

Effective Marketing of Online Degrees SURVEY

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Conference

PARTICIPANT

2005 Sloan-C

1. What is your primary marketing goal?
18 Direct Response (increasing enrollment at the lowest possible cost)
7 Brand Building (increasing awareness of your institution and programs)
1 unknown
2. What level of coordination do you have between marketing and admissions?
5 Great **15** Fair 6 Poor
3. Which task is a greater challenge for your institution?
15 Marketing (generating leads) 10 Admissions (enrolling leads) 1 unknown
4. Can your college track marketing efforts from ad to enrollment?
10 Yes **15** Not yet 1 unknown
5. Does your marketing department make spending decisions based on metrics like cost per enrollment or ROI?
9 Yes **13** Not yet 4 unknown
6. Are decisions on what ads to place often made based on politics?
6 Yes **17** No 3 unknown
7. Does your marketing department have enough control over your web site?
16 Yes 9 Not yet 1 unknown
8. Have you done any testing to calculate and improve conversions from visitor to inquiry?
7 Yes **18** Not yet 1 unknown
9. Have you optimized your site for search engines?
13 Yes 11 Not yet 2 unknown
10. Have you compared the effectiveness of online and offline media?
7 Yes **19** Not yet
11. Which is more effective at generating the lowest cost per enrollment?
16 Online 6 Offline 4 unknown
12. What percent of your budget is spent online?
2 Over 75%
4 Between 50% and 75%
4 Between 25% and 50%
13 Under 25%
3 unknown
13. Have you tracked and compared various types of online advertising?
12 Yes **14** Not yet

14. Which of the following ad types has been most effective for you?

- 4 Email
- 0 Graphical
- 2 Contextual
- 3 Paid Search
- 4 Directory Leads
- 4 Affiliate Leads
- 14** Not Sure
- 2 unknown

15. Can you describe the differences between CPM, CPC and CPA?

- 3 Yes
- 23** 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)?

- 1 CPM
- 1 CPC
- 1 CPA
- 22** Not Sure Yet
- 1 unknown