

Industry Best Practices

- Engagement needs to be “Mobile-first”
- Influencer marketing is an essential part of the strategy
- Omni-channel marketing is essential to deliver an outstanding brand experience
- Due to the different channel preferences in different countries or regions, you need to map student journey with locally relevant channels
- Single view of customers is vital as your students engage with you through a myriad of channels

Verticurl Insights

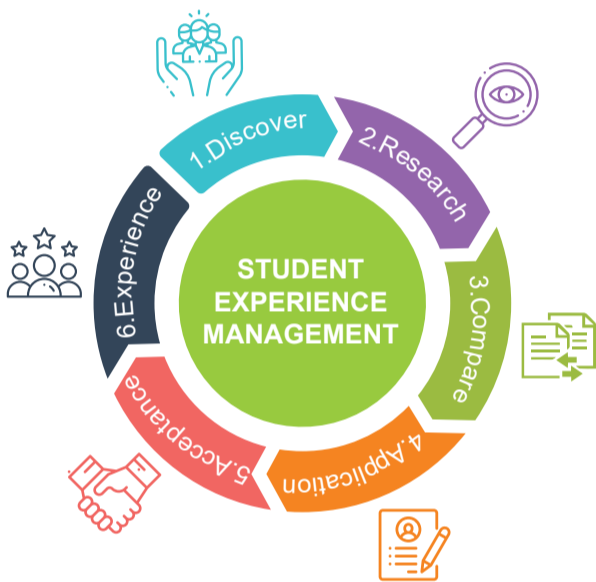
International students in APAC region tend to engage education agents to help them through the university application and acceptance

Social media is an important channel which students leverage on to find out more information

Influencer marketing generates 11 times the ROI of traditional digital marketing

Education industry behaves a lot like a B2B industry

Students Experience Management



DISCOVER: Raise awareness of the benefits of pursuing higher education

RESEARCH: Ensure that information on the school and courses is available when the students need it

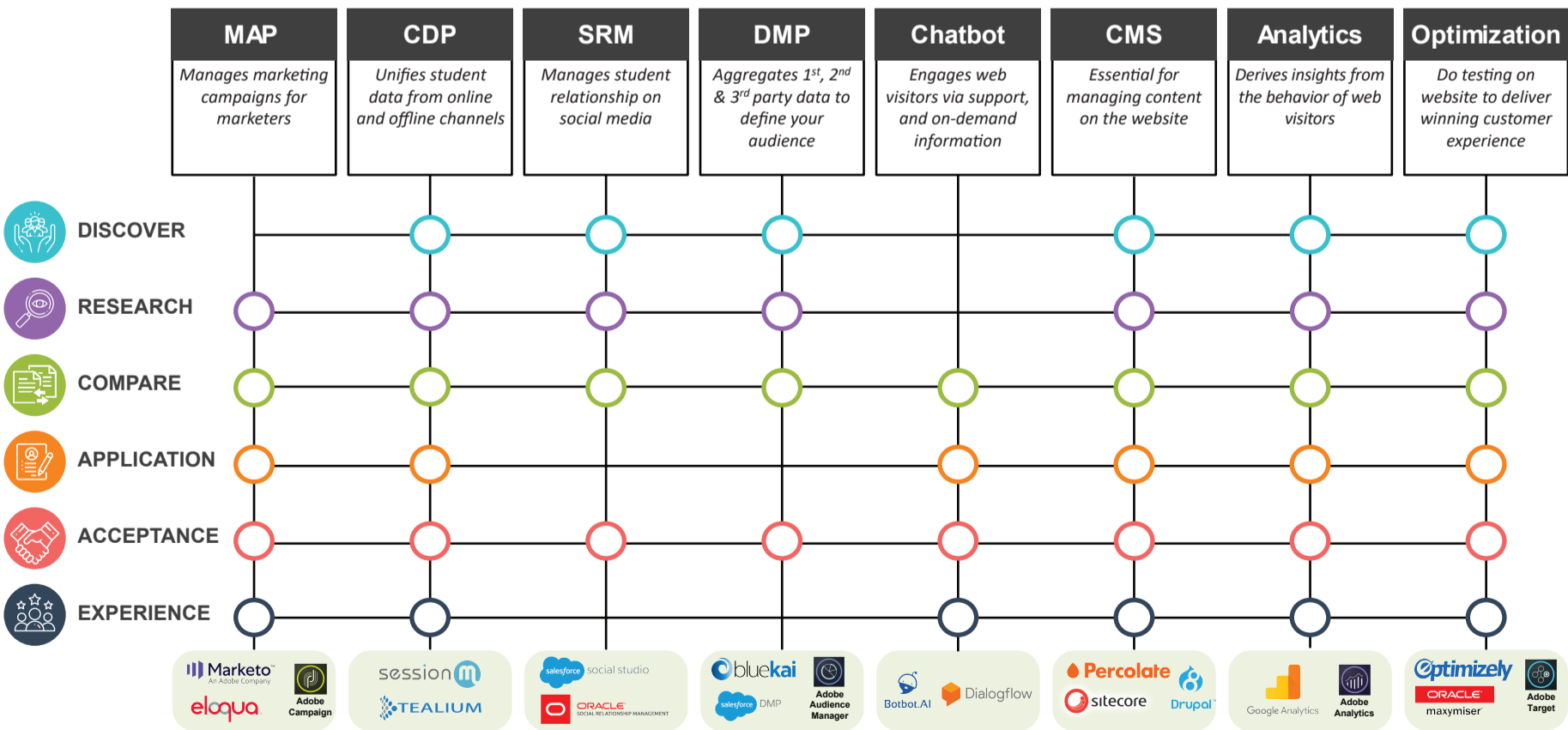
COMPARE: Highlighting the university's competitive advantages and helping students to narrow down their choices

