



COVID-19 HIGHER ED MARKETING STRATEGIES

6 ideas to Sustain your Marketing in Volatile Times

1 DON'T PANIC - GIVE HOPE

Keep selling and nurturing existing relationships. If your search traffic is down, launch an aggressive, targeted, prospecting campaign using direct mail. Schools that put minds at ease, and talk directly to recipients with **branded messages of hope, will come out ahead in the long run.**

Think about your audience(s) and how to speak to them:

- **High School Seniors** - Fearful about losing out on the "college experience".
- **Young Adults** - May have been let go from a job. Looking for steady, long term careers.

2 STOCK UP ON EXCLUSIVE LEADS

You're going to need a **deeper pool of prospective students** to work. Don't fight the battle of shared leads. Contact individuals at home while they have time to research and find information. Be sure to use tactics that produce **exclusive leads** or point them to information specifically about your school.

3 NURTURE

Most prospective students feel overwhelmed with what to do after being contacted by an admissions team. A simple postcard with a "**next steps**" checklist **re-enforces the investment** you are making in the future student and reminds them of how to progress towards enrollment.

4 BUILD RELATIONSHIPS

Now, more so than ever, it's critical that **one-to-one, personal connections** occur with a school representative. We recommend sending an official business card with the adviser's contact information. Or send a "help is here!" packet - Take this opportunity to **share all of the tools and resources available** to new students. Calendars, Q&A, and services/support center contact information are bound to be retained for future use.

5 RETHINK YOUR MESSAGING

Spend time re-thinking and **changing the positioning of your key benefits** and selling propositions. Is there a relevant way to address corona-virus concerns? How is your University adapting to support students to help them get through the crisis?

6 AUTOMATE

Buyers want relevant, tangible information. With recent advances in mail production, you can now **accelerate or motivate enrollment using trigger based mail** that is automatically sent at any stage of your sales funnel.



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