# **Enrollment** Resources

# 15 Low-Cost Tips that Improve Conversions

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# About Enrollment Resources

- Increase your revenue using process improvement tactics
- Outsource management for internet marketing and admissions
- First Edu marketing company globally certified by Google as Professional Partners
- Have NEVER aggregated a lead
- Kaizen and B Corp certified
- Clients are exclusive so all clients participate in an R and D co-op



# Objective for Today's Talk

- Assume Rep works 80 leads a month converting at 7%
- Assume a \$20,000 lifetime value of sale

Insights shared in this talk could very well improve conversion to 9%. As a result, each Rep could conceivably increase revenue \$384,000 per annum, or 28% revenue lift



# Strategic Advice

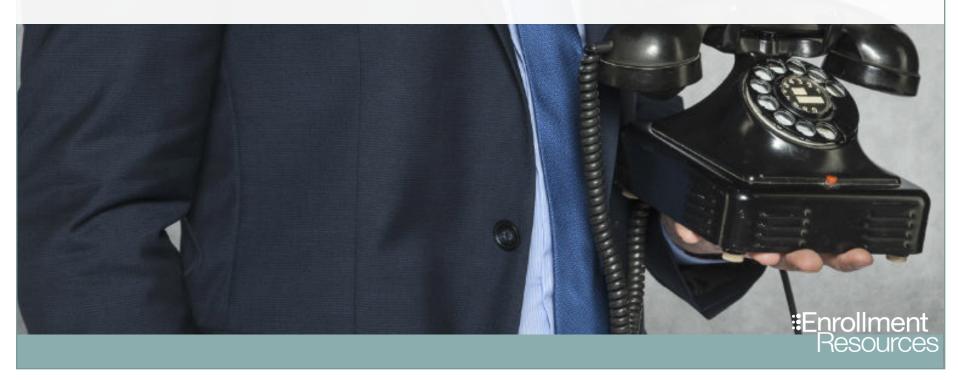
- Given the regulatory environment, external changes due to demographics and a trend where prospective students run their own admissions process;
  - Absolutely ensure that all marketing communication is based in provable fact. If it is opinion, state it as such. No lying going forward.
  - Admissions Reps must follow a forced discipline based on compliant Admissions best practice. The days of Admissions training followed by uneven implementation is a time bomb waiting to happen.





#### Tip One:

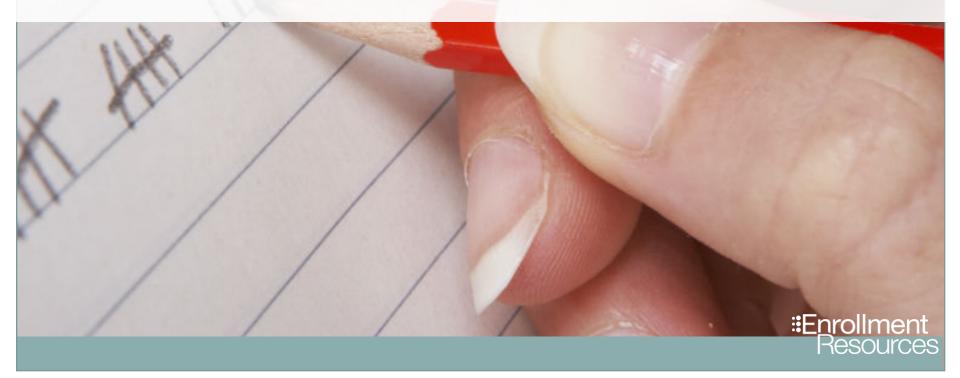
Take away the voice mail system for reps



#### Tip Two:

# Use a Point System with your Reps

- *Can't* use incentives anymore
- Can instruct Reps to spend the day in high value activities



