

Balancing traditional marketing with the exploding digital world of admissions

The 'e' or not to 'e'

Key areas to be explored

- Viewbooks and printed material
- Advertising
- Social media
- Travel

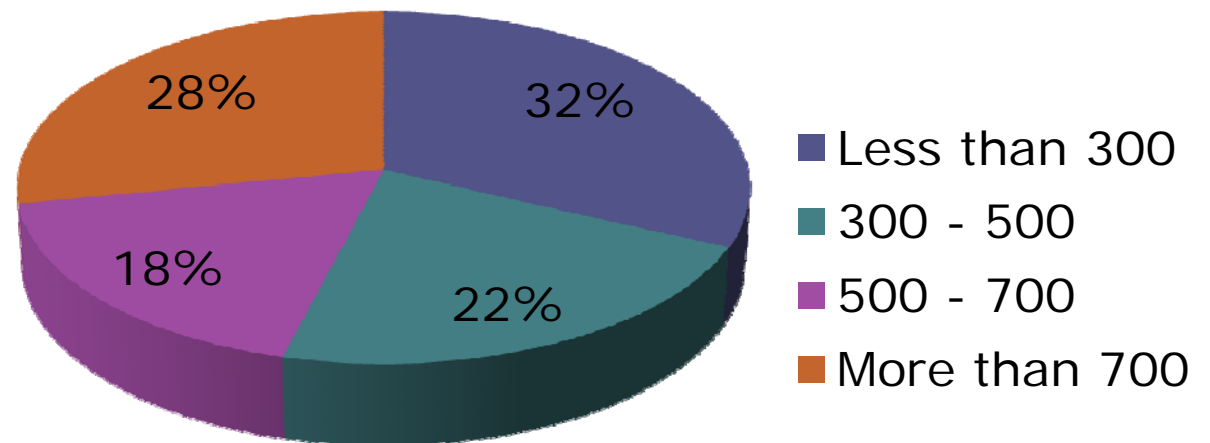
Survey details

School Size

50 responses

24 Canadian schools

26 U.S. schools