APPLICATION: Ensure that the application process is clear, guiding applicants along the process

ACCEPTANCE: Convince students to choose the university and accept the offer

EXPERIENCE: Onboarding and retaining the students, providing them a smooth transition into a new environment

MarTech Solutions



Key Marketing Channels

SOCIAL

Social media is an important channel that greatly influence how the students choose their preferred university

MOBILE

Mobile has become an integral part of everyday life, hence our digital strategy needs to be mobile first

EVENTS

Events such as roadshows and webinars offer the opportunity for more personal engagement with the students

INFLUENCER

92% of consumers have a higher level of trust for social influencers whom they can relate to and hence value their opinion more

ONLINE FORUM

Online forums are a great place to provide helpful content when the student needs it most

EMAIL

Email is the preferred channel for communication when the student is ready to engage with the university

EDUCATION AGENT

International students engage with an agent to help them navigate the complexities of the application and acceptance process

SEARCH

Search strategy should align with the stages in the student journey

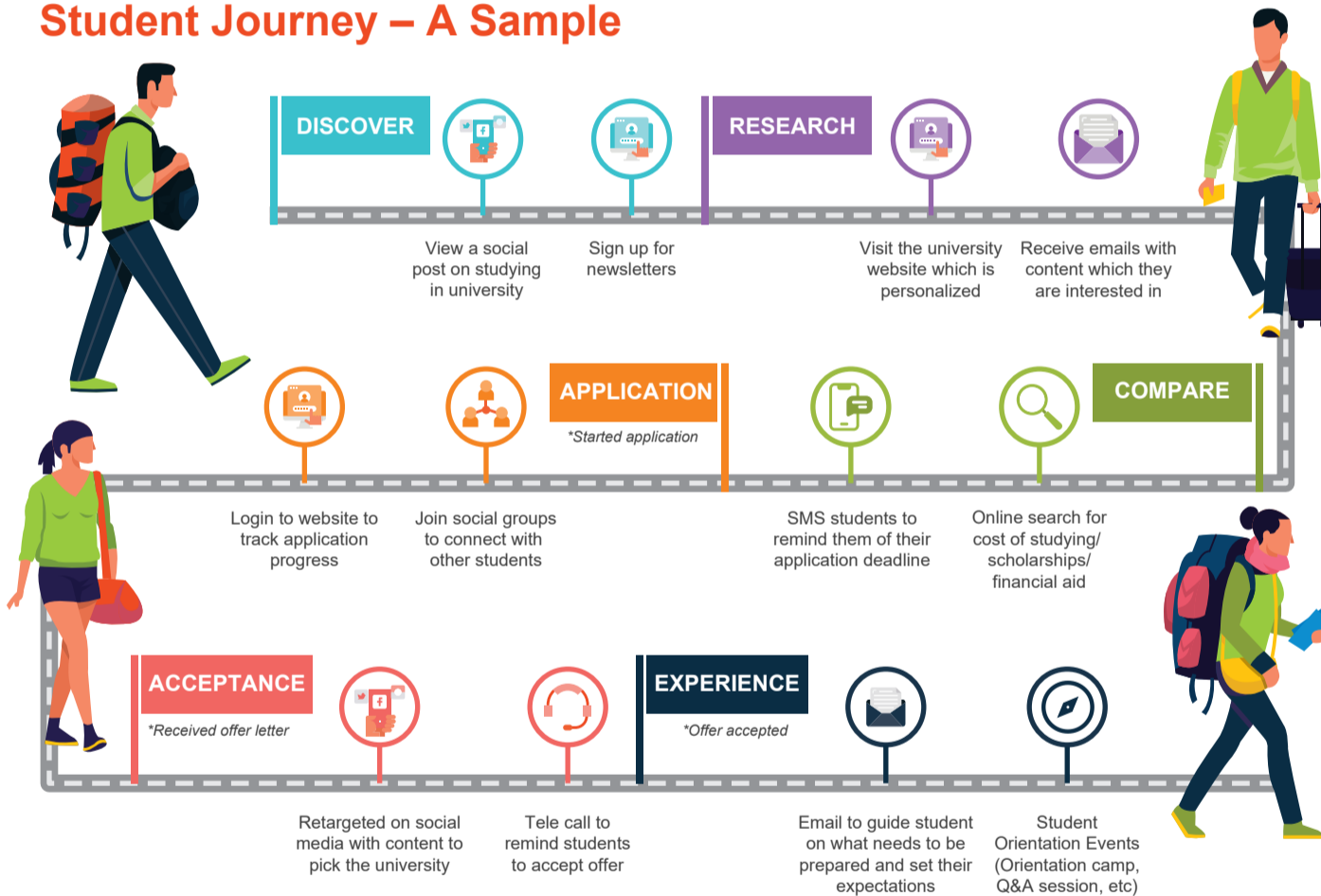
TELE

Tele provides the push to get students to apply for the university or to accept the offer

Verticurl Offers:

- Customer Journey Mapping
- MarTech Stack Design
- Marketing Maturity Assessment
