

# Online Recruitment Success

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

*Presented by:*

*Andrew Gansler, Chief Executive Officer,  
eLearners.com*

*November 9, 2006*

*Sloan-C International Conference Asynchronous  
Learning Network*

# *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](http://gradschools.com), [UCEAdirectory.org](http://UCEAdirectory.org) and [studyabroad.com](http://studyabroad.com)

# *eLearners.com*

## 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?

# 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

# Are You Really Competing?

**YES!**

Large for-Profit  
Institutions

**YOUR  
School**

Other NFP  
Schools

# 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

# 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

# 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?*

# Expectation Considerations

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

# 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”?

# 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

# 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)

# 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)

# 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,...)

# Flat Fee Example

THOMSON  
PETERSON'S

PETERSONS.COM • THOMSONPETERSONS.COM

MY PETERSON'S LOGIN

Not registered? [Register now](#)

Enter Username

[Forget your Username or Password?](#)

COLLEGE HOME GET STARTED FIND A SCHOOL PREPARE FOR TESTS PAY FOR SCHOOL

[College Search](#) | [Nursing](#) | [Visual & Performing Arts](#) | [International Students](#) | [Online Learning](#)  
[Culinary Programs](#) | [Career Colleges](#) | [Study Abroad](#) | [Advice Center](#)

## Keyword Search Results

Enter keywords or phrases to locate specific research opportunities

[SEARCH](#) [Advanced Search](#)

You searched for "marketing". Your search returned 443 matches. [Go to...](#)

[Search Results](#)

### [Fashion Institute of Technology](#)

New York, New York

**Description:** In-depth Description of the Fashion Institute of Technology. An innovative college that is serious about career education, the Fashion Institute of Technology (FIT) is where creativity gets down..

**Category:** [Peterson's > UGChannel > Undergraduate > College Description](#)

### [Johnson & Wales University](#)

Providence, Rhode Island

**Description:** In-depth Description of the Johnson & Wales University. Founded in Providence in 1914, Johnson & Wales University (J&W) is a private, not-for-profit, career-oriented institution offering programs that are..

**Category:** [Peterson's > UGChannel > Undergraduate > College Description](#)

[GET FREE INFO](#)

### [Northwood University](#)

Midland, Michigan

**Description:** In-depth Description of the Northwood University. Northwood University was founded in 1959 by Dr. Arthur E. Turner and Dr. R. Gary Stauffer, who knew that the..

**Category:** [Peterson's > UGChannel > Undergraduate > College Description](#)

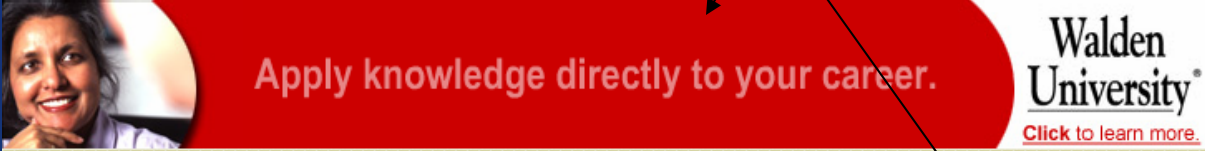
[GET FREE INFO](#)

# 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
  - $(\# \text{ of monthly visitors}) \times (\text{Pages viewed}) \times (\text{ads/page})$
- Banner ads (About.com,...) & email newsletters
- Branding Opportunities, but limited performance guarantees

# CPM Example

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



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](#) #

### Budgeting 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 Schools](#)

# 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

# CPC/PPC Examples

Yahoo! Mv 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 - 20 of about 1,580,000 for online mba degrees. Search took 0.15 seconds. (About this page...)

SPONSOR RESULTS powered by hp

- [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](http://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](http://www.saintleo.edu)

1. [Online Education](#) provides information on accredited **online** education programs. Category: [Distance Learning](#) > [Web Directories](#) [www.online-education.info](http://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 AIU. Aaker's Business College ... Westwood College **Online**. By Degree Associate **Degrees**. Bachelor **Degrees**. Masters **Degrees**. **MBA** Programs ... [www.onlinedegrees.net/mba](http://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](http://www.mba-degrees-online.net) - 36k - [Cached](#) - [More pages from this site](#)

SPONSOR RESULTS

[DeVry University Degree Programs Online](#) DeVry University can help you earn a fast track degree that employers value and that... [www.devry-degrees.com](http://www.devry-degrees.com)

[MBA Online, On-Campus, or Both](#) Accredited MBA, bachelor programs. Financial aid available for those who qualify... [www.vconline.edu](http://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](http://www.mbalearners.com)

