Higher Education Marketing

DATA-DRIVEN STUDENT RECRUITMENT SOLUTIONS

INBOUND MARKETING
CHECKLIST

Inbound marketing is fast becoming a staple of successful online student recruitment. A popular alternative to self-promotional advertising, inbound focuses on building rapport with specific target audiences by giving them what they need most: decision-making tools, relevant advice, evidence of alumni success, and other content that inspires trust and sparks inquiry.

Using a combination of personalized content, social media amplification, and SEO optimization, schools automatically become far more visible and appealing to the students they want to reach. No need for expensive, hit-and-miss advertising campaigns! Applicants come straight to YOU.

Ready to start attracting more quality inquiries?

Use this checklist to build an inbound strategy that meets your school's goals.

Targeting Your Student Personas

		Completed?	
1.	Do you know the age, gender, socioeconomic status, and geographic location of your most likely target audiences (student personas)?	Yes	No
2.	Do you understand the specific personal, academic, and professional motivations that prompt students to apply to your institution?	Yes	No
3.	Do you know which concerns will most likely deter students from inquiring about, or enrolling in your institution?	Yes	No
4.	Can you define the individuals who are most likely to influence your prospective students during their decision-making process?	Yes	No
5.	Do you understand the online search behaviors of your student personas (which websites they use, which social media channels they prefer, etc)?	Yes	No
6.	Have you consulted with the admissions and recruitment team, and school faculty to develop your student personas?	Yes	No
7.	Have your surveyed your students to confirm you've identified the right target personas, and correctly defined their key characteristics?	Yes	No

Defining Your Inbound Marketing Goals

		Completed?	
1.	Can you define by how much you want to increase inquiries from online channels over the next 3 months?	Yes	No
2.	Can you define by how much you want to increase website traffic from organic search over the next 3 months (and from which source countries or cities)?	Yes	No

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OUR SERVICES

Customized Digital Marketing Solutions

The services we offer are essential to effective digital marketing in higher ed. In order to meet your specific needs and objectives we craft our services to provide you with a customized and agile solution. We also track and measure the results every step of the way, allowing you to see your progress in real-time all the time.

Inbound Marketing

Branding & Web Development

Lead Generation

Search Engine Optimization

Consulting & Analytics

Content Strategy & Development

Social Media Marketing

International Student Recruitment

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Personalized Content Development

Completed?

1. Does your website have a blog section? — Yes / No
2. Do you publish fresh blog content each week on themes that are most relevant to your student personas? — Yes / No
3. Do you create original infographics on topics your personas will appreciate? — Yes / No
4. Do you regularly collect student testimonials, alumni success stories, and faculty interviews to post online? — Yes / No
5. Have you collected high quality visuals of your current students, alumni, faculty, campus grounds, classrooms, academic resources, professional partners, etc.? — Yes / No
6. Do you have a team of student ambassadors who contribute original content to your school blog? — Yes / No
7. Do you have resources to create original content in multiple languages? — Yes / No

Content Amplification & Social Media Engagement

Completed?

1. Do you have social media profiles on your personas' top 3 favourite channels? — Yes / No
2. Do you share and promote every blog post you publish on your website? — Yes / No
3. Do you curate content from other websites to share on social media, and connect with your student personas? — Yes / No
4. Do you routinely share testimonials on social media? — Yes / No
5. Do you run contests on social media? — Yes / No
6. Do you integrate hashtags into every Twitter, Instagram, Google+, Facebook, YouTube, and Pinterest post? — Yes / No
7. Does your institution have a branded hashtag? — Yes / No
8. Do you include visuals with every social media post? — Yes / No
9. Do you have a staff member who is responsible for responding to fans' comments or questions in under 24 hours? — Yes / No

Search Engine Optimization

Completed?

1. Have you done keyword research to identify how your institution ranks in search engine results for relevant queries? — Yes / No
2. Do you update your list of branded, non-branded, program-specific, and location-specific keywords every month? — Yes / No
3. Are the title tags of your webpages optimized to include relevant keywords? — Yes / No
4. Do you incorporate relevant keywords and phrases into your page headings? — Yes / No
5. Do you incorporate relevant keywords into your blog posts? — Yes / No
6. Have you integrated social media buttons on your website header or footer? — Yes / No
7. Does your content include inbound links to authoritative websites? — Yes / No
8. Is your website responsive/mobile friendly? — Yes / No

Measuring Your Results

Completed?

1. Do you track traffic to your website by channel and geographic source? — Yes / No
2. Do you track and analyze your social media traffic by channel? — Yes / No
3. Are you measuring social media engagement, such as shares, re-tweets, comments, likes, new memberships, etc.? — Yes / No
4. Do you analyze your social media engagement to continuously refine your content and connect better with your target audiences? — Yes / No
5. Do you track inquiries submitted/leads generated through online channels (not including paid content)? — Yes / No
6. Do you know your ROI? — Yes / No

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PERSONALIZED SERVICE. PROVEN RESULTS.
WE'RE YOUR PARTNER FOR STUDENT RECRUITMENT.