

**Driven Results** THROUGH  
**Service, Solutions & Understanding**  
THE MARKETS WE SERVE

**Enrollment**  
Marketing Solutions, Inc.

**MEASURING MARKETING PERFORMANCE THROUGH DASHBOARD METRICS**

October 2010  
707 W. Helen Road  
Palatine, IL 60067  
847-202-7343  
[www.enrollmentmarketingsolutions.com](http://www.enrollmentmarketingsolutions.com)

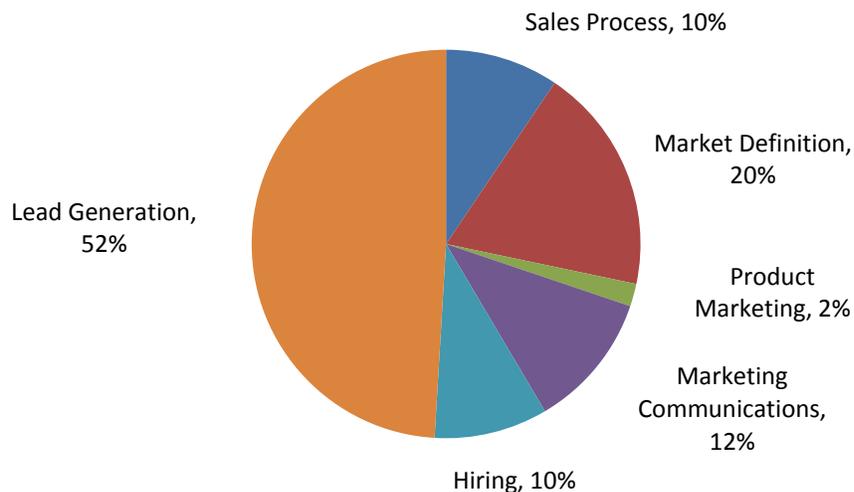
Growing pains: Every university has them. The last decade has seen a whirlwind of change including electronic and social media adding additional challenges. Change can bring challenges. Top challenges include: **Lead scoring**: who are my best leads? **Social Media**: how do I understand the correlation between social media and conversion? **Beyond** open and click thru rates... who cares? What channel is driving my **ROI**?

How will the current economic conditions affect the future of higher education? The economic meltdown means less income for individuals to spend on everything, including higher education. The impact of the financial crunch has a direct effect on many fronts: financial aid cuts will make it harder to attract lower-income student to higher education, less tax revenue for the federal/state governments to spend on higher education and student support, corporations cutting or eliminating tuition reimbursement as well as research funding cuts. This has a direct correlation to enrollment growth. As a result, schools have to be more pragmatic in their approach and be able to capitalize on every opportunity they get to convert a prospect to student.

How do you capitalize on every opportunity when 52% of B2B marketing organizations say lead generation is the number one marketing challenge according to Sirius Decisions? Lead generation challenges may come from lack of knowing the profile/demographics of your target market, not having a strong message and or the right creative piece, lack of brand awareness or saturation in the marketplace for example.

**Leads = your greatest challenge**

52% of B2B marketing organizations say lead generation is their #1 marketing challenge...

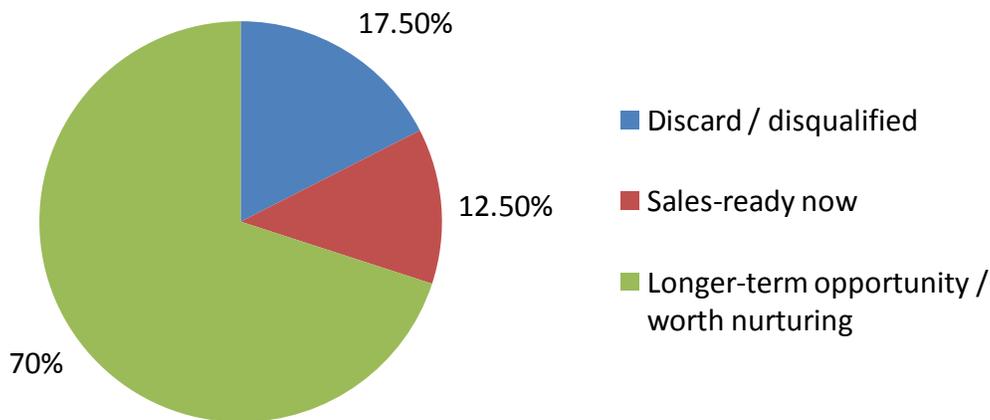


Source: Sirius Decisions

Higher education is a B2B business. The decision making process is very similar to higher education. Both are long term investments that can be significant in cost.