[MBA Degree Programs Online](#) MBA, business administration,

# 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...

# CPA/CPL Example

**eLearners<sup>®</sup> EXPRESS**  
...the most popular programs available at eLearners.com



[Online Degrees](#) | [Online Certificate Programs](#) | [Online Colleges](#)

**PENN STATE  
ONLINE**

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:

\* Age:

# Optimizing Your Resources

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

# 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?

# 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?

# QUIZ: Which CPL Deal is Better?

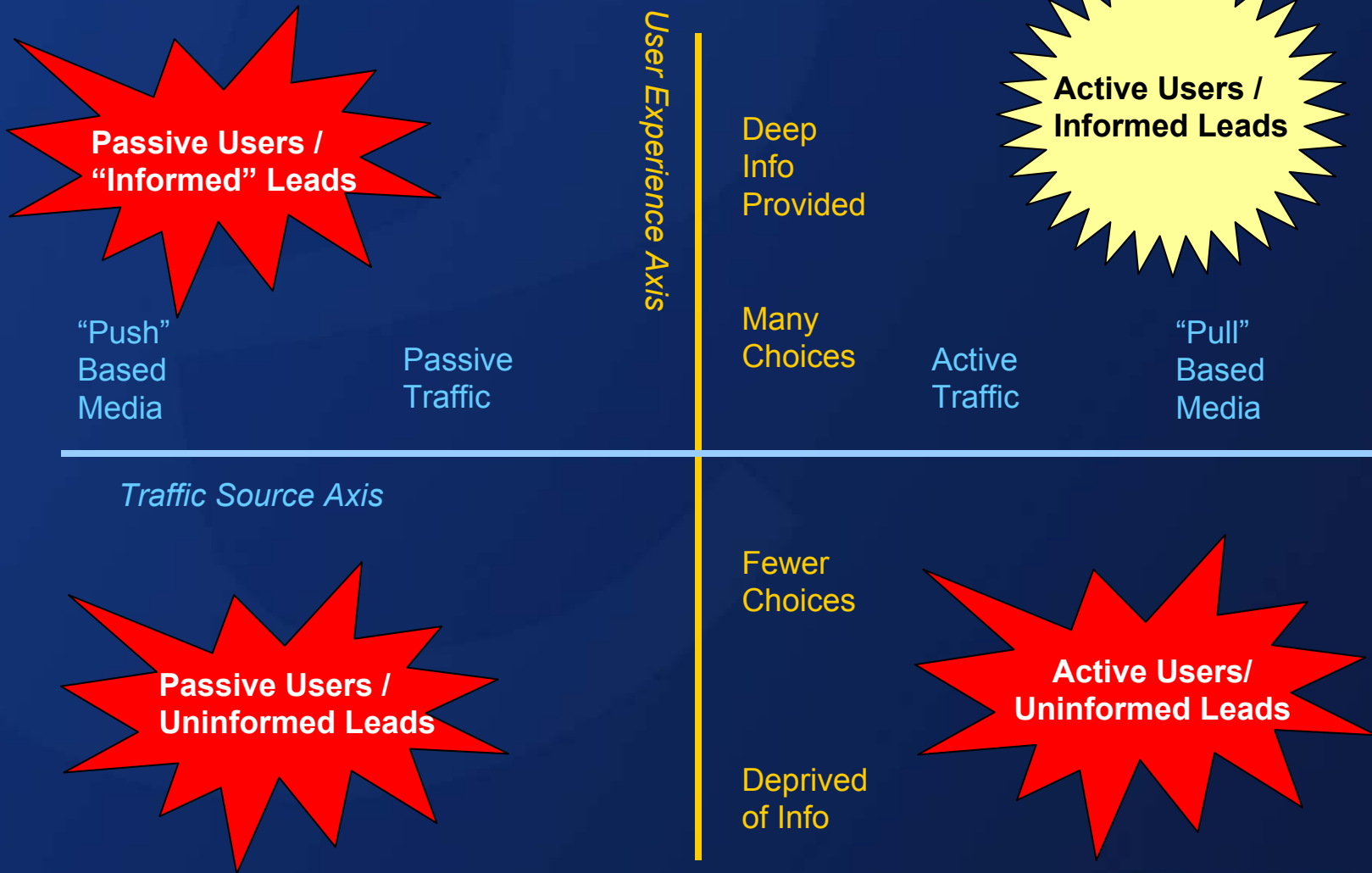
A) 4,000 leads @ \$5.00 each

Or

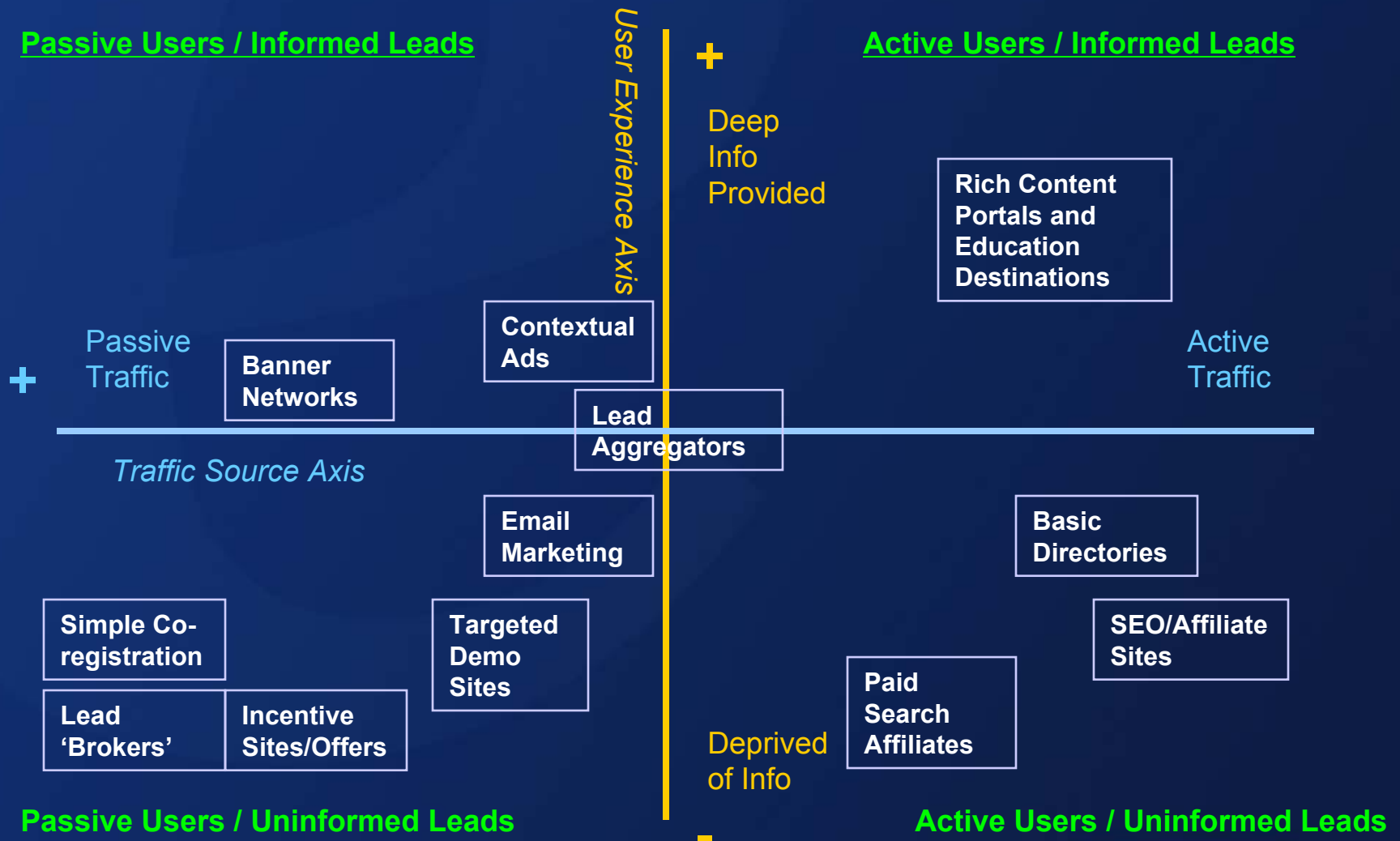
B) 1,000 leads @ \$20.00 each

- 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

# Lead Quality Matrix



# Lead Quality Matrix - Examples



# 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

# 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

# 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 determine what *really* works
- ROI helps justify additional budget

# 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

# Help & Resources

- Additional Questions? [agansler@elearners.com](mailto:agansler@elearners.com)
- For an online copy of this presentation and other useful resources, go to: [www.elearners.com/sloan](http://www.elearners.com/sloan)
- Calculating Cost per Start, Cost per Enrollment, ROI: Handout, or [www.elearners.com/resources/sloan/metrics.asp](http://www.elearners.com/resources/sloan/metrics.asp)
- Glossary of relevant advertising terms: Handout, or [www.elearners.com/resources/advertising-glossary.asp](http://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:  
Howard Mandel  
for eLearners.com Services  
866-eLearning (353.2764) x39  
[hmandel@elearners.com](mailto:hmandel@elearners.com)

# Help Us!

- Please help us understand your needs by filling out our 2006 School Survey

# Questions?