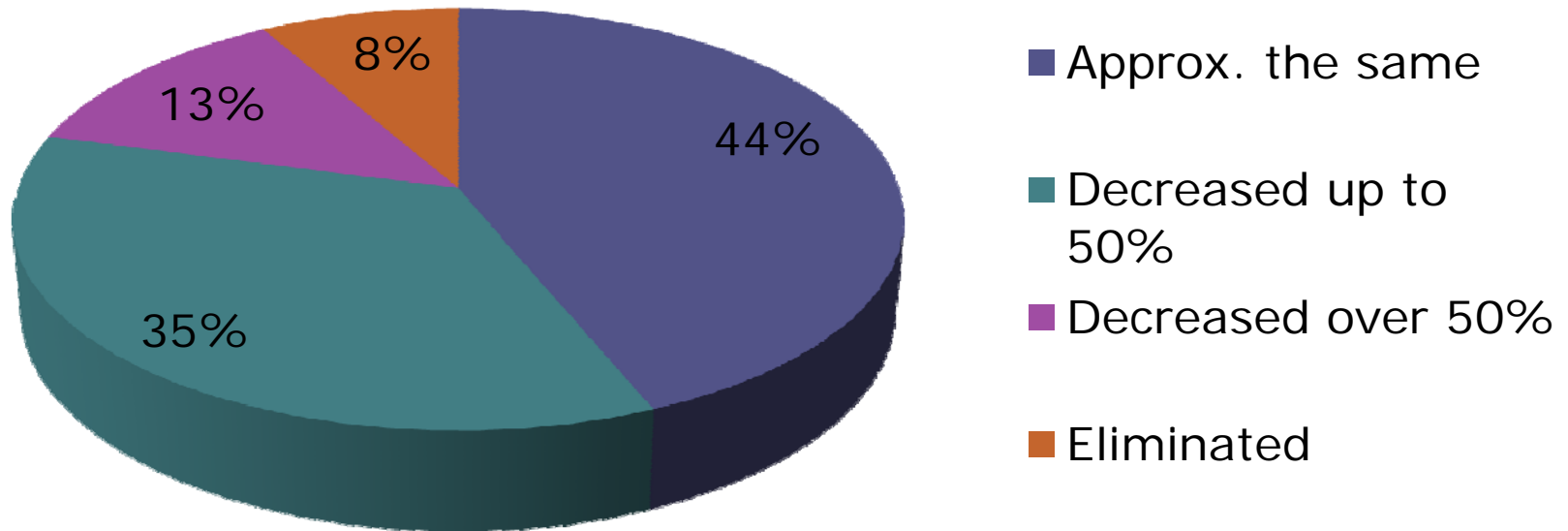


Starting from scratch

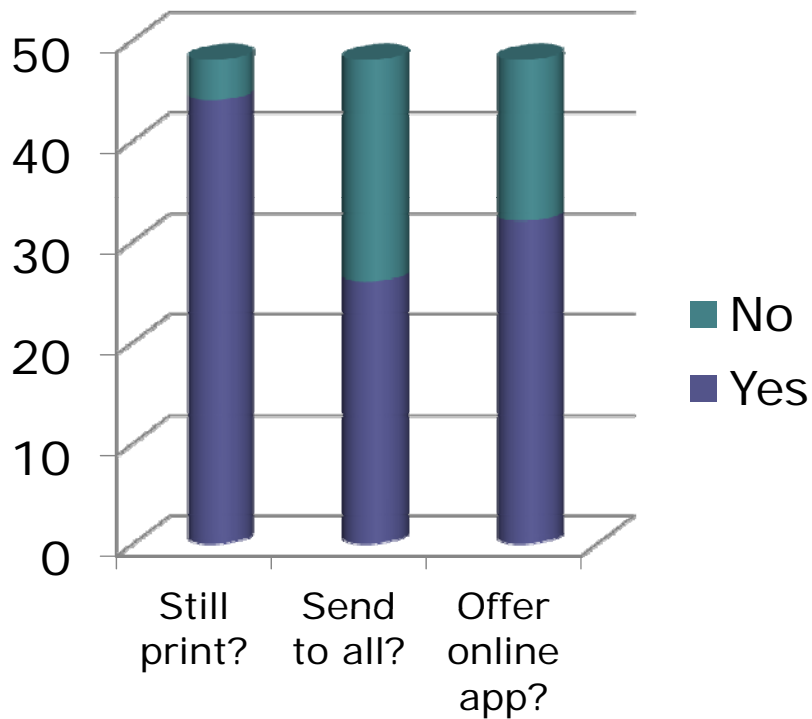
1. If you had limited resources, would develop/print a viewbook or develop a website?
2. If you had a \$75k advertising budget, would you do print? radio? TV? online? other?
3. What two social media sites would you start/maintain to drive admissions business?

