

1. What is your primary marketing goal?
 Direct Response (increasing enrollment at the lowest possible cost)
 Brand Building (increasing awareness of your institution and programs)
2. What level of coordination do you have between marketing and admissions?
 Great Fair Poor
3. Which task is a greater challenge for your institution?
 Marketing (generating leads) Admissions (enrolling leads)
4. Can your college track marketing efforts from ad to enrollment?
 Yes Not yet
5. Does your marketing department make spending decisions based on metrics like cost per enrollment or ROI?
 Yes Not yet
6. Are decisions on what ads to place often made based on politics?
 Yes No
7. Does your marketing department have enough control over your web site?
 Yes Not yet
8. Have you done any testing to calculate and improve conversions from visitor to inquiry?
 Yes Not yet
9. Have you optimized your site for search engines?
 Yes Not yet
10. Have you compared the effectiveness of online and offline media?
 Yes Not yet
11. Which is more effective at generating the lowest cost per enrollment?
 Online Offline
12. What percent of your budget is spent online?
 Over 75% Between 50% and 75% Between 25% and 50% Under 25%
13. Have you tracked and compared various types of online advertising?
 Yes Not yet
14. Which of the following ad types has been most effective for you?
 Email Graphical Contextual Paid Search Directory Leads Affiliate Leads Not Sure
15. Can you describe the differences between CPM, CPC and CPA?
 Yes Not yet
16. Which of the pricing models allows you to do the least "work" (taking the fewest risks) in the marketing part of your process (generating quality leads for admissions)?
 CPM CPC CPA Not Sure Yet

OPTIONAL:

Please send me the results of this survey and the other handouts

Name: _____ Title: _____

Organization: _____

Email/Postal Info: _____