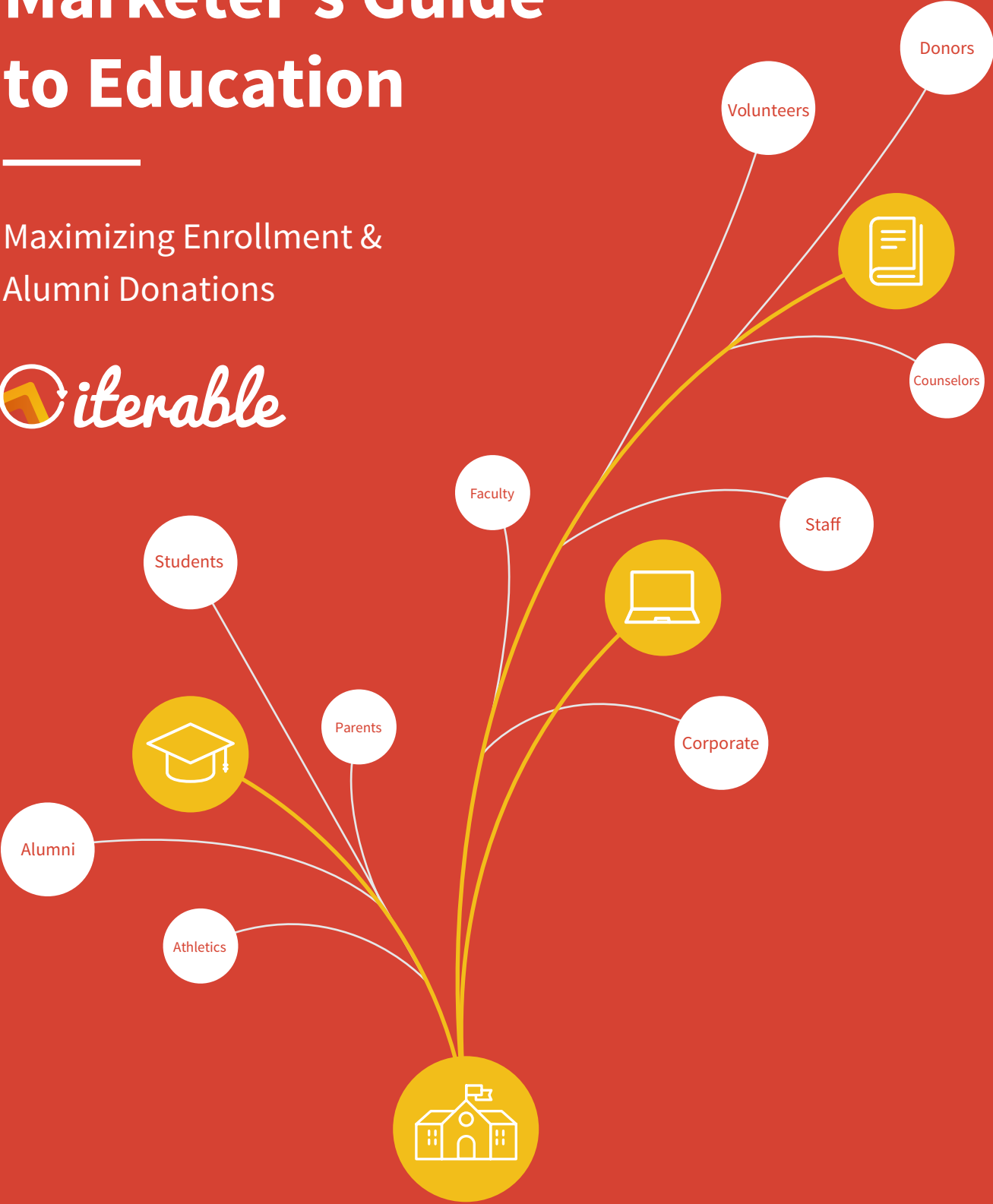


The Growth Marketer's Guide to Education

Maximizing Enrollment & Alumni Donations



Addressing the Challenges of Modern Education Marketers

Studies indicate that the average consumer is exposed to 10,000 brand messages a day. Industry aside, all marketers are fighting against the same rising tide of information, in a quest to gain audience mindshare.

