

# Email Marketing: The Hidden Hero of Direct Student Bookings

March 29, 2022  
Languages Canada  
Presenter: Scott Cross



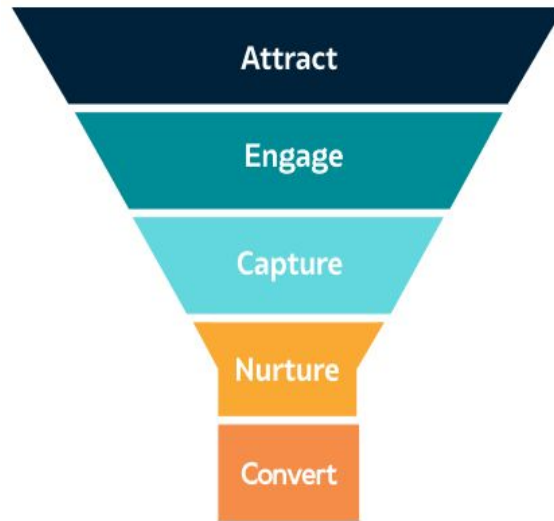
# Outline and Outcomes

- ✓ Why email, why now?
- ✓ Defining our audience
- ✓ Applying email through the Enrollment Journey
- ✓ Avoid spam filters & Best Subject Lines
- ✓ Drip campaigns & Workflows
- ✓ Measuring Success

# Straw Poll

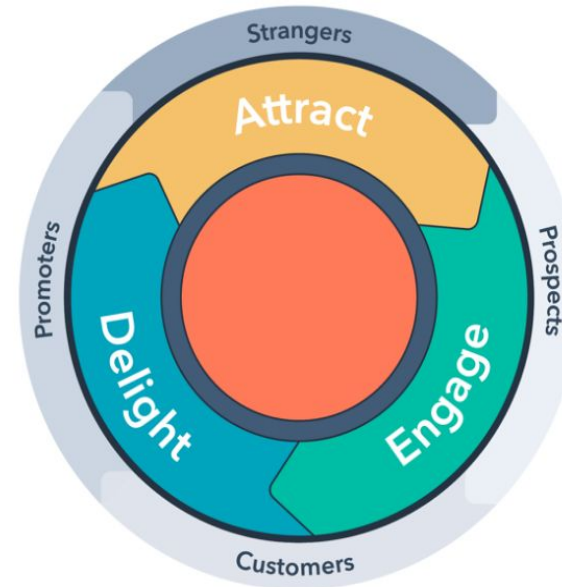
Write in chat **ONE WORD**  
that describes your current email marketing  
in terms of student bookings?

# Email in Marketing



Customer = Bottom of Funnel

Traditional  
Marketing  
Funnel



Customer = At the Center

'Flywheel'  
Marketing  
Funnel

Why email?

Why now?

# Why email? Why now?

## Relevance

- ✓ Everyone has it
- ✓ Since late 2019, Email engagement  78%

## Power

- ✓ Communicate directly with specific individuals or groups of your audience
- ✓ Strong ties to ROI for each \$ spent

## Mistakes are being made

- ✓ We see repetitive messaging
- ✓ This is your opportunity to stand out by doing it right

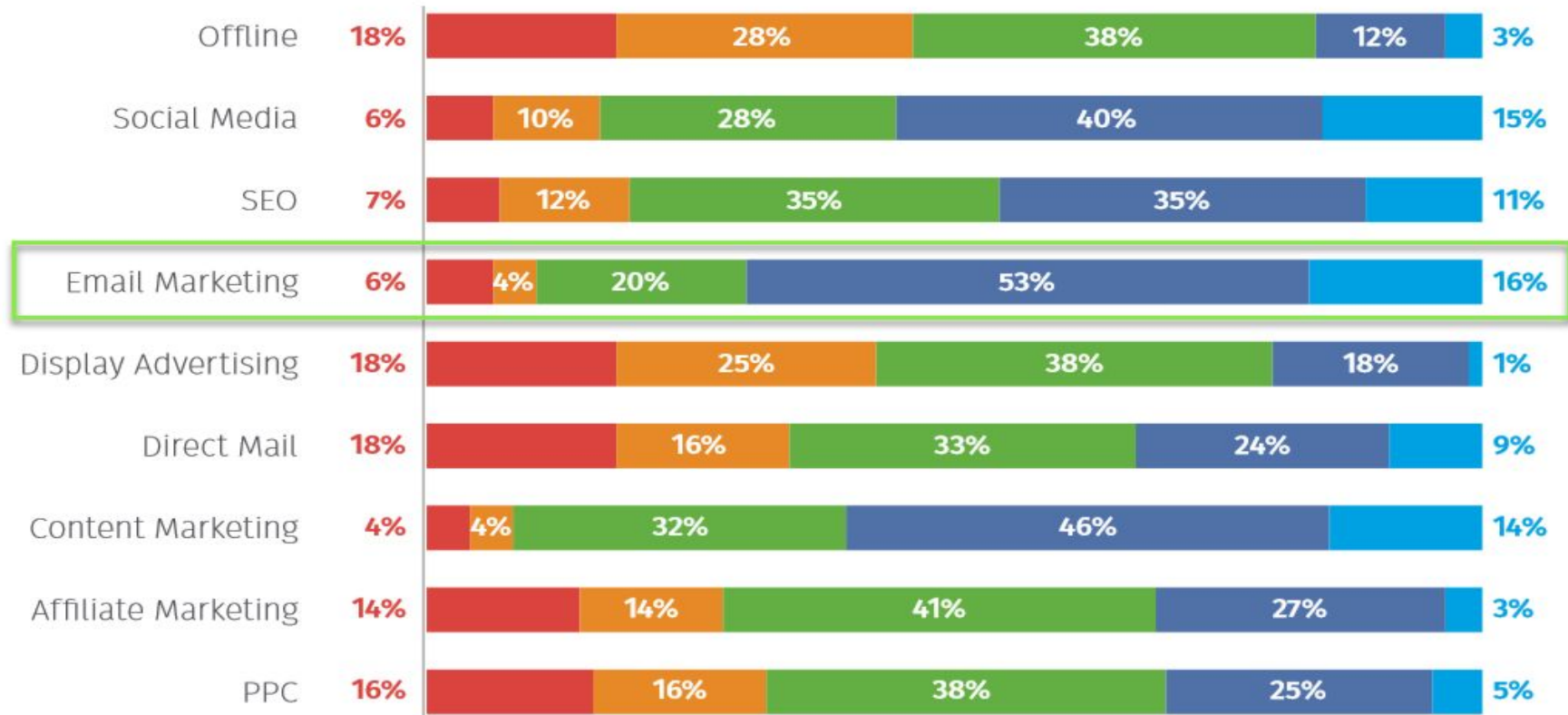
# Education Pros Rank Marketing ROI

Q: Please rate these digital marketing channels based on the return-on-investment they generate.

