



**GRAGG ADVERTISING®**

# **10 Easy Ways to Increase Enrollment without Additional Costs**

CAPPS

Wednesday, October 11, 2017

Darryl Mattox and Burke Malin

# Today's Speakers



Darryl Mattox  
President/COO  
Gragg Advertising



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COO/CMO  
Gurnick Academy  
of Medical Arts

# Housekeeping

You do not need to take notes

- The presentation will be emailed to attendees if you leave your card at the end of the session.
- The presentation will be available for download at:  
[www.graggadv.com](http://www.graggadv.com)



# Today We'll Cover

- **When to Scrub and Invalidate Inquiries**
- **Managing Duplicate Inquiries**
- **Drip Campaigns**
- **Return of the Referral**
- **Managing the process and communication**
- **Appropriate resources for the start number**
- **Ideal Media Mix for Stronger Enrollments**



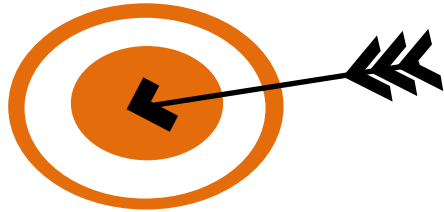
# Statistical Data

We are fortunate enough to have access to data and practices.

**Working with**

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**OVER  
700**  
campuses  
nationwide



**Visiting more than**

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**50** campuses  
annually

Statistics in this presentation are derived from total client data and experiences.

# Scenario – One (1) Campus

- **Mid-Size market**
- **Campus size 600 students**
- **1 Director of Admissions**
- **3 Admission Counselors**
- **At least 4 curriculum offerings – Diploma, Associates and Bachelors degrees**
- **5,200 leads per year. 100 leads per week**



# Who would be interested in

Adding . . .

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**293**

**More starts per  
campuses annually. . .**

**. . . WITHOUT any more spend?**

# Returning for Return Sake



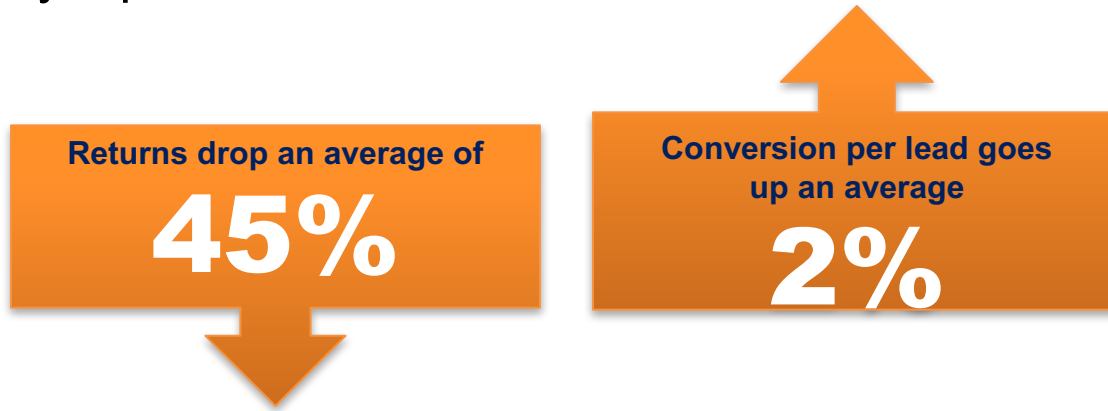
- Facts about our population: transient and limited budget
  - Prospects with invalid phone numbers may want to be targeted via alternate methods such as:
    - Email
    - Social Media
    - Text
    - Direct Mail
    - Etc.





# Returning for Return Sake

- How does a school reduce invalidity?
  - Call auditing all returns
  - Three-contact strategy through multiple media channels, over five days, prior to the return

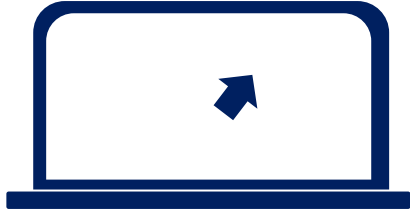


# Returning for Return Sake

## The Math:

Annualized value on 30 leads a week:

3 leads x 52 weeks = 156 X .02 conversion = 3 starts a year



**23.5% of**  
PPI Inquiries

Returned or disallowed on average by schools for varied reasons, i.e., phone inactive, unable to contact and duplicates.

- 40% of these are still valid
- But all leads are returned
- Most schools do not know they are returning a valid lead
- If your return rate is higher. . . heaven help you

# End of the Month Pay Per Inquiry Scrubbing

- When waiting to scrub or invalidate inquiry volume monthly, you lose an opportunity to put additional valid inquiries and starts to the bottom line!

