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EXTEND EMAIL REACH THROUGH SOCIAL MEDIA MONITORING

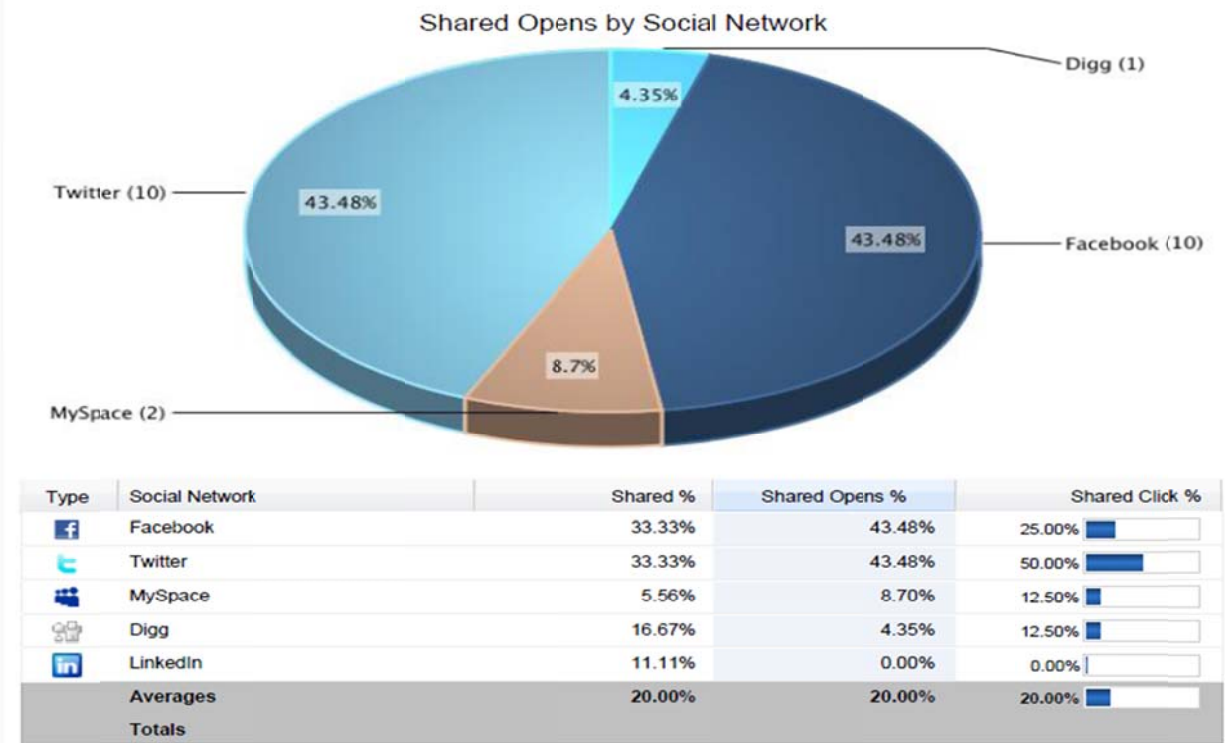
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When's the last time you left your BlackBerry, computer or iPod phone at home? NEVER. Are you kidding me? Leave my devices behind? According to a study by The International Center for Media and The Public Agenda and University of Maryland, College Park "most college students are not just unwilling, but functionally unable to be without their media links to the world". Digital media continues to consume us all. Texting, instant messaging, and social media are here to stay. Universities continue to struggle with social media on several fronts. How do we measure conversation? How do we measure the ROI of our social media efforts? Without measurements in place universities are unable to make effective decisions about social media marketing investments.