Figure 10

% of Good to Excellent ROI

- ✓ 69% for email
- ✓ 60% for content
- ✓ 55% for social
- ✓ 46% for SEO
- ✓ 19% for display



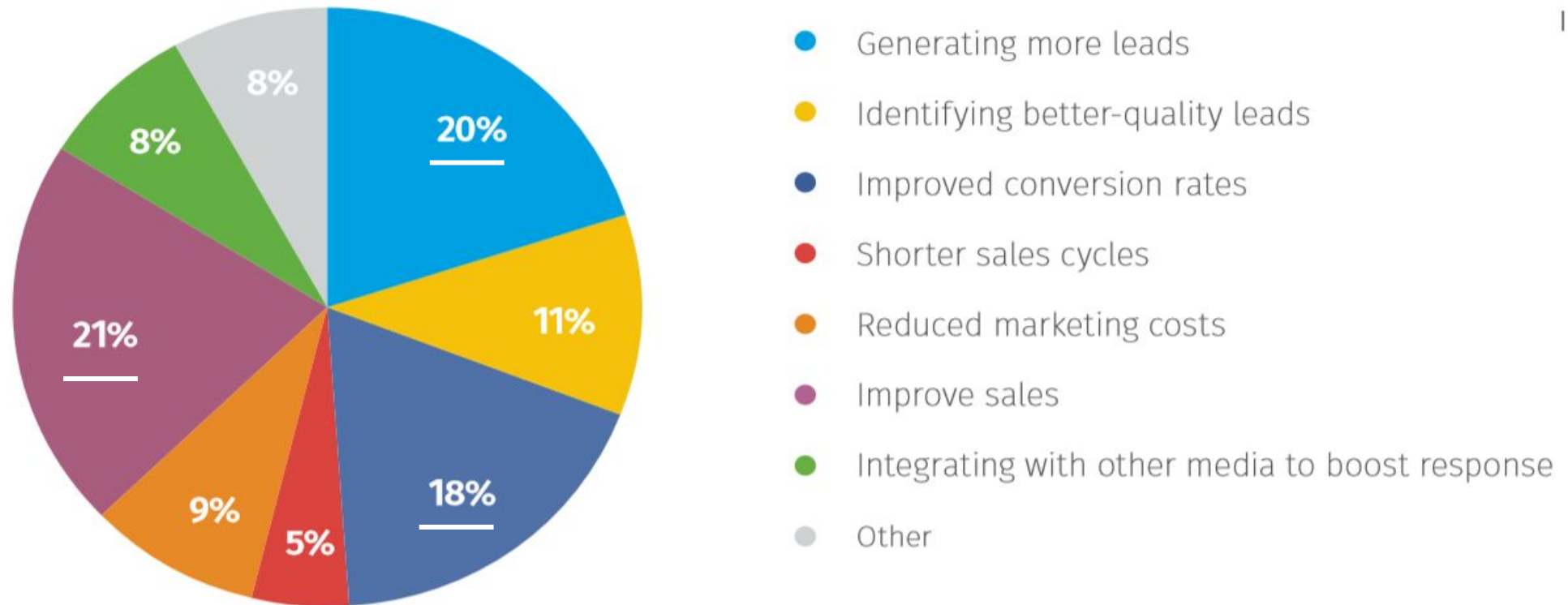
Source: [GetResponse](#)

● VERY POOR ● POOR ● AVERAGE ● GOOD ● EXCELLENT

# Top Benefits of Email Marketing

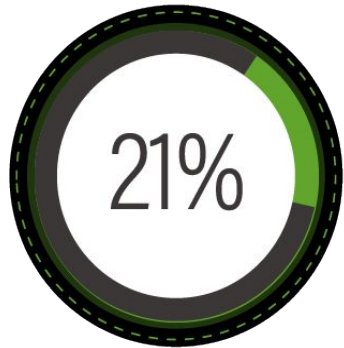
Q: Choose the top benefit of email marketing

Figure 11





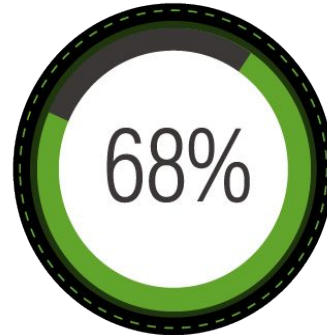
# Common Email Errors - *Low-hanging Fruit*