# **Tip Three:**

Reach out between 7 and 8pm Weekdays, Sundays

### **Tip Four:**

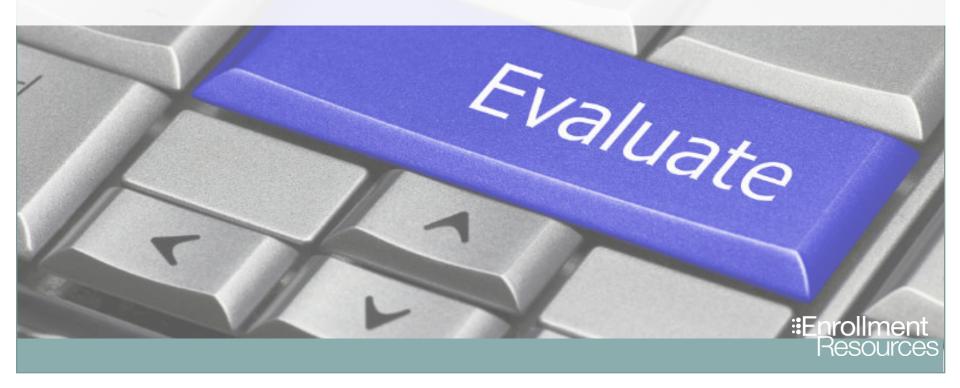
Use a reload question





# **Tip Five:**

Split test phone messages



# Tip Six:

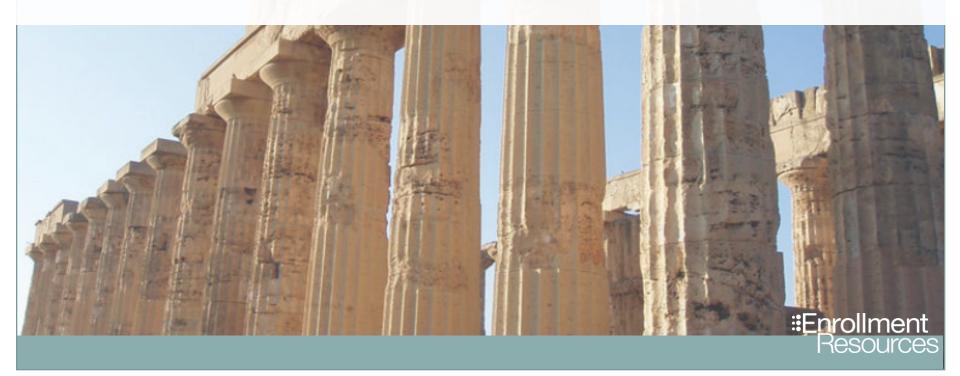
Embrace the Seven Magic Minutes





# **Tip Seven:**

Reconnect with your core value



# Tip 7: Connect with your core value

- We help break the cycles of poverty
- We help people connect passion with earning a living
- Small Class sizes
- School is completed quickly.
- Instructors are industry trained/pragmatic.
- Active in closing labour shortages

- Grad rates are high guaranteed by licensure
- Placement rates are high, guaranteed by licensure
- Deep relationships with employers
- Practical career driven training
- Help in organizing EDU plans
- Historically, helping those who are rejected by big colleges



# Summary

- Voicemail
- Point system
- Reach out
- Reload

- Split test
- 7 Magic Minutes
- Reconnect with your core value

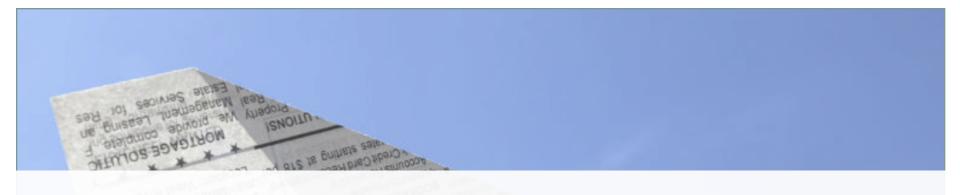




# Tip Eight:

Use a Speed to Lead type of technology assist





### **Tip Nine:**

Use Craigslist and Kijiji to ping on start dates



#### Tip Ten:

Bomb a well thought-out sales letter to your "stale" leads



# **Tip Eleven:**

Market profit seats differently from break even Schools are like a hotel.



# **Tip Twelve:**

Turn Career Services Reps into Business Development Specialists



# **Tip Thirteen:**

Heat up the marketing and love for your Accepted Apps



#### **Tip Fourteen:**

Run Emotional Health check with new students one week into school to eliminate some drops



#### Tip Fifteen:

Use Geo-Fencing inside Facebook to hyper-target specific folks with ads within a 1-mile radius



# Summary

- Speed to Lead
- Craigslist and Kijiji
- Letters out to stale leads
- Break-even to profit seats

- Career Service = BizDevelopment
- Accepted Apps
- Emotional health check
- Geo-Fencing



# Questions?



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