home

- Essentials
 - Site Description
 - Introduction to Distance Learning
 - Distance Learning FAQs
 - Distance Learning Article Series
 - Best Books on Distance Learning
- Distance Learn Offers
 - Online Education Degree
 - Distance Education
 - Accredited Online Degree
 - Online Colleges

Distance Learning

From [Apply Now](#), Your Guide to [Distance Learning](#).
Apply Now **FREE** Newsletter. [Sign Up Now!](#)

Top Quality, Low Cost E-Courses.

In our first of two articles on [distance learning consortia](#), we discussed why these state and regional higher education portals are good sources for accredited degrees and programs. The article then included links to over sixty U.S. and Canadian higher education consortia.

The discussion continues with the offering of [fourteen questions applicants should ask](#) when considering online consortia member colleges.

[Read Archives #](#)

Advertisements For Your Online Degree

Brought to you by **WIMBLEDON**
IN THEATERS SEPTEMBER 17TH

Advertisement

free
What is your favorite screensaver?
(Select One)

3D Butterflies

Featured Channels

- Automotive
- Computing & Technology
- Health & Fitness
- Jobs & Careers
- Parenting & Family
- Money

More Channels

Most Popular

- International Universities & Rankings
- Best Colleges & Universities
- Introduction to Distance Learning: What is it? Why I should...
- Distance Learning Programs
- Full Text Articles for Free

What's Hot

- Distance Learning High

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CPC/PPC

- Cost Per Click / Pay Per Click
- Shared risk for advertiser & publisher
 - Publisher only gets paid when visitor clicks
- The “Paid Search Engine” model
- Tends to be scalable (pay more, get more)
- Also banners, text links, “pop-ups”, email
- Advertiser risks the quality of clicks
 - Unknown conversion to inquiry
- Must be monitored closely

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CPC/PPC Examples

Yahoo! Mr.Yahoo! Mail Welcome Guest (Sign In) Search Home Help

Web | Images | Directory | Yellow Pages | News | Products

YAHOO! search online mba degrees Search

Search Results Results 1 - 28 of about 1,588,880 for online mba degrees. Search took 6.15 seconds. (about this page...)

SPONSOR RESULTS

- Accredited **Online MBA Degrees** Norwich University is proud of its 183 years of cutting-edge education. We are experts at delivering an **online** Masters-level education in business administration. Join the tradition. www3.norwich.edu
- Earn Your **MBA Degree Online at Saint Leo** Earn your **MBA online** at Saint Leo University. Our innovative program utilizes the latest in Internet technology. A fully-accredited, quality education at a price you can afford. www.saintleo.edu

1. **Online Education** provides information on accredited **online** education programs. Category: [Distance Learning > Web Directories](#) www.online-education.info - 26k - [Cached](#) - [More pages from this site](#)

2. **Online Degrees.net - Find Online and Local College Degree Programs!** **Online Degrees** About Us Contact Site Map All Schools List All Schools Alphabetically List All Schools by State By Program Business **MBA** Technology Telecommunications Health Care Education **Online** Schools All Adkins Business College ... Westwood College **Online** By Degree Associate **Degrees** Bachelor **Degrees** Masters **Degrees** **MBA** Programs ... www.onlinedegrees.net/mba - 8k - [Cached](#) - [More pages from this site](#)

3. **MBA Degrees Online** ... Associate **Degrees** Bachelor **Degrees** **MBA Degrees** Graduate Certificates ... An **online MBA** degree program offers everything a traditional **MBA** program offers, plus the convenience and ... www.mba-degrees-online.net - 36k - [Cached](#) - [More pages from this site](#)

SPONSOR RESULTS

Denry University Degree Programs Online Denry University can help you earn a fast track degree that employs value and that: www.denry-degrees.com

MBA Online, On-Campus, or Both Accredited MBA, bachelor programs. Financial aid available for those who qualify. www.vconline.edu

Search for Online MBA Degrees Find over 75 online business and MBA programs in this directory of distance learning ... www.mbalearners.com

MBA Degree Programs Online MBA, business administration.

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CPA/CPL

- CPA = Cost Per Action/Acquisition or
- CPL = Cost Per Lead (or PPL)
- Fewest unknowns for advertiser
 - Publisher does not get paid unless prospect is interested in being contacted
- Highest risk for publishers
- Numerous online lead vendors
- Not all leads are equal!
 - Directory, co-reg, adware, etc...

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CPA/CPL Example

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...the most popular programs available at eLearners.com



Online Degrees | Online Certificate Programs | Online Colleges



Penn State Online courses are developed and taught by the same Penn State faculty members teaching in "traditional" Penn State classrooms. The credits you can earn from your living room are the same credits you would earn on campus.

Degrees and Programs Offered:

- ▣ **Arts (1)**
 - B.A. in Letters, Arts, and Sciences
- ▣ **Business (2)**
 - B.S. - Organizational Leadership
 - MPM

Get Information about enrolling at Penn State Online

To receive more information about academic program offerings by Penn State Online, simply complete the form below.
 Javascript must be enabled to submit this form

* Program of Interest:

* Country:

* First Name:

* Last Name:

* Street Address:

Street Address Line 2:

* City:

* State:

* Zip:

* E-mail:

* Daytime Phone:

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Optimizing Your Resources

Ad Pricing	Unknowns, Risks & Complexities
Flat Fee	Creative, # impressions, # clicks, # leads, # enrollments
CPM	Creative, # clicks, # leads, # enrollments
CPC/PPC	Creative, # leads, # enrollments
CPA/CPL	# enrollments

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CPL - The Best Pricing Model?