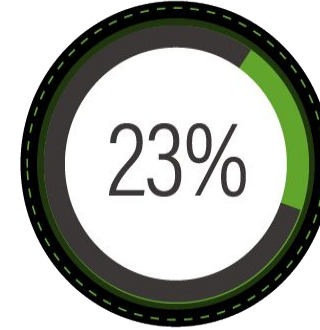
don't manage list growth and quality



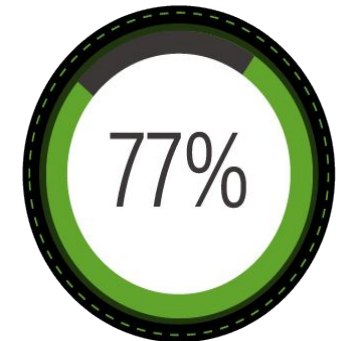
send the same messages to every contact



don't run content and social campaigns to increase signup

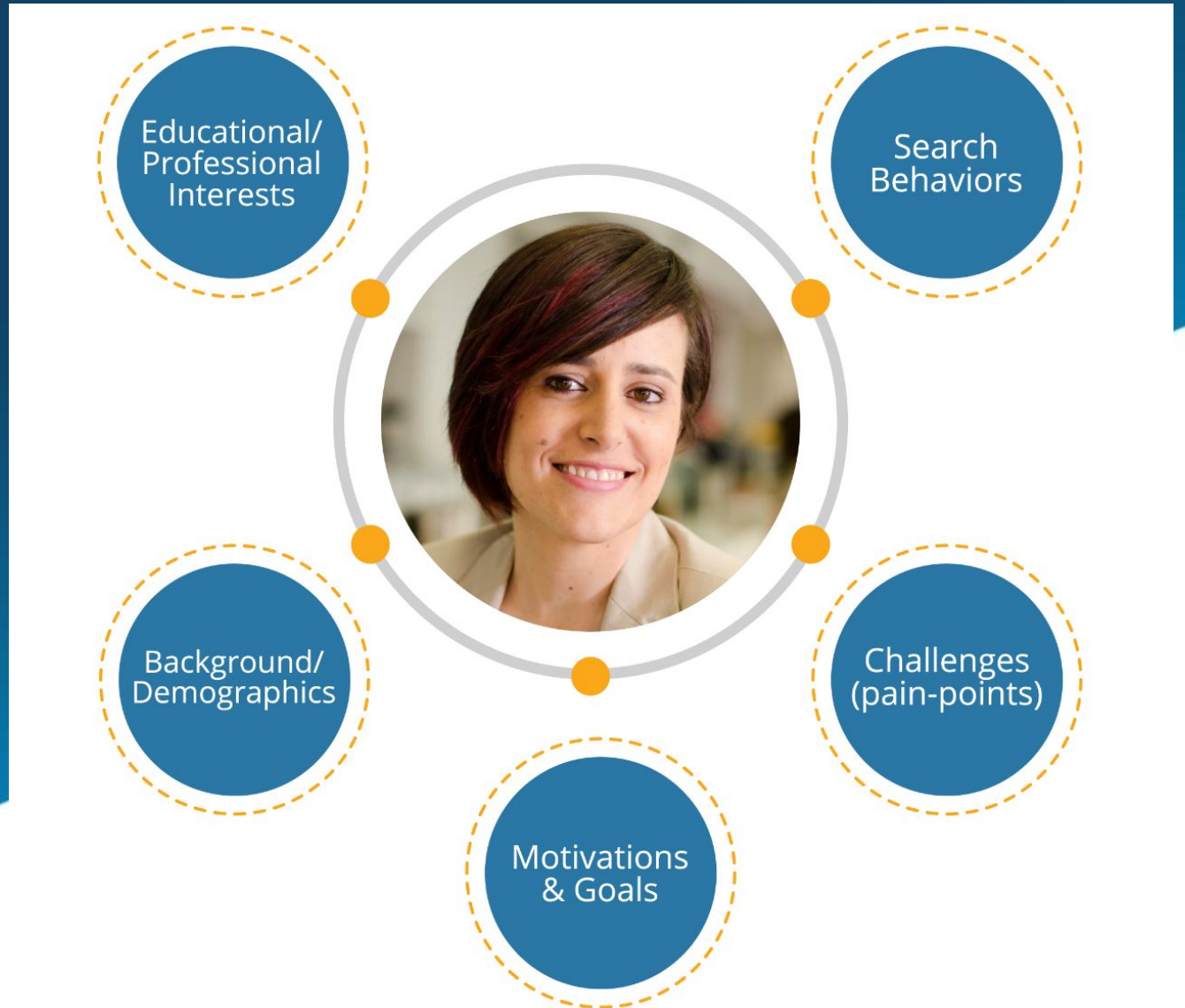


don't review deliverability or test before sending



don't have a well-defined audience profile

# Defining our Audience



# Persona Development: Background Information

## Isabelle The International Learner

### Background & Demographic

- ✓ Aged 21-31
- ✓ Recently graduated student
- ✓ Most likely interested in Intensive/Business English course
- ✓ Possibly European, also Dubai has been very strong recently for the school
- ✓ Will hear about school through social media or online research



# Motivations

## Isabelle The International Learner

### Motivations

- ✓ Is looking to improve their English level for international job prospects
- ✓ Focused on academic outcomes, but keen to meet new people and learn new skills
- ✓ Wants a school that has robust curriculum and qualified instructors



Their motivations  
drive your messaging  
of  
digital marketing  
content

# Concerns

## Isabelle The International Learner

### Concerns

- ✓ Nervous about the quality of instruction they'll receive
- ✓ Concerned about whether the course will improve their job prospects



Your messaging  
can be focused  
to overcome key barriers  
to applying / enrolling

# Key Messages

## The International Learner

### Motivations

Wants a school that has robust curriculum and qualified instructors to improve quickly



### Concerns

Unsure whether the course will improve their job prospects abroad



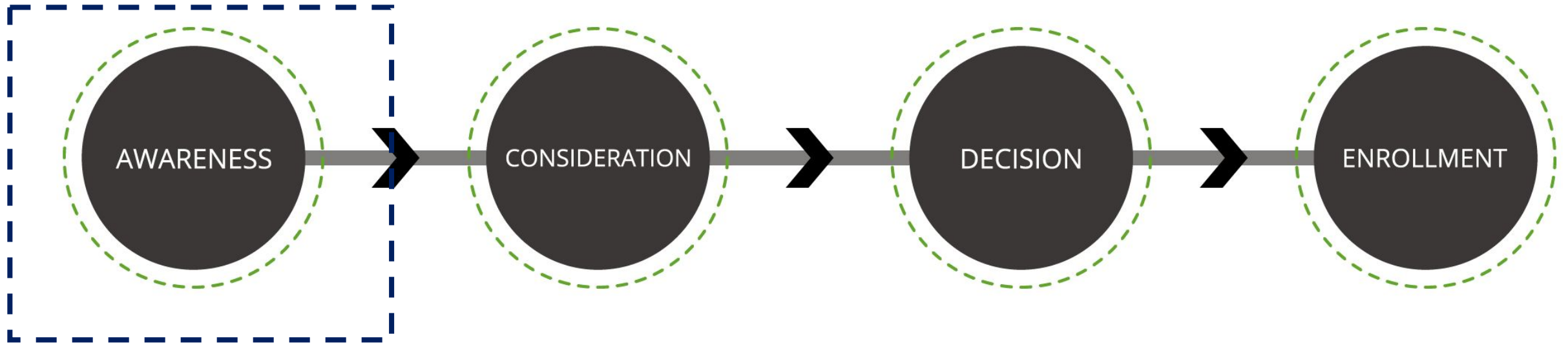
## Key Messages

“Our School offers an extensive curriculum, and our teachers are experienced in teaching English”

“Many of our students go on to have successful international careers and cultural experiences”

# Using Email Throughout the Enrollment Journey

# Using Email Through the Enrollment Journey





# Email Marketing in the Awareness Stage

## Goal

Gaining visibility  
Offer a way to connect

Engage with 1st-time subscribers

## The Role of Email

**SUBSCRIBE / CONTACT US**

First

Last

email

Program of Interest

Automated reply to first-time subscribers

# Email in the Awareness Stage

- ✓ Keep message brief
- ✓ Make this program-specific when possible
- ✓ Direct subscribers to helpful resources on your website/other channels through CTAs
- ✓ Present your content in line with your company ethos (fun/energy/experience, etc.)
- ✓ Email subscribers expect a welcome email when they sign up

## Welcome to Clubclass English Language School

Clubclass English Language School, a family-run business, was founded in 1999 with the aim of providing high level tuition and quality accommodation to foreign students wishing to learn English. Since opening its doors to learning 20 years ago, Clubclass has firmly established itself as one of the leading English Language Schools in Malta and the only one to offer learning, accommodation and facilities all under the same roof. This combination helps students spend less time commuting and allows them more time for study or leisure. Other accommodation options such as our student house, student hostel, residence apartments and as well as residence with host families are also available.

