MarkeDATING
Getting Prospects to Ask Your Institution Out
(the essence of content marketing)
Jeremy Fern
Seventh Point, Higher Ed Strategist
@JeremyFern7P
Seventhpoint.com/highered
It’s about creating **brand memory**.

**Impressions**
“Marketing is about publishing great content.”

-David Meerman Scott

“The New Rules of Marketing & PR”
“Content marketing is a commitment, not a campaign.”

@brennermichael
Head of Strategy
Newscred

“Content marketing represents the gap between what brands produce and what consumers actually want.”

@JeremyFern7P

@JonBuscall
Owner
Moondog Marketing
Content marketing in higher ed allows you to spread relevant information about your school without forcing a sales pitch down the throats of your prospective students or parents.
Content is everywhere.

@JeremyFem7P
We’re tuning the **noise** out as a consumer…and so will your students.

4.7B

{pieces of content shared per day}

Content Marketing Institute
We’re tuning the noise out as a consumer...and so will your students.

1.8B

{photos shared per day}
10,000 marketing messages hit us per day
60-70% of marketing content goes completely unused.

Sirius Decisions
“44% of Direct Mail Never Opened”

Newscred
“86% of People Skip TV Commercials”

Newscred
“Everyone is drowning in a deluge of content - you, your customers, your prospects, even your competition. If you can tame the flood, you win.”

Curata

Become a Content Rockstar
WHAT IS YOUR MISSION?
(College Name) will become a destination for (target student) interested in (programs) to help them (value to student).
3 Steps to Building a Content Strategy

Step 1 Identify who you are trying to reach
Step 2 Determine how you want to reach them
Step 3 Know what to use to reach them
Before You Create Content, Ask...

1) What are the core questions your target audience is always asking?

2) How will this content make our brand clearer?

3) What story are we telling with this content?

4) What motivated the prospect to inquire about our college/university?

5) Does this content meet a need/answer a question of prospects or parents?
## Map Out Your Content

<table>
<thead>
<tr>
<th>Type of Student/Target</th>
<th>Stage</th>
<th>Questions</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>Early</td>
<td>What does the student need or what is the student asking in this stage?</td>
<td>What keywords are they searching for; type of information are they looking for in this stage?</td>
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@JeremyFern7P
What does Content Marketing actually do?

- Improves site traffic
- Increases brand awareness
- Provides downloads of content
- Generates leads
- Educates prospects about you
- Improves SEO rankings
- Offers customer service
- Builds prospect’s trust
- Builds rapport and loyalty
- Builds brand memory

Hubspot
### How is Content Marketing shared?

<table>
<thead>
<tr>
<th>Given:</th>
<th>Organic and Paid:</th>
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<tbody>
<tr>
<td>SEO/Search Engines</td>
<td>YouTube</td>
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<tr>
<td>Social Media Channels</td>
<td>Blogs</td>
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<td></td>
<td>Slideshare</td>
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<tr>
<td>Paid:</td>
<td>LinkedIn</td>
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<tr>
<td>Flipboard</td>
<td>Google+</td>
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<td>Sharethrough</td>
<td>Instagram</td>
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<td>Taboola</td>
<td>Twitter</td>
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<td>Outbrain</td>
<td>Facebook</td>
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<td>Zemanta</td>
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@JeremyFemm7P

How INTEL IQ Does Content Promotion
Your content must touch their...

Emotions  Needs

Fears      Goals

Dreams
Where Content Marketing and Admissions Strategies Aren’t Playing Nice
Keep Prospects Swimming in Content
FIND YOUR MIX

- Email Marketing
- Print Advertising
- Testimonials/Stories
- Digital Display
- Online HOAs
- TV/Videos
- Blogs
- Direct Mail
- SEO
- Social Media
- Texting
- Word of Mouth

Content Marketing Sphere

@JeremyFerm7P
Your goal in content marketing is...

...a second date.
Henry’s Louisiana Grill
Acworth, GA
Henry’s was FINDABLE

Henry’s was UNIQUE

Henry’s was ENGAGING

Henry’s was CUSTOMIZED
A successful content recipe must have a collection of distribution ingredients, not just a garnish.

Luke Kintigh, INTEL IQ
Focus on the mechanics of how an idea spreads, not just the idea itself.

Quality isn’t enough; build evangelism into your ideas.
I’m ready to change my Facebook relationship status if you are.

someecards
More than 75% of students listed their parents as the greatest influence on their enrollment decision.

Noel-Levitz 2014 E-Expectations Report
9 out of 10 of seniors have access to mobile device

8 out of 10 of parents have access to mobile device

Are You Mobile Friendly?

Noel-Levitz 2014 E-Expectations Report
PARENTS and SENIORS both rated college websites as most influential recruitment resource.
Over 50% of seniors and parents are willing to receive text messages from campuses.
...students and parents said schools should put more effort into getting prospective students to campus for visits and admissions events.

More than 75%
Socialize your content.

53% of content traffic is driven by social media.