- Marketing Technology Enablement
- Best Practices Adoption
- Omni-Channel Marketing
- Always-On Marketing
- Trigger Based Marketing
- Inbound Marketing
- Social Media Strategy
- Customer Engagement Programs
- AI-based Marketing
- Digital Advertising
- Testing & Optimization
- Data & Analytics
- Audience Acquisition
- Data Strategy Development
- Data Enhancement
- Marketing Change Management

Student Journey – A Sample



Depending on the kind of agents international students engage with, the student's journey from the research stage to the experience stage can be reduced to one single touchpoint – education agent. Education agents are able to guide and advise students on which university to apply, help them with the application, and even guide them through visa processes and housing options.

Key Metrics

PPC/TARGETING/REMARKETING

- Conversion rate
- Cost per conversion
- Impressions

EMAIL PERFORMANCE

- Open rate
- Click-through rate
- Click to Open rate
- Inquiries

EVENTS/WEBINAR

- Event RSVP
- Attendees
- Follow-ups
- Entry into nurture tracks

SOCIAL MEDIA

- Social sentiments
- # followers/fans
- Level of engagement
- # contacts sourced

INFLUENCER MARKETING

- Sponsored campaign engagement
- Referral Traffic
- Conversion
- ROI

ENROLMENT FUNNEL MANAGEMENT

- # contacts in each funnel stage
- Funnel conversion and leakages
- Funnel velocity
- Channel attribution

CONTENT MARKETING

- Content by persona & student journey
- Inbound contacts via syndication
- Relevance and recency