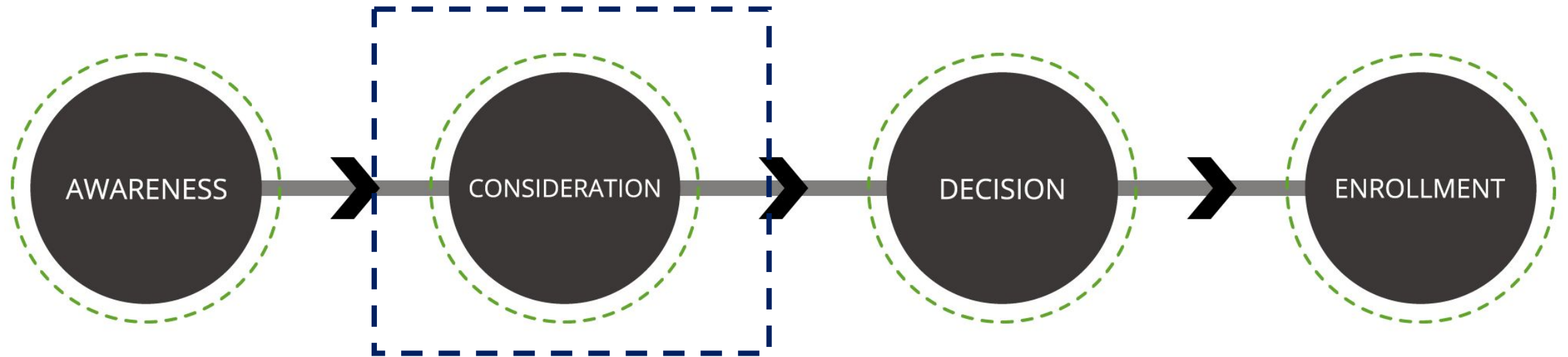
[LEARN MORE](#)



Clubclass English Language School  
104, Triq is-Sidra  
Swieqi, Malta SWQ 3150  
(+356) 23772401/2402  
[info@clubclass.com](mailto:info@clubclass.com)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

# Using Email Through the Enrollment Journey



# Email Marketing in the Consideration Stage

## Goal

Inform & Engage  
your prospect

Send Drip Campaigns:  
Deliver multiple emails  
over time, each one with  
a specific message  
and/or Call To Action

## The Role of Email

Provide new information

- ✓ Specifics not on the website
- ✓ Updates from the past few months

Deploy email campaigns that direct them to:

- ✓ Helpful resources
- ✓ Upcoming events
- ✓ Take up direct contact



# In the Consideration Stage

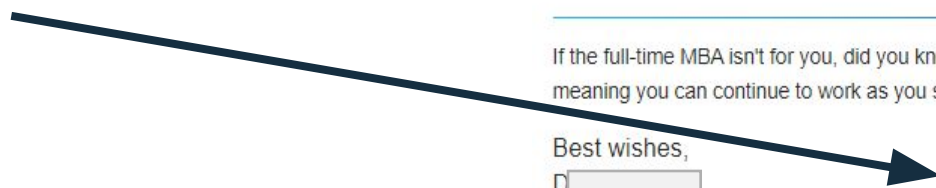
- ✓ Program-specific
- ✓ Further info on your services, financing options, etc.



- ✓ Testimonials are valuable at this stage



- ✓ Offer interaction with staff



Hi Conor,

We offer a range of partial scholarships for candidates from Quebec applying to our award-winning, **one-year MBA**. Our range of partial scholarships are available for candidates who demonstrate outstanding ability and contribute to the international diversity of the school.

If you'd like to be considered for one of our few remaining scholarship awards, [start your application](#) before the **June 4 scholarship deadline**.

We look for candidates with an international outlook and a desire to challenge the status quo. Final scholarship awards include: **Senior Leaders, Global Professionals, Women in Business and Entrepreneurial Impact**.

[Start your application](#)



*"The one-year MBA at Hult is all about challenges. It was no question for me to also go for the challenge of switching campus during the study program. You get to know so many great characters and professors, and get immersed in the business practices of each city."*

**Michael Neidhardt,**  
MBA London  
Class of 2017

If the full-time MBA isn't for you, did you know we also have a **flexible, part-time EMBA** available, meaning you can continue to work as you study? Get in contact with me for more information.

Best wishes,  
D

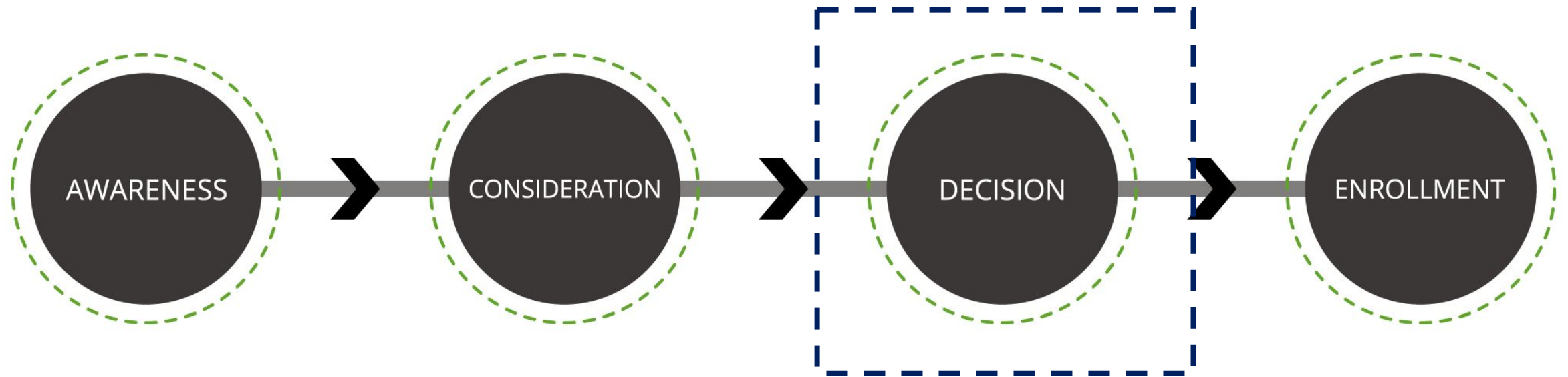
**Director of Enrollment - MBA**  
+   
@

[Apply](#)

[Brochure](#)

[Events](#)

# Using Email Through the Enrollment Journey



# Email Marketing in the Decision Stage

## Goal

Convince them to apply

Work in concert with your in-person follow-ups

## The Role of Email

Your decision stage email marketing should focus on helping prospective students overcome any final pain points

CTAs directing them to your website **application areas**, and offer to connect directly if they have questions or need help

# Email Marketing in the Decision Stage

- ✓ Personalised support
- ✓ Add a Sense of Urgency: Deadlines approaching
- ✓ Walk through next steps

Conor, can I help with your application? ➤

**Hult International Business School** <news@info.hult.edu> [Unsubscribe](#)  
to me ▾

Fri, Jun 21, 11:11

Hi Conor,

Are you hoping to start an **MBA program** this September? Places at Hult are filling up fast and our most popular campuses are nearing capacity.

We're offering a fast-track application process for those who submit their application before our **June 25 deadline**. Fast-track application support is designed to help candidates secure a place in class this September with specialist help with visas and financial aid.

[Start your fast-track application](#) before the deadline to secure personalized support.

We are available throughout the next few days to help with your application, please reply directly to this email if you have any questions.

We look forward to hearing from you.