- For many schools CPL works best
- Lowest risk and (often) effort for advertiser
- Low or No setup costs
- Pay for Performance only! (leads)
- “Zero-Cost Branding” Opportunities - sometimes
- Higher unit cost than other forms of advertising
 - But consider what you get...
- Not all CPA lead deals are equal
- So why isn't everyone buying CPL?

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QUIZ: Which Deal is Better?

- 1 year directory listing for \$3,000
- 1,000,000 impressions for \$3.00 CPM
- 1,000 clicks for \$3.00 CPC
- 100 leads for \$30.00 CPA
- How did you decide?
- Do you have enough info?
- What other information do you need?

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QUIZ: Which CPL Deal is Better?

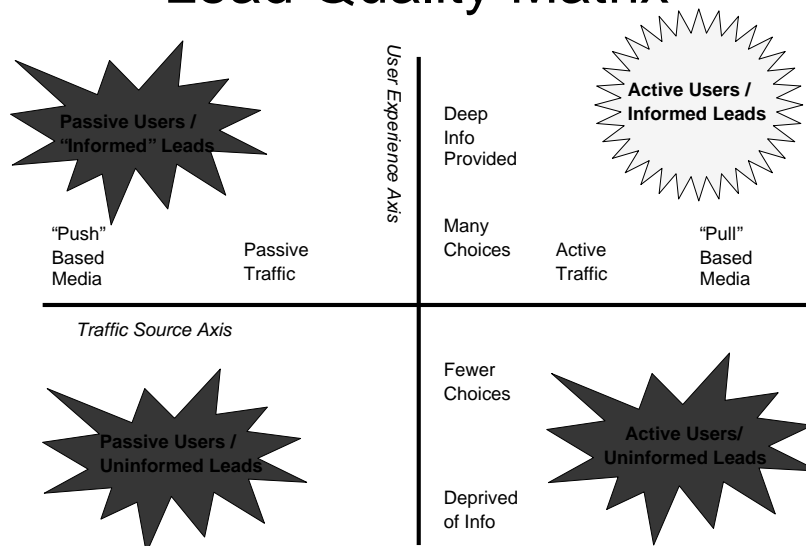
A) 4,000 leads @ \$5.00 each
Or

B) 1,000 leads @ \$20.00 each

- How did you decide?
- Would your response be different if each alternative resulted in 30 new students?
- Don't neglect to consider all of your acquisition costs!
- If you buy leads, understand underlying quality

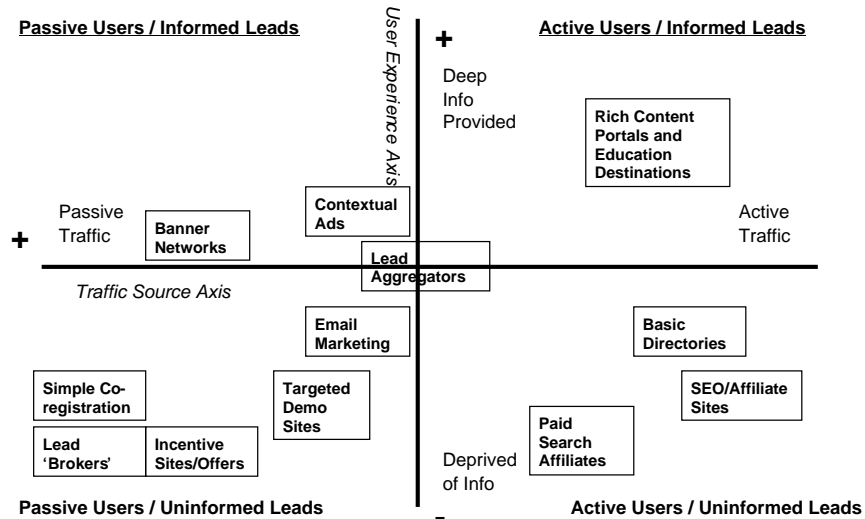
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Lead Quality Matrix



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Lead Quality Matrix - Examples



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Conversion (to Enrollment) Tips

These tips require complete cooperation between marketing and admissions:

- Start with higher quality leads
 - Compare more than one source
- Quick initial follow-up
- Personalized contact (phone, email)
- Make multiple contacts
- Get your leads to take action
- Prioritize your leads & follow-up
- Track the process – provide feedback

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Utilize Tracking & Metrics

- In the “old” world of marketing, tracking was very challenging & often ignored
- Today your metrics can show exactly what works
- Each enrollment must be tagged to an ad campaign, an individual ad, a vendor, etc.
- Need coordination between marketing & admissions and a tracking system

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The Best Metrics

- Metrics help you analyze the efficiency of your marketing spending
- Use the best metric you can:
 - Fair: Cost per Click
 - Good: Cost Per Lead
 - Better: Cost Per Enrollment (or Start)
 - Best: ROI (Return On Investment)
- ROI helps determines what *really* works
- ROI helps justify additional budget

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Help & Resources

- Additional Questions? agansler@elearners.com
- For an online copy of this presentation and other useful resources, go to: www.elearners.com/sloan
- Calculating Cost per Start, Cost per Enrollment, ROI: Handout, or www.elearners.com/resources/sloan/metrics.asp
- Glossary of relevant advertising terms: Handout, or www.elearners.com/resources/advertising-glossary.asp
- White Papers
 - Attracting the Next Generation of Online Learners
 - Best Practices in Enrollment Marketing Management
- Review our media kit for more information: <http://eLearners.com/resources/advertising.asp>
- Visit our booth at the conference or contact:
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- Please help us understand your needs by filling out our 2006 School Survey

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Questions?

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