INTEL IQ – Luke Kintigh
What about GenZ?
(1995-2014)

- 33% Watch Lessons Online
- 20% Read Textbooks on Tablets
- 32% Work with Classmates Online
- Use 5 Screens Daily on Average (smartphone, TV, laptop, desktop, iPad)
- 8 Seconds = Attention Span
- 60% Want to Impact the World
- 42% Follow Parent’s Influence

CMO.com

@JeremyFem7P
Keep The Fire Burning - Best Practices
Map content to the buying cycle... or don’t bother.
Use What You’ve Already Got

#MyDukeRoom
http://instagram.com/dukestudents

Images displaying student dorm rooms

@JeremyFern7P
MIT Blogs
http://mitadmissions.org/blogs
Stories by students and admissions officers

@JeremyFem7P
University of Southern California
https://instagram.com/uscadmission
Cross-platform content & Campus event promotion

@JeremyFern7P
Do you like archaeology? Perhaps you'd like to work in a museum one day. Anthropology is offered as a major at UChicago. Anthro majors take classes in research methods, bioarchaeology, civilizations, and modern society. Anthro majors can also sign on to work with their professors to conduct research; there are UChicago students on an archaeological dig in Peru RIGHT NOW doing just that! To learn more about anthropology at UChicago, check out the course catalog.

Fun fact: Indiana Jones was based on two UChicago professors!

Tagged: uchicago, university_of_chicago, anthropology, know your major.
Congratulations!
You're the newest member of the Class of 2019!

Academics
At Vanderbilt, learning happens all the time - in classrooms and labs, at internships and during study abroad, and even in your campus

Vanderbilt’s “I’m In”
http://admissions.vanderbilt.edu/imin/2019/
Micro-site for admitted students and customized digital swag

@JeremyFem7P

Top 5 In Both

Academic Program Listings
Academic Program Details

Only 57% of 4 Yr Private Schools Practicing SEO for Content Pages

@JeremyFern7P
Top 10 email clients in 2014

<table>
<thead>
<tr>
<th>Rank</th>
<th>Client</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>APPLE IPHONE</td>
<td>28%</td>
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<td>2</td>
<td>GMAIL</td>
<td>16%</td>
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<tr>
<td>3</td>
<td>APPLE IPAD</td>
<td>12%</td>
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<tr>
<td>4</td>
<td>OUTLOOK</td>
<td>9%</td>
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<td>5</td>
<td>APPLE MAIL</td>
<td>8%</td>
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<td>6</td>
<td>GOOGLE ANDROID</td>
<td>7%</td>
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<tr>
<td>7</td>
<td>OUTLOOK.COM</td>
<td>5%</td>
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<tr>
<td>8</td>
<td>YAHOO! MAIL</td>
<td>4%</td>
</tr>
<tr>
<td>9</td>
<td>WINDOWS LIVE MAIL</td>
<td>2%</td>
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<tr>
<td>10</td>
<td>AOL MAIL</td>
<td>1%</td>
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</tbody>
</table>
Think mobile

Litmus.com

iPhone 5  iPhone 6  iPhone 6 Plus

@JeremyFem7P
Using email strategically

Design, don’t just compose.

Use the **From Name**, **Subject Line**, and **Preview Text** to your advantage

**Subject Line** and **Preview Text** should work together

Extra **Preview Text** line needs enough copy. Don’t let it be filled with junk.
Preview Text on Email

Sender

Subject Line

Pre-header

Seattle Coffee Gear
Wednesday
Have A Great Day: $10 Off
It's raining money! Well, sort of... View The Online Version<http://email.seattlecoffeegear.com/public/?...

American Express
Wednesday
JON POWELL, Introducing the new americanexpress... Explore enhancements to your Online Account at americanexpress.com<http://email.americanexpress...

Delta Air Lines
Wednesday
Status Update: You're A Gold Medallion
Your new benefits kick in immediately. What will you enjoy the most?<http://e.delta.com/a/hBUVFrAB8L...
What’s the point of a mobile email/ad?

Don’t be MUGLY

@JeremyFern7P
A Big Week of Hangouts for Duke
{unique locations on campus}
Remember who you are and whose you are.

75 Examples TO SPARK YOUR CONTENT MARKETING CREATIVITY

contentmarketinginstitute.com

@JeremyFern7P
CULTIVATING THOUGHT

Chipotle
Content Type: Product Packaging

WHY WE LOVE IT:
This terrific content initiative got its start when author Jonathan Safran Foer approached Chipotle’s CEO about using the brand’s “surfaces” to provide thought-provoking and engaging “gifts” to its customers. The brand then commissioned 10 writers to create original works that would appear on its product packaging. Not only is Chipotle’s program providing a unique and delightful experience for customers, it’s enabling authors to participate in branded conversations in a legitimate way.

LEARN MORE:
This Week in Content Marketing: Chipotle Calls on Best-Selling Writers for Soda Cups

@JeremyFem7P
Speak Once
Two Minutes
Discuss
Short vids of college life, registration, or orientation process

@JeremyFem7P
Student tour treasure hunt or "Best of" Instagram Contest

@JeremyFern7P
Student-led tours of campus  
student center  
live lectures  

Periscope  

Dinner  
chapel service  
interviews  

@JeremyFerm7P
Webinar

Navigating Financial Aid Process

How To Fill Out the FAFSA

Scholarship Help Session

Parents of Applied/Deposited Students
Marke-DATING - Getting Prospects to Ask Your Institution Out

Which College Will She Choose?
Thank you!

Jeremy Fern
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704-600-6753