**Hult International Business School**

1 Education Street, Cambridge, MA, 02141, U.S.A.

Email: [admissions@hult.edu](mailto:admissions@hult.edu)

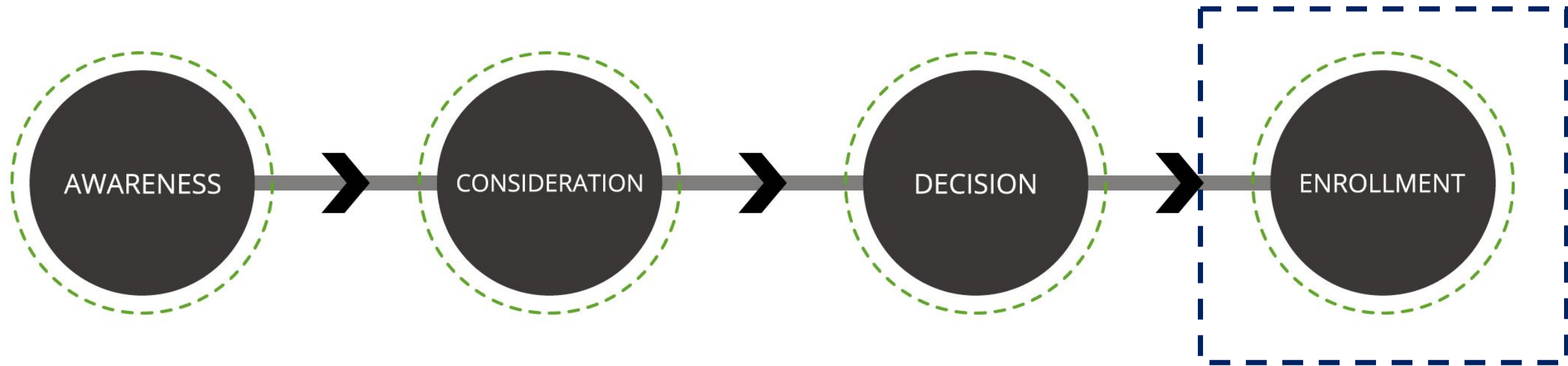
[Facebook](#) – [LinkedIn](#) - [Twitter](#)

[www.hult.edu](http://www.hult.edu)

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# Using Email Through the Enrollment Journey



# Email Marketing in the Enrollment Stage

## Goal

Drive CTAs to application

If successful

- welcome them
- invite them to become active school community members

## The Role of Email

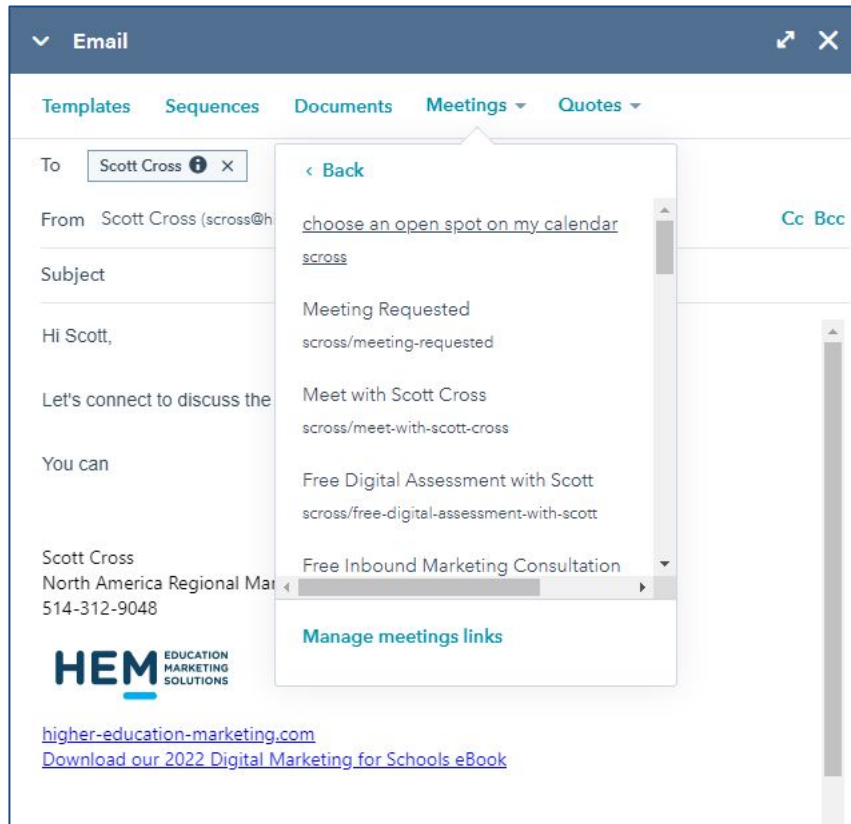
Welcome people “in”, help them to adjust

Direct students to helpful resources and encourage them to connect with others via your social media channels

# Email Marketing Best Practices

# Utilizing Meeting Links & Snippets

## Meeting Links



The screenshot shows an email editor interface. The 'To' field contains 'Scott Cross'. A dropdown menu is open, showing several meeting link options:

- < Back
- [choose an open spot on my calendar](#)
- [scross](#)
- Meeting Requested  
scross/meeting-requested
- Meet with Scott Cross  
scross/meet-with-scott-cross
- Free Digital Assessment with Scott  
scross/free-digital-assessment-with-scott
- Free Inbound Marketing Consultation

At the bottom of the dropdown is a 'Manage meetings links' button. The email body contains the following text:

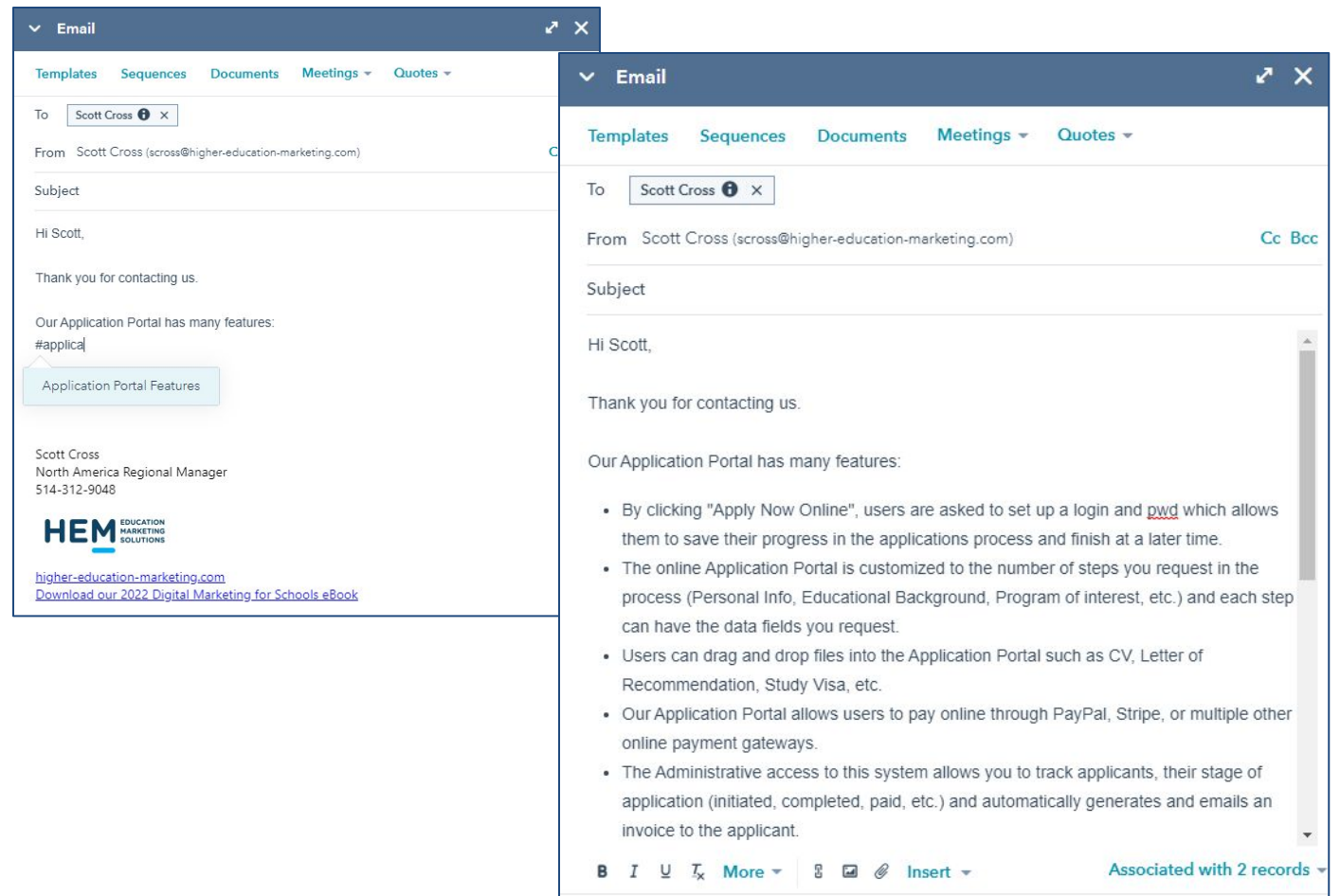
Hi Scott,  
Let's connect to discuss the  
You can

Scott Cross  
North America Regional Manager  
514-312-9048

**HEM** EDUCATION MARKETING SOLUTIONS

[higher-education-marketing.com](https://higher-education-marketing.com)  
[Download our 2022 Digital Marketing for Schools eBook](#)

## Snippets



The screenshot shows an email editor interface. The 'To' field contains 'Scott Cross'. The email body contains the following text:

Hi Scott,  
Thank you for contacting us.  
Our Application Portal has many features:  
#appical

A snippet titled 'Application Portal Features' is being inserted into the email body. The snippet content is:

Our Application Portal has many features:

- By clicking "Apply Now Online", users are asked to set up a login and pwd which allows them to save their progress in the applications process and finish at a later time.
- The online Application Portal is customized to the number of steps you request in the process (Personal Info, Educational Background, Program of interest, etc.) and each step can have the data fields you request.
- Users can drag and drop files into the Application Portal such as CV, Letter of Recommendation, Study Visa, etc.
- Our Application Portal allows users to pay online through PayPal, Stripe, or multiple other online payment gateways.
- The Administrative access to this system allows you to track applicants, their stage of application (initiated, completed, paid, etc.) and automatically generates and emails an invoice to the applicant.

At the bottom of the email editor, there is a rich text toolbar with options for Bold (B), Italic (I), Underline (U), Text Color (T), and More. The status bar indicates 'Associated with 2 records'.

# Automated Template vs. Manual Template

- ✓ **Automated** emails are best for sending one-to-many
- ✓ Sending campaigns or auto-replies: *“Thank you for registering...”*
- ✓ Several-step Drip Campaigns can be deployed



Thank you for registering for "Online Ad Strategies to Boost Your Admissions Process". This webinar will detail the best practices when it comes to setting online ad objectives, choosing the platform, ad format, and audience targeting. I'm looking forward to having you join us for our 30 minute session. Please send your questions, comments and feedback to: [archie@higher-education-marketing.com](mailto:archie@higher-education-marketing.com)

## How To Join The Webinar

Thu, Sep 30, 2021 1:00 PM - 1:30 PM BST

Add to Calendar: [Outlook® Calendar](#) | [Google Calendar™](#) | [iCal®](#)

1. Click the link to join the webinar at the specified time and date:

[Join Webinar](#)

*Note: This link should not be shared with others; it is unique to you.*  
Before joining, be sure to [check system requirements](#) to avoid any connection issues.

2. Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

TO USE YOUR TELEPHONE:

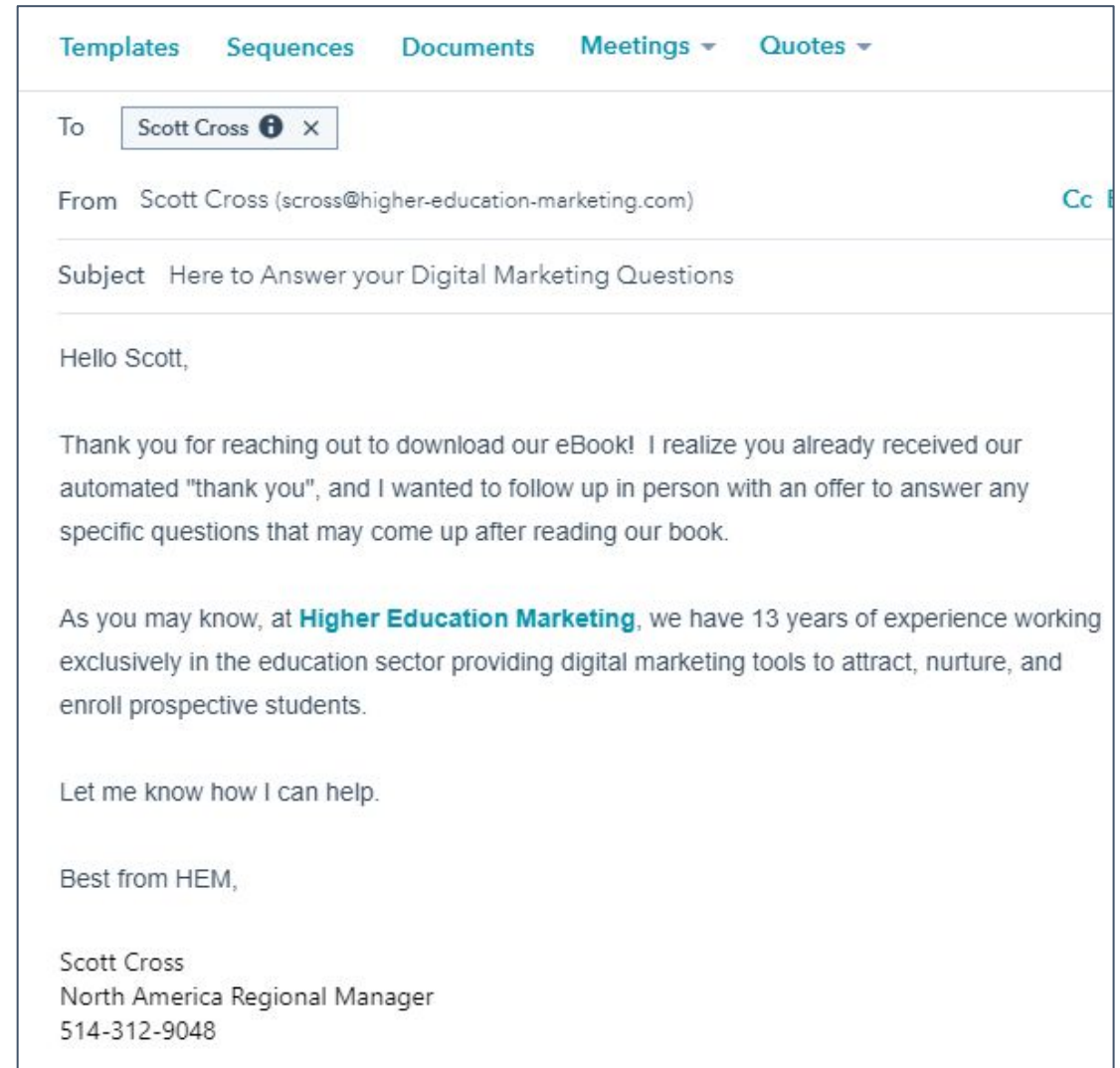
If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 (415) 930-5321