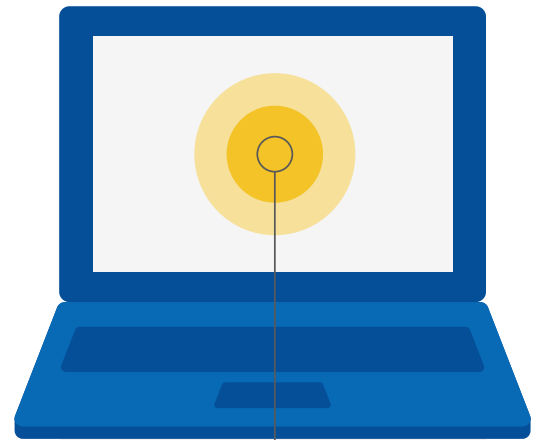
The rate at which new data is being created is vastly outpacing the speed of consumption, and the challenge to stand out only grows—if you aren't effectively capturing and keeping the attention of your audience, you're likely getting swept away.

As an educational marketer, you're familiar with the scope of this same challenge. You're tasked with growing student and donor acquisitions in this same congested environment of swirling information. The effectiveness of your marketing program is contingent upon cultivating life-long engagement from transient experiences.

To accomplish this, you must adapt how you communicate with your audience as their priorities and behaviors change—before, during and after their experience with your institution.

It's up to you to determine how to execute the effective engagement and retention strategies capable of delivering the ROI your organization demands.

This guide examines the root cause of the major challenges inhibiting education marketers and demonstrates how a change in strategy can create, nurture and retain long-term relationships with students and donors.



10,000

AVERAGE CONSUMER IS EXPOSED TO 10,000 BRAND MESSAGES A DAY



INFORMATION CREATION VASTLY OUTPACES CONSUMPTION

The Choice Is Theirs

Today, discerning students can choose from [4,700](#) 2- or 4-year higher education institutions across the United States. And that's not counting the number of free or low-cost EdTech resources, which collectively enroll [more than 58 million students](#) per year through platforms like Coursera and edX.

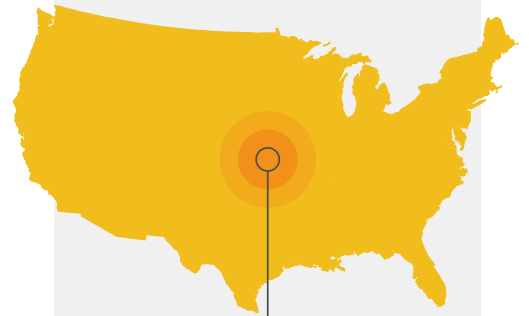
Options are plentiful, and a recent report from *Higher Education Research Institute* indicates more than one-third of first-time college freshmen now apply to [at least seven schools](#) during their admissions process. If you want to make their lists, you'll need to ensure these student relationships are being carefully nurtured as they move through their admission journeys.

Donation Innovation

But education marketers don't focus solely on prospective student experiences—maintaining meaningful connections with alums and encouraging charitable giving is crucial for ensuring fiscal health.

In 2016, [an estimated \\$13.5](#) billion dollars was given back to higher education institutions by alumni organizations. These funds are invaluable lifelines and as a recent survey suggests, account for [one-tenth of the expenditures](#) of colleges and universities.

Of note, alumni donations grew [nearly 7 percent](#) over the last two years, and experts estimate that college enrollment figures are poised to increase 15 percent through 2025. But these coming waves of newly minted alumni are unlikely to blindly give—education marketers must continually strengthen the alumni bonds which secure the necessary future donations.



