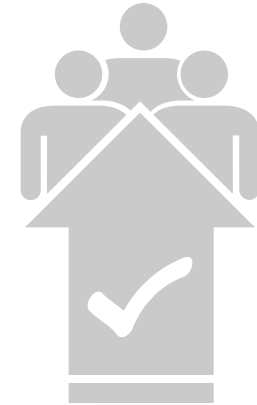


Higher Education Marketing



DATA-DRIVEN STUDENT
RECRUITMENT SOLUTIONS

CONTENT
MARKETING
CHECKLIST



There's good reason that content marketing has become such an important part of a college or university's student recruitment strategies. Prolific, original, high quality content is what draws people to your website and social media channels and keeps them coming back. Covering every stage of content marketing - including planning, writing, promoting and tracking your content. This Content Marketing Self-Assessment Checklist will ensure you're providing the best possible messaging while identifying areas for improvement.



Planning

1. Understand your school's business goals
2. Clearly define your institution's marketing goals
3. Define your target audiences
4. Identify your principal student personas
5. Determine the main buying stages of your prospects
6. Identify what trigger events occur across this process
7. Identify and understand your institution's sweet spot (niche & unique selling proposition)
8. Identify and understand your customer's pain points
9. Conduct an audit of your existing content
10. Define your content plan
11. Identify Important themes your content will address
12. Identify your SEO keywords
13. Collect and define appropriate topic ideas
14. Create an editorial calendar
15. Monitor your best information sources for content ideas

Completed?

- | | |
|-----|----|
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |

Writing

16. Write according to your brand strengths
17. Avoid the hard sell
18. Create compelling headlines
19. Maintain the highest quality of content
20. Write evergreen content
21. Write for virality (social sharing)
22. Ensure readability of your content
23. Use proper grammar and don't make spelling errors
24. Always include calls to action within your content

Completed?

- | | |
|-----|----|
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |

OUR SERVICES

CONTENT STRATEGY & DEVELOPMENT

Promotion



- 25. Determine what media are the best to promote your content
- 26. Develop and refine your content distribution channels
- 27. Engage your partners and influencers for help promoting content
- 28. Monitor and curate other high quality content
- 29. Use social media channels to distribute and amplify your content
- 30. Use paid media for targeted content promotion
- 31. Repurpose your content for secondary media channels
- 32. Atomize your content (break it down into small pieces and promote)
- 33. Use guest posting to expand the reach content
- 34. Use google authorship to assert and amplify your brand

Completed?

- | | |
|-----|----|
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |

Tracking & Measurement



- 35. Use Google Analytics to measure your content's impact
- 36. Define key performance indicators for your content's success
- 37. Use URL tagging to track content activity
- 38. Use landing pages to track visitor engagement
- 39. Assign your content with goals in analytics
- 40. Use custom reports to track your content results
- 41. Use advanced segments to drill down into content engagement
- 42. Measure your content Return on Investment ROI

Completed?

- | | |
|-----|----|
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |
| Yes | No |

Learning



- 43. Understand your content successes and failures
- 44. Share your results with your content team

Completed?

- | | |
|-----|----|
| Yes | No |
| Yes | No |



OUR PROCESS



DEFINE

Define specific goals for your marketing campaigns and social media presence to ensure that strategy, design, content and conversions are finely tuned to deliver your institution's strategic objectives.



MEASURE

Configure your tracking and analytics to measure the impact of your online and offline marketing and communications initiatives and collect key performance indicator data.



REPORT

Produce regular and easy-to-understand reports that track the key performance indicators of your recruitment and communications strategies against goals and previous history.



ANALYZE

Study key performance indicators, such as goal conversion rates, for each individual marketing tactic, including search engine optimization, pay per click and social media.



OPTIMIZE

Drive continuous performance improvement and increase the ROI of your recruitment and communications strategies by refining and testing new variations of your goals, content, website layout and calls to action.

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For more information, contact HEM