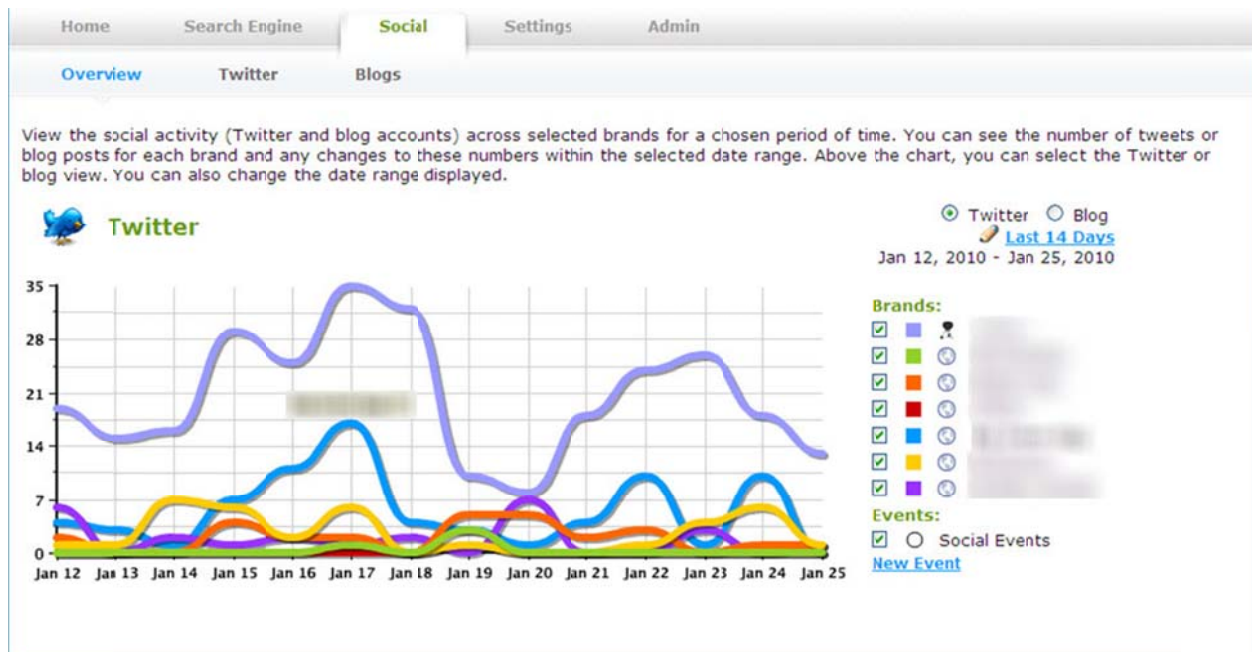
4 benefits of Social Media Monitoring:

- 1. Traffic** – According to Nielsen, Facebook is the most popular network with over 250 million users. Does this mean all your prospects and students are engaging 100% on Facebook? Maybe. Maybe not. They could also be engaging and sharing conversations in MySpace, Digg, Delicious, Bebo, Twitter, Reddit, or LinkedIn? Which links should you use in your email messaging? There is no right answer. Use the social sharing links that resonate most with your audience and align best with your content.

Share to Social



2. Blogs and Tweets- Track how often your brand is getting mentioned by other influential people over a given time frame. How much buzz is your brand getting on Twitter and in the blogosphere over what time period? What key words are continually used when your audience blogs? Monitor top tweets for your brand and your competition. When you initiate a new marketing campaign or social effort are you seeing the corresponding uptick in social media buzz that you had hoped for? What types of buzz are competing universities generating? At the end of the day your brand is what your prospects and students say it is.



3. Social Sharing – Understand the potential increase in reach through social sharing. The ability to extend your email message reach to hundreds of recipients per individual share activity can be understood through analytical reports; reports that compare and contrast over a specific time period your social reach. What generated the buzz? What motivates your prospects to share email messages within their social networks? Variables that impact social sharing include: link location, design (text links versus the networks' official icons), content relevant to what motivates your prospects/students, and demographic profiling to ensure you are reaching the right audience. According to Josh Bernoff and Charlene Li authors of Groundswell, people share content on social networks for several reasons:

Share content that they believe their network friends will want to know about.

Share to further conversation.

Share to feed the ego.

Share articles, news and information with like-minded friends.

Now that we understand why people share content, what makes content share-worthy? According to Social Media Today, Invoke Solutions released a report based on their live discussion with active, highly-engaged social media users. Share-worthy traits include:

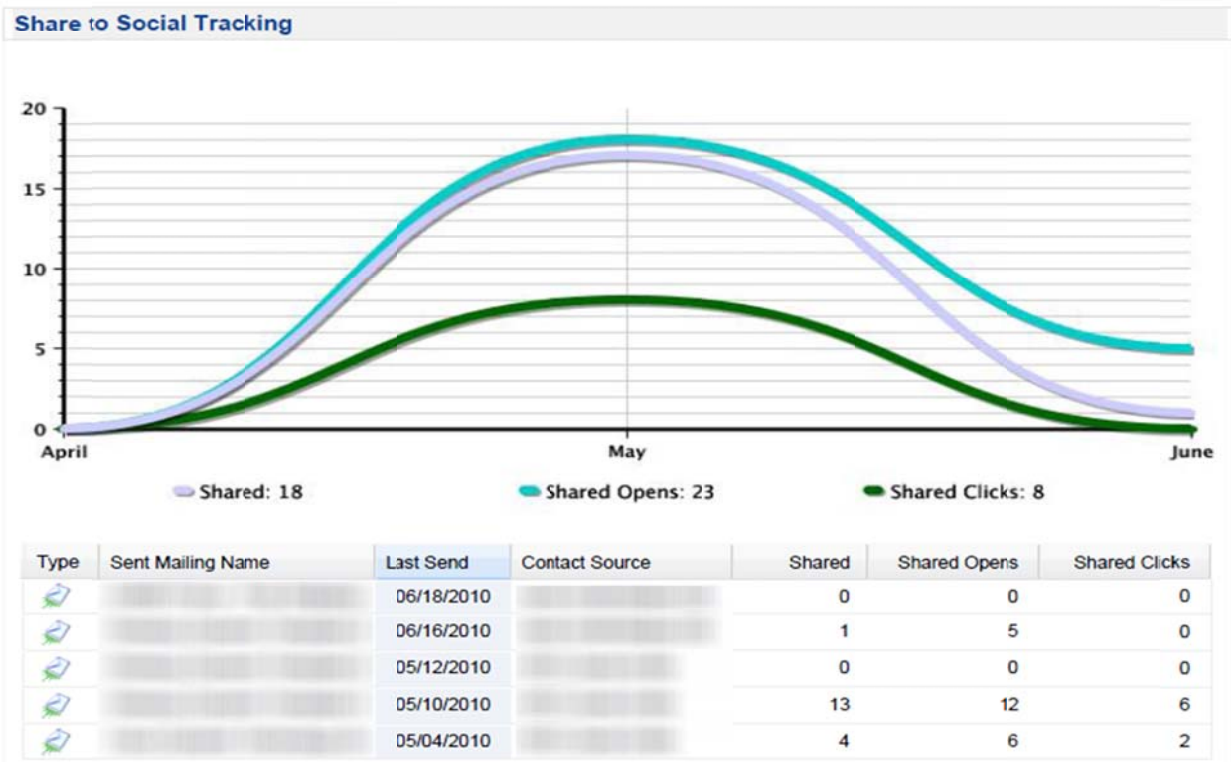
-- People trust their friends' opinions: 47% of participants reviewed comments on the Facebook pages of people they know when considering purchases. 37% of participants rated those comments as very important to their purchase consideration. 49% of people started following a brand because a contact did.

- Give valuable advice.
- Provide new/noteworthy/entertaining content.
- Content that is simple to understand, timely, and relevant.

Trend Reports: Share to Social

Org Name: [REDACTED]
 Users: 3
 Mailing(s): 10
 Contact Source Filter: Off
 Tag(s):

Last Quarter
 04/01/2010 - 06/30/2010



4. Social Influencers – Who are your “cheerleaders” that continually share articles, videos, and links to people in their network? These are your social influencers. With whom do they

share them? Track how often your brand is getting mentioned by influential people over a given time frame.

Top 25 Social Influencers					
Contact:	Shared	Shared Opens	Shared Clicks	Shared Click %	Date of Last Action
[REDACTED]	5	4	4	50.00%	05/11/2010
[REDACTED]	4	12	2	25.00%	06/25/2010
[REDACTED]	1	2	1	12.50%	05/11/2010
[REDACTED]	1	2	1	12.50%	05/04/2010
[REDACTED]	1	1	0	0.00%	05/04/2010
[REDACTED]	1	1	0	0.00%	05/05/2010
[REDACTED]	5	1	0	0.00%	05/11/2010
Totals	18	23	8		

Social media monitoring will give your university the tools to help make effective decisions about social media marketing investments. Measure what matters. Don't throw spaghetti at the wall and see what sticks.

Call Enrollment Marketing Solutions today to get started with a lead management program for your university or for more information, please write to info@enrollmentmarketingsolutions.com.