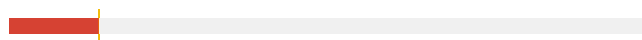
4,700

2- OR 4-YEAR
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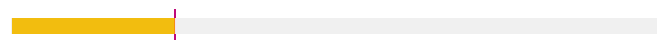
\$13.5B

DONATED TO HIGHER
ED. IN 2016—**1/10** OF
EXPENDITURES



7%

INCREASE IN DONATIONS OVER THE LAST 2 YEARS



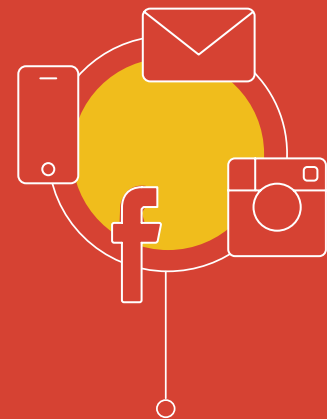
15%

INCREASE EXPECTED THROUGH 2025

Modern Times Call for a Modern Approach

To build top-of-mind awareness, education marketers who are ahead of the curve are looking beyond old-school methods like brochures, campus events and phone calls, and instead driving their messages across different digital platforms.

Embracing digital is more important than ever—modern marketers are actively seeking out their audiences and orchestrating their outreach across attention-grabbing mediums like Facebook, Instagram, email and mobile devices to grow engagement and retention.



MARKETERS MUST GO TO THEIR AUDIENCES WHEREVER THEY ARE

As an education marketer, you need to expand your toolset if you want to stand out from the competition. Take a step back from your role as marketer and honestly assess your marketing program from the perspective of your different audience personas—**ask yourself the following:**

- How frequently are you communicating with your audiences?
- What is the level of rapport you're building with these audiences?
- How personalized are each of your messages?
- How much value do your messages deliver as part of the audience experience?
- How complementary are your messaging programs to each of your customer's journeys?
- What types of messages or campaigns are behaviorally triggered?
- Are you using data to proactively build additional engagement touchpoints?
- Which of the different online and offline channels are you leveraging?
- How consistent is your brand voice inside your messaging?
- How consistent is this same brand voice across each of your different channels?



Did you know?

2/3

OF HIGHER EDUCATION
INSTITUTIONS ARE
SLOW AT ADOPTING NEW
MARKETING TECHNOLOGIES

If, during your reflection, you find yourself struggling in any of these areas, take solace knowing you aren't alone. A study about higher education institutions identified that [two-thirds](#) of those surveyed are considered slow when it comes to adopting new marketing technologies capable of delivering immersive engagement at scale.

Unfortunately, such hesitation will further drive the disparity between those who recognize the urgent need to create institutional relevance, and those who cannot.

Making the necessary paradigm shift to transform your marketing starts by understanding the potential results produced with powerful technology. The future of engagement marketing lies in the ability to go “omni-channel” and deliver 1-to-1, personalized messages across multiple communication channels.

A Growing Concern

Examining Legacy Technology's Wake of Inefficiencies

Your educational organization must evolve past mass messaging, point solutions, and static cohorts of students, alumni, and donors if you hope to achieve the upper echelons of engagement. Unfortunately, limitations from legacy technologies, service providers and paper-driven processes create significant pitfalls which hamper creativity and marketer efficacy. **Let's explore what happens in this ripple effect.**



Data Silos

Using multiple tools and point solutions inside your marketing organization is not uncommon, but this approach quickly proliferates data inconsistencies across user datasets. The inability to effectively unify first- and third-party data on a single platform won't give you the full picture of how your audiences are responding to your marketing. Replicating this same challenge across your different internal organizations and their audiences only compounds this problem.

Is your data stored across different spreadsheets or databases?

Do each of your departments know which messages are being sent to which individuals?

Do your different audiences ever see the same message delivered from different departments?



Unsophisticated Segmentation

Left with only fragmented views of your users' profiles, segmentation for custom content experiences becomes much more challenging. Unless you're willing to invest the time and effort to manually create one-off audience segments, you'll find yourself trading out user-specific messaging for broader catch-all content. Without full control over your data and your audiences, your marketing capabilities are limited to genericizing the experiences of your users.

To what level of granularity can you segment your total audience database?

How difficult is it to create subgroups when sending out specific messaging?

Can you specify which audience groups should and should not receive certain content?



Low-Level Personalization

If you're unable to personalize the audience journey, it's unrealistic to expect them to fully embrace your content. Your enrollees and alumni are being bombarded by hundreds of daily messages from a variety of digital outlets; if the value of your message is off base or perceived as unuseful, the "noise" you're creating will be actively tuned out. Unless you're marketing meaningfully, you can't expect your institutional voice to resonate deeper.