Access Code: 536-846-771

# Automated Template vs. Manual Template

- ✓ **Manual** emails should be sent to answer repeated inquiries
- ✓ Both types of templates should be part of your email marketing strategy



# Newsletters

- ✓ Stay connected with prospects who have tuned out
- ✓ Stay in front of current & past students
- ✓ Promote new offers, courses, facilities
- ✓ Share brand-building content
- ✓ Less requirement for personalization

## NOVEMBER NEWSLETTER

We want to share some important updates with you about the programs, students and faculty and admission process at Creighton University Graduate School.



Wilkes, 2018 graduate of Creighton University's online Master of Science in Health and Wellness coaching (now called Integrative Health and Wellness).

### WHEN ONLINE STUDENTS MEET ON THE JOB

The decision to earn your online degree at Creighton University means that you have the flexibility to get a quality education no matter where you are. When Lind-sae Wilkes and Phylcia Fauntleroy, Class of 2018, started their new jobs at the YMCA, they both had to undergo mandatory training as part of their onboarding. Little did they know, they had more in common than just their job. They both got their master's from Creighton University in the same online program.

[Read Their Story →](#)



### TAKE ADVANTAGE OF UPCOMING EVENTS AND WEBINARS

There are a number of upcoming events, webinars and information sessions we thought could be of interest to you. Start on your path toward lifelong learning by signing up for one of our events today. They cover analytics, nursing, business and much more.

### LEARN MORE ABOUT OUR PROGRAMS!

Discover why so many choose to get their graduate education at Creighton University. With over 45 programs to choose from, we're confident that you'll find one that helps you reach your goals.

[LEARN MORE →](#)

# Avoiding Spam Filters



# Avoiding Spam Filters

- Spam = Hurt reputation = Decreased “Sender Score”
- “Are my unopened emails lost to the spam folder?”
- Email has 83% inbox placement... could yours be better?



# Opt-in Buttons

Each country has its own legislation

- ✓ US = CAN-SPAM
  - ✓ *Does NOT* require Opt-in
  - ✓ *DOES* require Opt-out

Keep your list databases clean



## FILL OUT THIS FORM TO GET YOUR CAREER KIT

Learn about our courses, career opportunities in digital marketing & more!



By submitting this form, you consent to receiving communication related to Cumberland College by email. You may unsubscribe at any time.



GET INFO NOW →

# Unsubscribe Button

- ✓ Don't be afraid of the unsubscribe button
- ✓ Keeps your email list clean – 20-30% churn
- ✓ Prevents recipients' frustration
- ✓ Encourages high quality content

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[LEARN MORE →](#)



# Strong Subject Lines

- Stand out in a crowded inbox
- Be specific
- Tell them what's in the Email

Compare:

- **ABC School's English Program Delivers the Best Opportunities**
- **Build Connections to Local Colleges as You Study English**
  
- **Learn English in Hershey, PA!**
- **Learn English in the US and Live in The Sweetest City on Earth**

## AVOID

- Near you
- Acceptance
- Expect to earn
- Home employment
- Opportunity
- University diploma
- Potential earnings
- Online degree
- Cost
- Income
- Loans

## USE INSTEAD

- Local
- Admission
- Reach your potential
- Flexible work
- Connection
- Credential
- Future
- Learn online
- Course fee
- Career earning
- Student loan

# Categorize Contacts by Segments

## Create Lists & Target by:

- ✓ Location
- ✓ Course of interest
- ✓ Lead score
- ✓ Industry-Specific Language
- ✓ Type of request (Price List, Brochure, Email Signup)

Segmented campaigns can drive a



increase in revenue  
(compared to one-size-fits-all)

# Drip Campaigns & Email Workflows

# Drip Campaigns – Drive Consideration & Decisions

Send a scheduled series of carefully customized messages over time through an automated CRM



Each message has  
**unique needs & goals**  
in mind



Start simple  
with an  
**auto-response**



**Build your relationship**  
over time



Include  
**Calls To Action**  
in every email

# Drip Campaigns – Drive Consideration & Decisions

Application

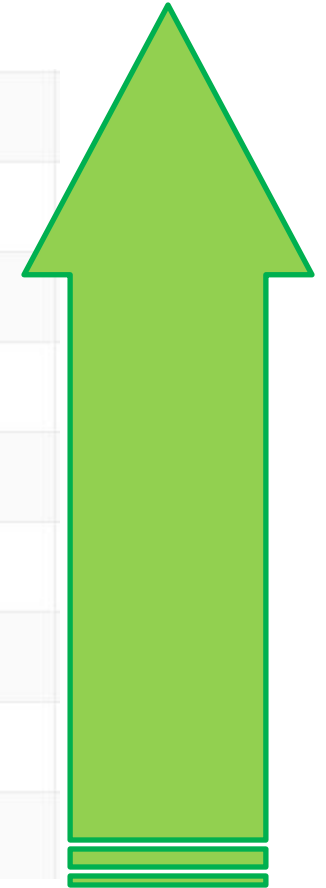
Visa Info

Accommodations

Pricing

Interested?