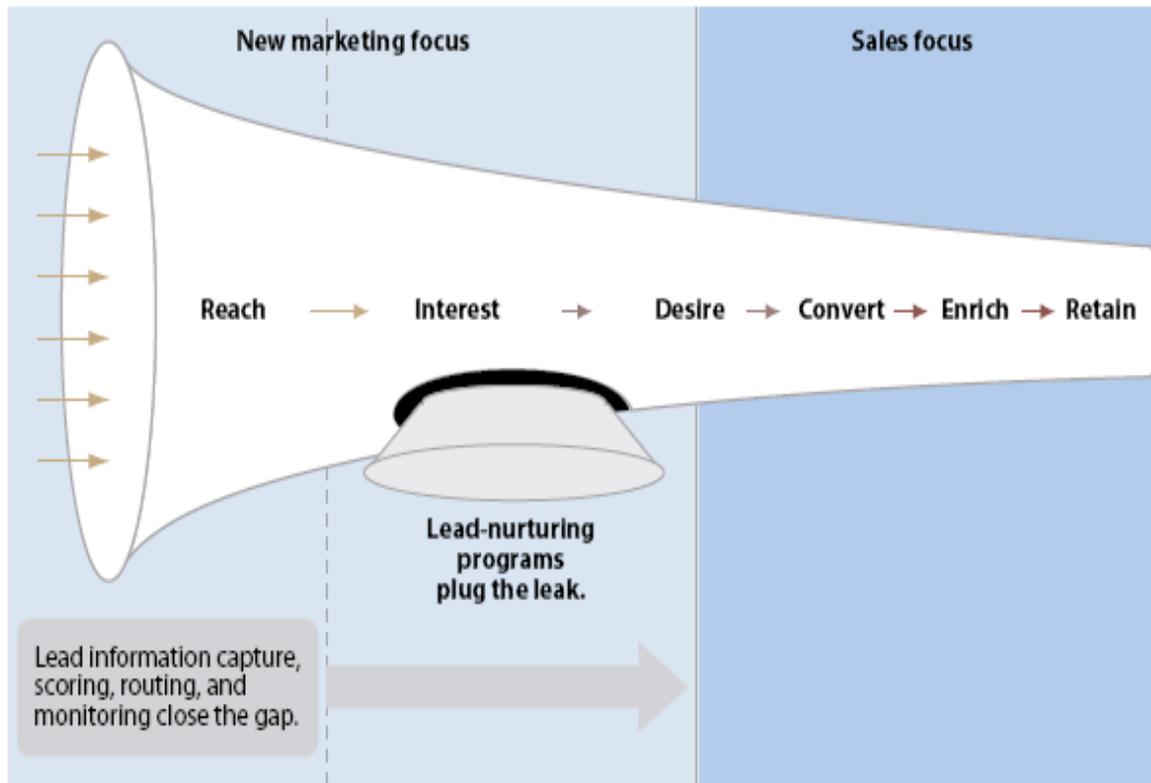
Leads can come from various channels: aggregators, direct mail marketing, telemarketing, online ads, search engine optimization, print, or radio. What do you do with a lead once it is entered into your CRM system? Why is lead management critical to higher education? According to Marketing Sherpa only 12.50% leads are sales-ready; 70% are worth nurturing but are a longer-term opportunity.

### Average B2B Initial Lead Break-down



Source: Marketing Sherpa

How many of your leads are tracked or leak out? Plugging your leaky funnel is critical to capturing and nurturing the 70% of long term opportunity leads. Forrester Research states that lead information capture, scoring, routing and monitoring is the key in closing the leaky funnel.



Why is lead scoring critical to universities? Who are your most engaged prospects? Why does it matter: marketing spend. If you spend on average \$7500 to mail 15,000 brochures you can expect an industry average between 0.25% - 0.50% lead generation return (36-75 leads). Which ones are your “most likely to enroll” prospects, those that aren’t ready now but may in the future, and those that are cold and will remain cold? Lower your cost per acquisition by sending your hot leads directly to admissions/recruitment; put your warm leads through a nurture campaign and ditch your cold leads. Do you want to waste time and money with color brochures and your admissions/recruitment department calling on cold leads that will not develop into conversions?

Many universities have incorporated social media into their marketing strategy mix. The frustration is getting your arms around how you recognize the benefits of social as they relate to return on investment: conversions. According to a Forrester Research report “The ROI of Social Media Marketing “the demand for marketers to measure the benefits delivered by their social media efforts has never been greater” How do you measure conversations? Dashboard metrics will allow your university to understand the prospects journey as they engaged in social media. Track the influencers, understand what platform they are engaging in (Facebook, Twitter, MySpace), and who is sharing

social media links and information. Using a metrics-driven approach in real time that will allow you to send target email campaigns based on conversations and engagements.

You have great open and click thru rates? What does this mean? How do you gauge performance on these two metrics? These two metrics only paint part of the picture. Measure the metrics that matter the most. Incorporate modeling, cluster/segmentation analyses, and dynamic content to understand who your most engaging prospects are. Compare and contrast what segments foster engagement. Do multiple touches to a prospect equal a conversion? Which subject line(s) created awareness and excitement? Where are they navigating on the website, at what time, and how many times? Do they share links and what links are the most relevant? Incorporate robust reporting: trend reports, link reports, lead reports, share to social, deliverability metrics, top domains and tracking metrics into your marketing strategy mix to help answer these questions.

Managing Automation gives your university the tools to efficiently make informed decisions about its lead management strategy. Using a turnkey solution, you will be able to score, segment, and nurture leads through automated profile and behavior-based email campaigns. These automated campaigns can lower your cost per acquisition by electronically identifying and routing hot leads directly to admissions, and by sending warm leads into a nurturing program, and this will all happen while you will track your prospect's journey from lead generation through conversion. With dashboard monitoring and information-rich analytical reports, you will understand online behavior as it relates to how many levels and which types of engagement it takes to convert someone from prospect to student. The end result will be increased enrollment.

Call [Enrollment Marketing Solutions](http://enrollmentmarketingsolutions.com) today to get started with a lead management program for your university or for more information, please write to [info@enrollmentmarketingsolutions.com](mailto:info@enrollmentmarketingsolutions.com).