Can you integrate dynamic content into your messages?

Do you personalize content based on user interactions with your website or social media?

Do you differentiate communication to alumni who have or haven't previously donated?



Time Constraints

Marketers want to spend their time creating and experimenting, not navigating systems and working around logistical challenges. Effectively executing the marketing plan you're responsible for delivering is difficult enough without productivity blockers in the way. If you're hoping to produce the ROI you're signed up for, you need to have the agility, resources, and—most importantly—time to do so.

How quickly can you launch an impromptu campaign on the fly?

How much time is dedicated to testing before a campaign goes live?

Are you able to execute campaigns without any additional technical support?

How are you tackling these challenges?

Coordinating personalized messages across multiple inflection points of customer journeys is a daunting task as is; trying to execute these same tasks while struggling with unnecessary hindrances won't deliver the audience value you need to drive your organization forward.

So what can education marketers do to break out? Now is the time to invest in technology capable of shifting your organizational approach away from batch-and-blast awareness. This first step unlocks a new plane of marketing possibilities to begin evolving toward omni-channel relevance.

Removing the Obstacles

Unlocking New Possibilities for Engagement

Driven by growth marketing technology, you're able to build a rich, experience-based marketing program that focuses on the personal journeys of your students and alumni. Removing the cascading roadblocks left behind by old technology opens up incredible new ways to elevate your marketing efforts—the path clears as **you're now ready to create omni-channel relevance.**



Streamlined Data

- Silos unify as data is streamlined on a single, scalable platform
- Profiles enrich as channel-specific behavior data becomes actionable
- Data sets grow as real-time interactions are captured



Limitless Segmentation

- Audience segments grow automatically with new streams of data
- New segmentation opportunities are discovered from unique data parameters
- Communication becomes highly targeted and precise



Rich Personalization

- Dynamic content seamlessly aligns to behavior-driven preferences
- Targeted content increases user engagement as message value increases
- Well-timed calls to action prompt users to efficiently guide them through their own journeys