- Email 9 - Working During Your Intensive English Program (English) 📧
- Email 8 - Pre-Arrival (English) 📧
- Email 7 - Application (English) 📧
- Email 6 - Visa (English) 📧
- Email 5 - Campus Life (English) 📧
- Email 4 - Accommodation (English) 📧
- Email 3 - Study in . (English) 📧
- Email 2 - Prices (English) 📧
- Email 1 - Thank you for your Interest

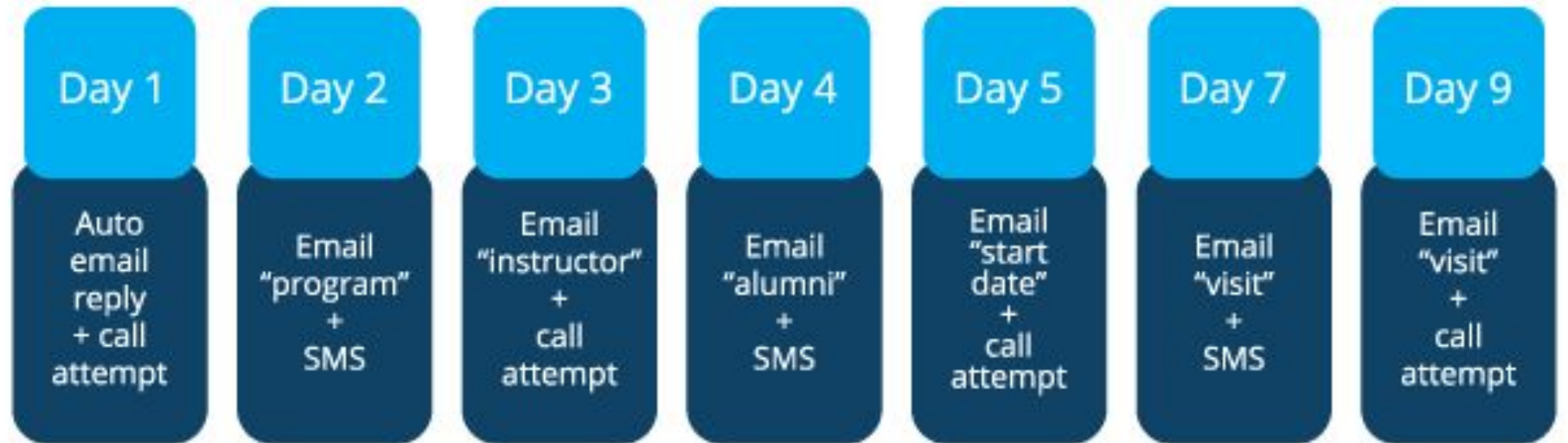




# Workflows - Drive Consideration & Decisions

*Example lead workflow (Aggressive)*

Brochure  
Download



# Measuring Success

# Get Traffic Back to your Website



## Email totals by sent, opened, and clicked

SENT	OPENED	CLICKS	CLICK RATE
14,740	1,996	171	1.17%
▲ 7.55%	▲ 70.31%	▲ 16.33%	▲ 8.82%

# Track/Measure your Email & Newsletters

Campaign ?	Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	747 % of Total: 1.28% (58,341)	58.63% Avg for View: 69.62% (-15.78%)	438 % of Total: 1.08% (40,618)	47.79% Avg for View: 73.21% (-34.72%)	2.92 Avg for View: 2.09 (39.64%)	00:02:26 Avg for View: 00:01:38 (49.97%)	8.84% Avg for View: 4.81% (83.77%)	66 % of Total: 2.35% (2,805)
Free Tuition? Yes, really!	279 (37.35%)	60.93%	170 (38.81%)	47.31%	2.84	00:02:09	9.32%	26 (39.39%)
English Newsletter	183 (24.50%)	59.56%	109 (24.89%)	44.81%	3.45	00:02:35	6.56%	12 (18.18%)
Newsletter	134 (17.94%)	61.94%	83 (18.95%)	43.28%	2.72	00:03:00	15.67%	21 (31.82%)
The Student Assistance Program Can Help you Pay	47 (6.29%)	51.06%	24 (5.48%)	74.47%	2.19	00:02:15	10.64%	5 (7.58%)
Newsletter	46 (6.16%)	56.52%	26 (5.94%)	45.65%	3.37	00:03:04	4.35%	2 (3.03%)

# Track/Measure your Email & Newsletters

Source	Programs	Leads	Transactions
Facebook Ads	Business Analysis	355	
Google Ads	Business Analysis	40	
Email	Business Analysis	0	2
	<b>Sub-Total</b>	<b>395</b>	<b>2</b>
Facebook Ads	Cloud Computing	11	
Google Ads	Cloud Computing	8	1
LinkedIn Ads	Cloud Computing	137	1
Email	Cloud Computing	0	1
	<b>Sub-Total</b>	<b>156</b>	<b>3</b>
Facebook Ads	Data Science	385	
Google Ads	Data Science	118	1
Email	Data Science	0	9
	<b>Sub-Total</b>	<b>503</b>	<b>10</b>
Facebook Ads	Executive Production	114	
Google Ads	Executive Production	26	
Email	Executive Production	0	4
	<b>Sub-Total</b>	<b>140</b>	<b>4</b>
Facebook Ads	Project Management	447	3
Google Ads	Project Management	24	2
Email	Project Management	0	2
	<b>Sub-Total</b>	<b>471</b>	<b>7</b>
Facebook	Property Management	2	2
Google	Property Management	19	2
Email	Property Management	0	0
	<b>Sub-Total</b>	<b>21</b>	<b>4</b>
	<b>Total</b>	<b>1686</b>	<b>30</b>

Most bookings occurred *after* the prospect first enquired about the course

In other words, they required *nurturing*

Source	Programs	Leads	Transactions
Facebook Ads	Data Science	385	
Facebook Ads	Project Management	447	3
Facebook Ads	Business Analysis	355	
Facebook Ads	Cloud Computing	11	
Facebook Ads	Property Management	2	2
Facebook Ads	Executive Production	114	
Facebook Ads	Collaboration & Productivity		
	<b>Sub-Total</b>	<b>1314</b>	<b>5</b>
Google Ads	Data Science	118	1
Google Ads	Project Management	24	2
Google Ads	Business Analysis	40	
Google Ads	Cloud Computing	8	1
Google Ads	Property Management	19	2
Google Ads	Executive Production	26	
	<b>Sub-Total</b>	<b>235</b>	<b>6</b>
LinkedIn Ads	Cloud Computing	137	1
Email	Data Science	0	9
Email	Project Management	0	2
Email	Business Analysis	0	2
Email	Cloud Computing	0	1
Email	Property Management	0	0
Email	Executive Production	0	4
Email	Collaboration & Productivity	0	1
	<b>Sub-Total</b>		<b>19</b>
	<b>Total</b>	<b>1686</b>	<b>30</b>

# Exit Poll

*What's ONE WORD  
to describe the way you will approach  
email marketing  
in the year to come?*

# Key Points

- ✓ Email is a more important tool than ever for language school recruitment – given current conditions
- ✓ Build audience Personas and Key Messages before writing
- ✓ Segment & Categorize your email lists and create Customized Content
- ✓ Utilize templates, automation, newsletters & workflows
- ✓ Measure your success, track activities, experiment, improve, repeat!

# Thank you!

Languages Canada  
Langues Canada







SCOTT CROSS

- HubSpot, Google, Facebook certified
- Teaching Digital Marketing at  
McGill University School of Cont. Studies
- 10 years in marketing & education