Publications

Viewbook printing versus 10 years ago



Publications

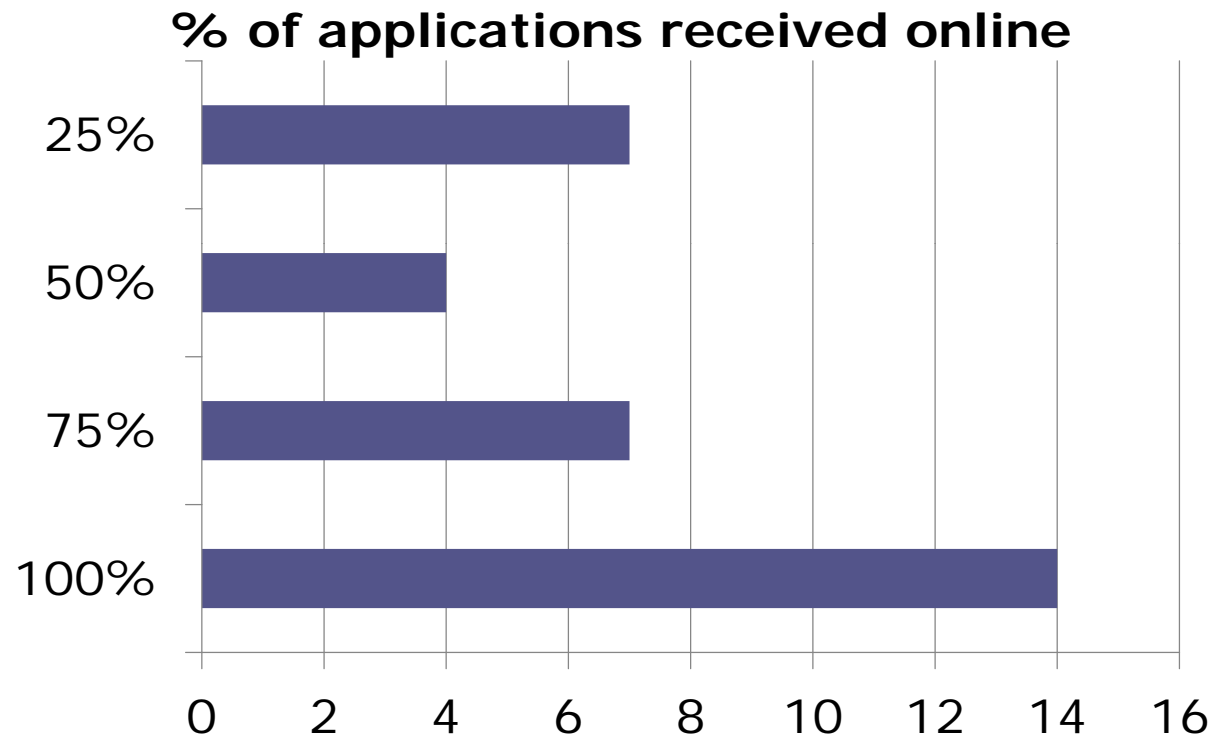


- 92% still print a viewbook
- 54% still send viewbooks to all inquiries
- 67% offer online applications

Are there cost savings with regards to admissions publications? Where?

Online Applications

- For those who don't offer online, most have it planned for 2012



Are there any drawbacks to going 100% online for applications?

Publications

	By post/ mail	By email/ online	Both
Inquiry packages	24%	14%	62%
Invitations to events	2%	31%	67%
Visit follow-ups	4%	40%	56%
Acceptance packages	42%	11%	47%
Enrolment forms	36%	31%	33%
Reenrollment (returning)	40%	40%	20%

Are there efficiencies we can achieve with regards to communication?

Publications

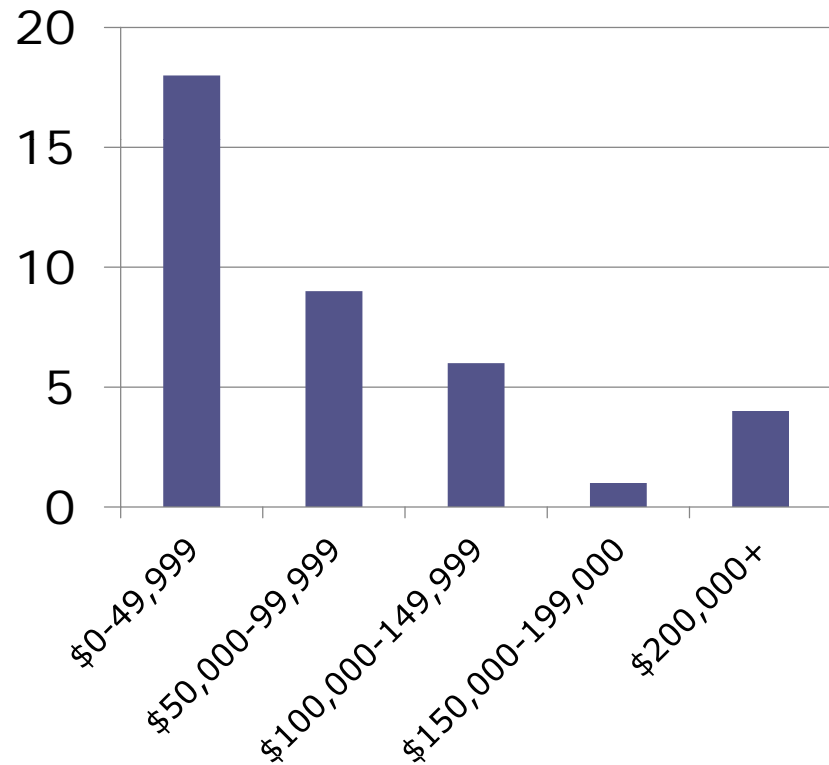
Innovative e-initiatives in publications

- Blogs
- Custom printed viewbook
- Email inquiry package/forms to all international inquiries
- E-vites for events
- Ezines
- Facebook
- LinkedIn
- Newsletter eblasts
- Online "Learn More" form that captures all types of inquiry data
- PDF downloadables
- Push pages
- RSS news feeds
- Social media sites in China
- Tours via iPads
- Twitter
- USB loaded with videos
- Video on website
- Virtual tours
- YouTube