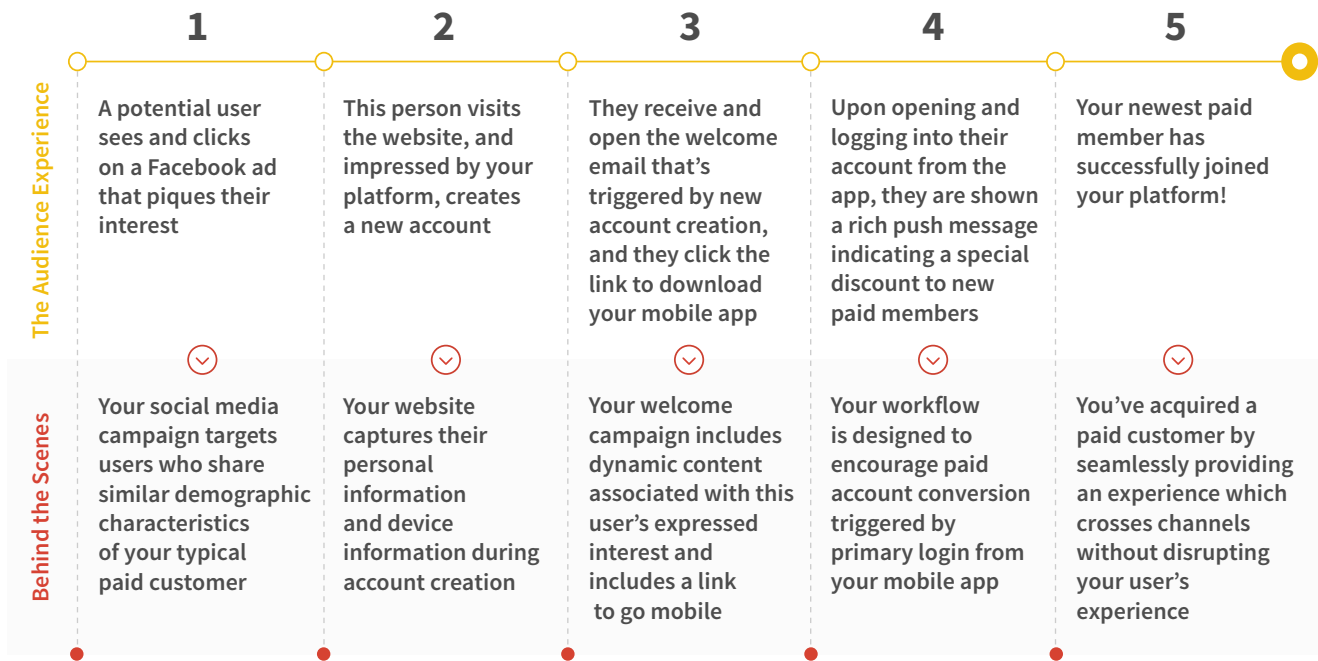
Bandwidth Gains

- Campaign deployment cycles shorten and without the help of other departments
- Creation and testing of multi-step campaigns generates lift throughout the acquisition funnel
- Demonstrable growth and ROI validation grows your organization

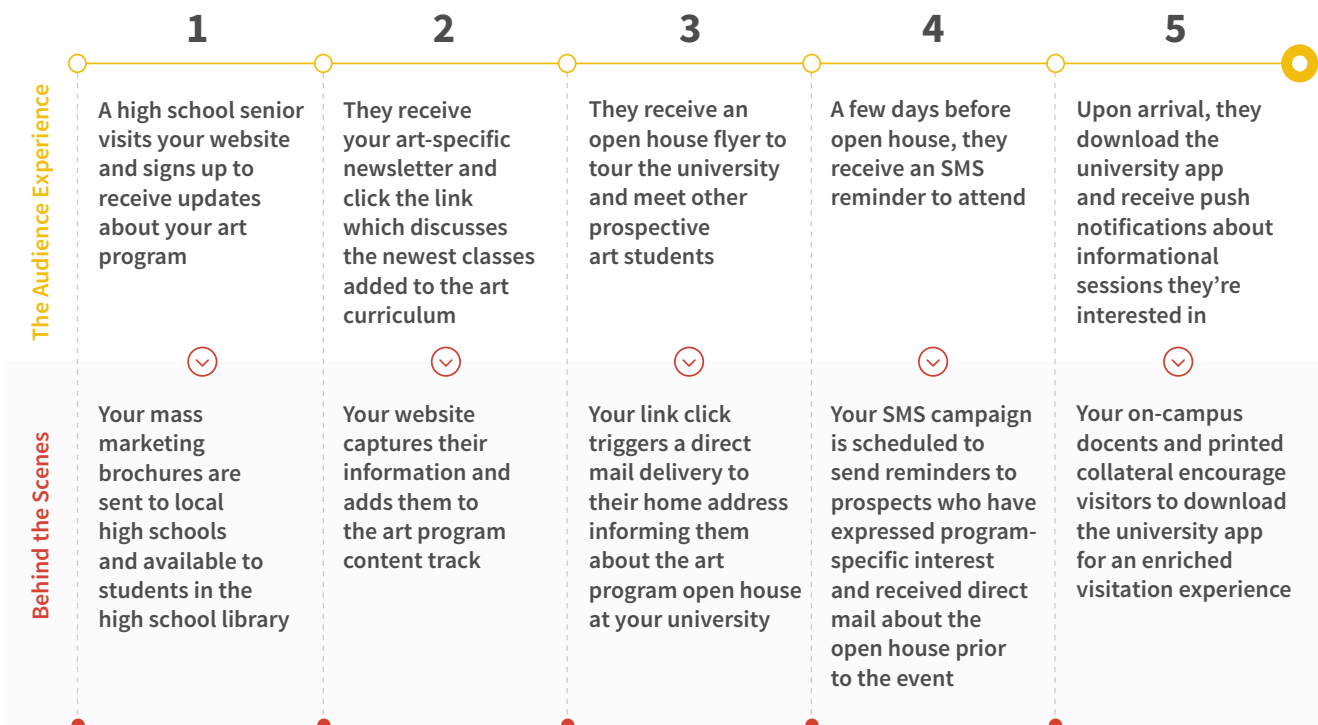
As some of the biggest hindrances are removed from your execution plan, how will you find new ways to solve your most pressing marketing goals?

Let's explore some **potential customer journeys** to understand how leveraging rich user data across multiple communication channels creates an unparalleled experience.

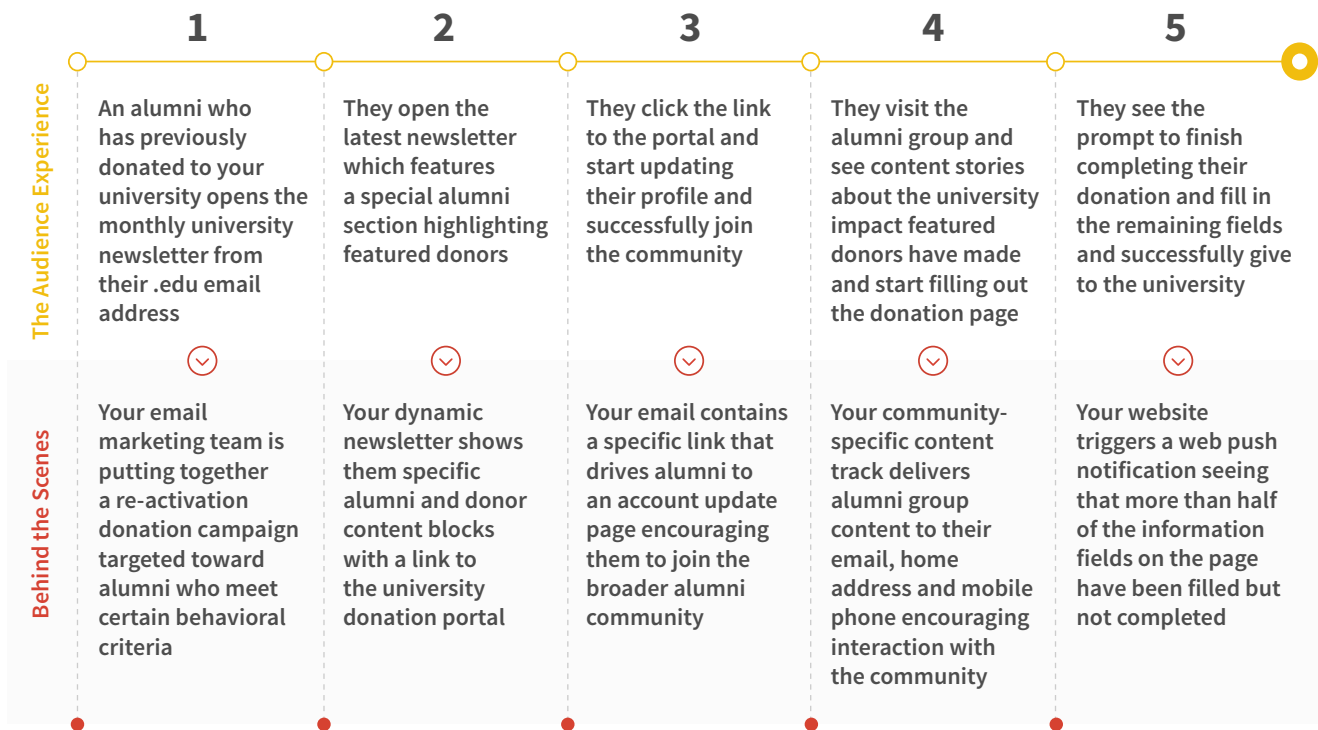
EdTech Solution



Prospective Student



University Alumni



Whether it's a potential enrollee or a golden era alumni, each of your outbound messages now elicit complementary responses and actions regardless of channel—be it website, email, social, mobile, or direct mail. Seamlessly delivering the right message to the right person at the right time is the true secret to such omni-channel relevance.

Reinforcing Their Mission

CreativeLive's Quest for Relevance



Spotlight:

CreativeLive—the world's leading live, online classroom for creative entrepreneurs.