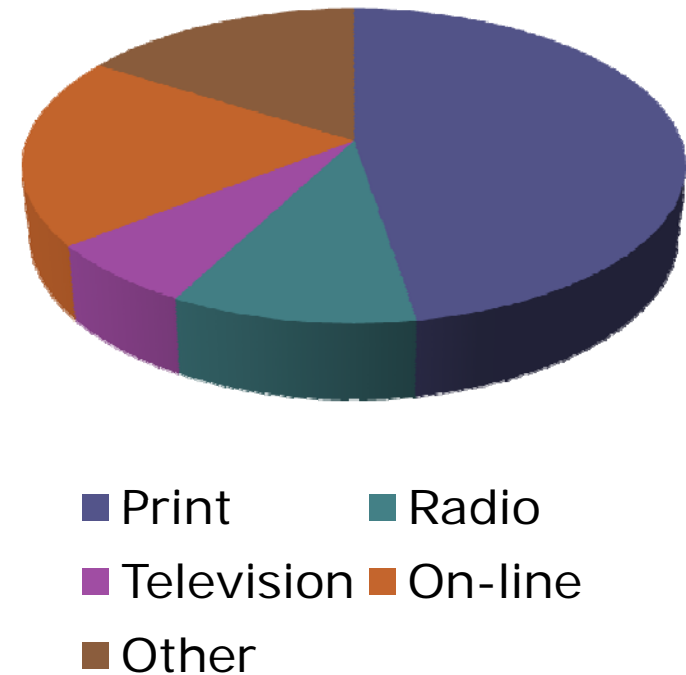
There are no new 'secret' innovations. People are just working harder.

Advertising

Total spend



Spend by type



Is your print working for you? Have you done research on reach/message impact?

Top Online Advertisers

1. Google (10)
2. Our Kids (9)
3. Facebook (7)
4. Local newspapers online (6)
5. Boarding School Review (5)

Number of single hits after that like Petersons, Study in Canada, National Review, AdmissionsQuest.com, EduGlobal China, Northumberland Kids

Does online advertising yield more direct inquiries?

Social Media

*Full time staff
managing
social media*

0 = 32%

1 = 66%

2+ = 2%

What SM sites maintained?

- Facebook = 100%
- Twitter = 73%
- YouTube = 62%
- LinkedIn = 38%

Most effective for admissions

- Facebook = 85%
- YouTube = 15%

*Do you track referral sites at your school? What is working?
If videos are the 'new' Web 2.0, why not 100% with YouTube?*

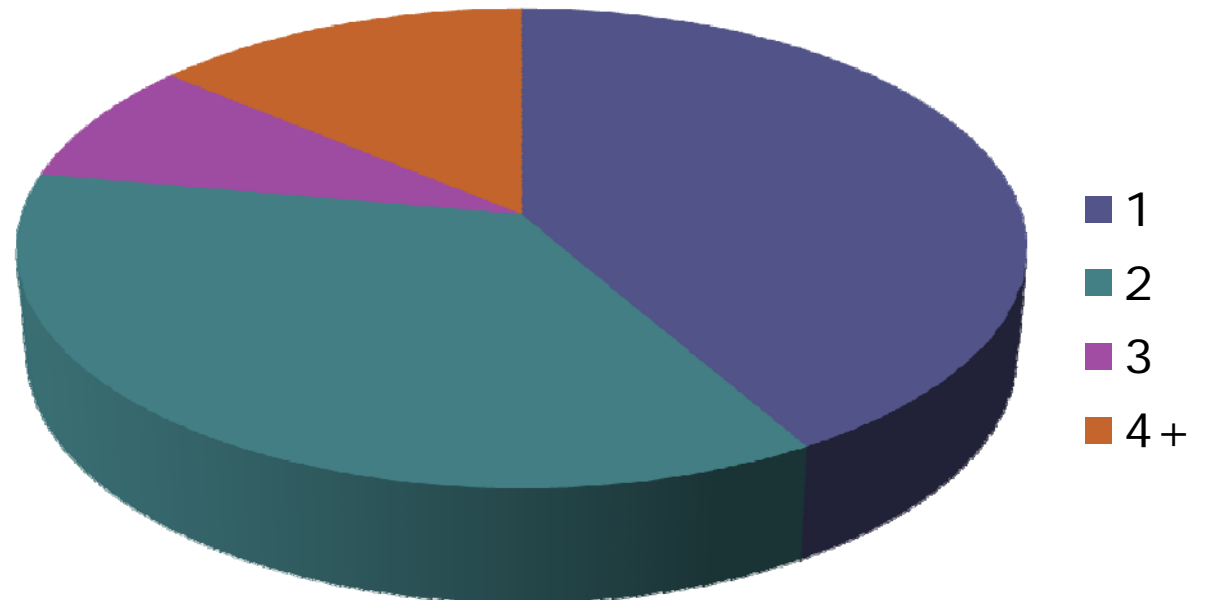
Social Media

Number of Facebook Pages

Majority of schools have an alumni page and a main school page.