CreativeLive empowers and inspires over 10 million students worldwide. With more than 1,500 curated classes and over 10,000 hours of video, CreativeLive hosts the world's largest premium online creative education platform.

Challenges: What kept CreativeLive from making a broader educational impact?



Data Silos

Difficulties managing email preferences with different systems



Segmentation

Could not provide the desired content granularity of users



Personalization

Wanted dynamic content based on user interests



Time to Market

Using a legacy system where API calls kept breaking

Execution Impediment:

CreativeLive was looking for a modern, user-friendly platform that could handle both transactional and marketing emails. The API calls with their legacy email provider were constantly breaking and the team was getting mired in support delays.

“The system we were replacing seemed very old-school and everything was pretty cumbersome.” There were data silos between departments and systems. “Our product team is in charge of transactional emails, and previously they were on a different ESP than the marketing team,” explains email marketing manager Karen Lee.

“One of the big things that was really challenging was managing unsubscribes, syncing them between the two systems. Now, with Iterable, we really like how easy it is to track people's email preferences all in one place. It's cutting down on the manual work of executing campaigns and lets the marketing team focus on increasing engagement and ROI.”

Rebuilding Relevance:

After switching from their old technology to Iterable's growth marketing platform, marketing evolved quickly.

Optimization

- ✓ Faster campaign set up times
- ✓ Quicker deployments
- ✓ Easier optimization testing
- ✓ Behavioral data insights
- ✓ Data integration streams
- ✓ Dynamic content integration
- ✓ Triggered workflows
- ✓ Enhanced strategy execution

Higher Touch

- ✓ Welcome series
- ✓ Post-purchase series
- ✓ Transactional order confirmations
- ✓ Enrollment reminders
- ✓ Cart abandonment series
- ✓ 20-30 touch acquisition campaigns
- ✓ Personalized wishlist campaigns
- ✓ Purchase history cross-sell campaigns

Key Takeaways:

Massive time savings:
Email setup and testing times have been cut by 50%.

Hyper-personalized campaigns:
Behavioral interactions trigger user-specific content across all channels.

On-call support:
Real-time customer support enables efficiency and accelerated learning.

Iterable has helped CreativeLive become more strategic in its mission of inspiring and educating a rapidly growing, global cohort of creatives. By synthesizing multiple data streams housed in an intuitive and easy-to-use platform, **the marketing team has found more hours in the day to craft the personalized content that exceeds their organization's goals.**

Now is the time...

Transform your old marketing strategy and maximize the relevance of your voice. By channeling the potential stored inside your data, you'll be able to create and customize content that resonates with your audiences like never before. Whether it's nurturing prospective enrollees with well-timed, persuasive content about your institution or an immersive alumni donation revitalization campaign, having the capability to create new, relevant content journeys across all of your communication channels will deliver the engaging experiences that transform your organization.

Revitalizing your marketing efforts with this new omni-channel relevance at the helm will strengthen your institution's voice and increase your presence and reach. **If you're interested in learning more about the potential growth you can achieve with the right modern technology, let's chat!**

Contact us today at hello@iterable.com.

About Iterable

Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer.

Marketers can use Iterable to quickly and intuitively build customer segments, build workflows, automate touch points, and test strategies at scale without engineering support.



Modern Architecture

Iterable is built with industry-leading Elasticsearch technology. Onboard unlimited data, segment on real-time behaviors, personalize your message at scale and deliver to millions across multiple channels.



True Omni-Channel

Amplify your messaging resonance at enterprise scale with a personalized, true omni-channel experience across email, mobile, direct mail, web and social.



1-to-1 Relevance

Enhance message relevance by leveraging dynamic subscriber demographics, behavioral and event data in real time. Create triggered and event-based campaigns.



Single Data Platform

Ingest unlimited data from any platform, including commerce, service and data providers. Understand your customers' actions while reducing data silos.



Workflow Studio

Iterable's highly visual, drag-and-drop workflow builder triggers campaigns with an unlimited number of steps, branching and A/B tests.



Easy to Use

Iterable is built for marketers, who can now create sophisticated campaigns without technical resources. Use one platform to plan, execute and manage omni-channel campaigns.

TRUSTED BY

box

DOORDASH

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FOURSQUARE