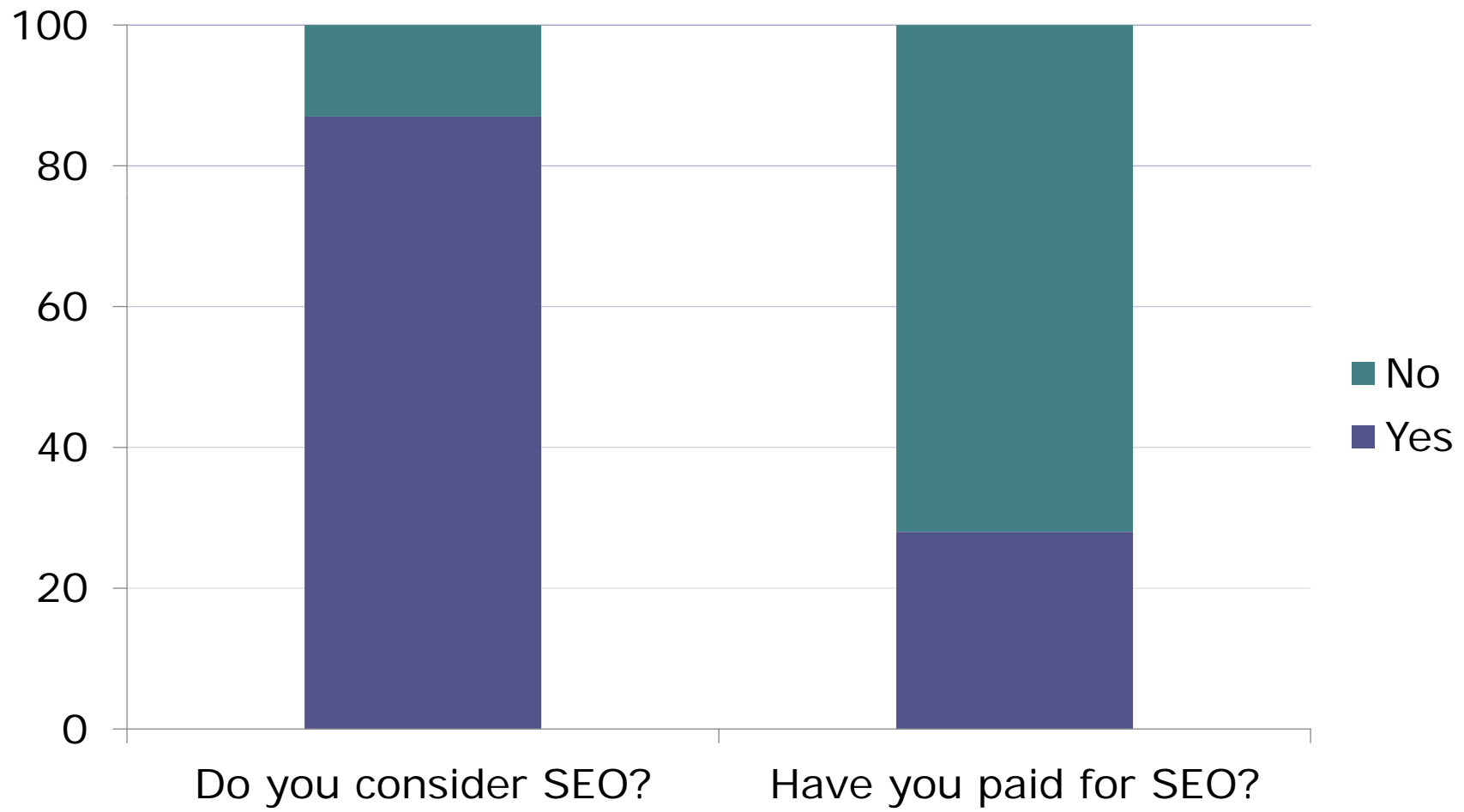
Other pages mentioned:

- Athletics
- Student sites
- Parents Space
- Summer Camp
- Orientation
- Multi sport pages for individual sport teams



How much is this generation of parents searching for information versus the school creating the desire of it as we push to do more?

Search Engine Optimization



Travel

- Skype (mostly for international students) x 16
- Online apps / testing / presentations x 8
- More travel as marketing reach is more global x 5
- Less travel as more on Skype x 3
- No change ... e-marketing just validates overall strategic position x 2
- Google analytics to read market interest x 1
- Email registration at fairs x 1

*Admissions is still about people and nurturing relationships.
There is no magic recipe!*

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Thank you for participating in this discussion group.

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