## Weekly scrubbing maximizes your budget

**171** Good Inquiries  
Getting 4 starts

\*At 2% Conversion, 15% invalid rate

## Versus end of month scrubbing

**112** Good Inquiries  
Getting 2 starts

\*At 2% Conversion, 23.5% invalid rate

**Annualized Value: 24 starts**



# End of the Month Pay Per Inquiry Scrubbing

## The Math:

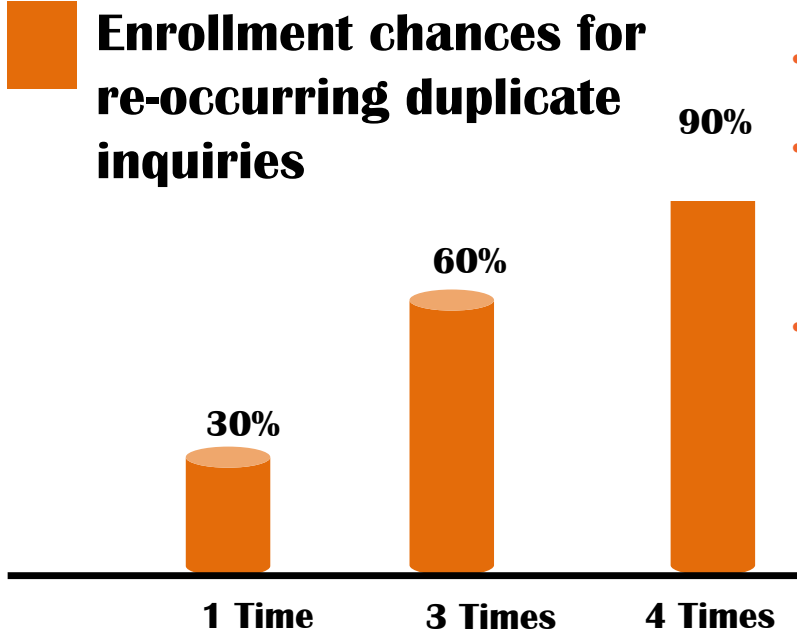
Monthly Inquiry Allocation: **174**

	WEEK1	WEEK2	WEEK3	WEEK4
• Budget:	<b>174</b>	<b>117</b>	<b>80</b>	<b>23</b>
• Inquiries:	-75	-50	-75	-23
• Invalidated:	18	13	18	3
• New Inquiry Cap:	117	80	23	

*This also allows vendors to make in-month optimizations from the feedback/data you provide in real-time.*



# 30-Day Required Dups = Lost Enrollments



- Most schools have 30-60 day duplication policies.
- It is OK to return leads that are dups, but create a notification system to re-visit inquiries that meet the duplicate criteria.
- Cycle dups up to the DOA or specialized Counselor to call and do quality control, asking:
  - Why are you resubmitting?
  - How was your customer experience?
  - Why didn't you move through the process?

# 30-Day Required Dups = Lost Enrollments

## The Math:

- 40 leads per week, dup rate 5% = 2 duplicate leads per week.
- 1 true duplicate, 1 actual re-contact X 52 weeks per year = 52 interested students.
- Conservative 50% conversation rate =  $52/2^* = 26$  additional starts

## The real question:

- Why are they having to re-contact the school?

# Be a Drip



- Develop a “drip” or “stitch in” campaign to engage current and prospective students
- Optimizing Your Drip Campaign:
  - Text
  - Email
  - Direct Mail
  - Social Media Notices
  - Invites to School Events



# Be a Drip



**Attrition from enrollment to start averages 32%. Meaning, for every 100 enrollments**  
**only 68 students start.**



## The Math:

- Cut that attrition by 7% X enrollment goal of 350 annually = **25** additional enrollments



# Has Anyone Seen a Referral Lately?

- It's time to get back to referrals.
  - Encourage and make referrals part of your marketing program
  - Ask for three people who may be interested in attending the school
  - Run “bring a friend to school” days
  - Have Admissions staff ask enrolled students for referrals regularly



# Has Anyone Seen a Referral Lately?

- **2005:** 20% of leads were from referrals. Converting at 18%.
- **2014:** 9% of leads were from referrals. Converting at 18%
- Safe Harbor in 2013 curtailed setting benchmarks for referrals.
- Referrals dried up due to fear of the political environment.



# Has Anyone Seen a Referral Lately?

## The Math:

- 433 leads per month, assuming 15% referral (+6% gain)
- 26 additional referral leads per month X conversions of 18%
- 5 additional starts per month

60 additional referral starts per year!!!!



# I Did Not Get The Message



- Students are communicating in a variety of ways
- Schools are stuck in singular modes of communication
- Admissions is expanding using texting, social, email and phone
- Registrar, financial aid and student services need to use all forms of communications when communicating with the enrolled student
- Estimated attrition due to poor communication:

2 students a month = 24 students per year

# More Students without More Resources

- Some schools increase enrollment budgets without a strategic resources growth plan.
- If there are 18 electronic desks you can't get 22 in the class.
- When increasing projected starts, schools need to expand:
  - Curriculum offerings
  - Resources
  - Facilities
  - Class sizes
  - Class times



Due to poor strategic resource planning...

**20** Estimate annual  
**students lost**

# Stronger Media Mix, Stronger Enrollments

Some schools fall into a trap of buying too much of a certain media type.

- Utilize a diversified media strategy
- Seek the right mix of at least five media channels
  - Increases mind-share in the market
  - Drives inquiries to the Internet



**We are using 15 different media channels on average now to reach our market. Things have changed.**

# Stronger Media Mix, Stronger Enrollments

## Media Mix A

5,200 leads annually

- **PPI** 70%: 3,640 leads/.02 conversion = 73 Starts
- **Web/PPC** 10%: 520 leads/.08 conversion = 42 Starts
- **Traditional** 15%: 780 leads/.09 conversion = 70 Starts
- **Other Sources** 5%: 260 leads/.13 conversion = 34 starts
- **Total starts: 219**



# Stronger Media Mix, Stronger Starts

## Media Mix B

5,200 leads annually

- **PPI** 40%: 2,080 leads/.02 conversion = 42 Starts
- **Digital** 25%: 1,300 leads/.08 conversion = 104 Starts
- **Traditional** 20%: 1,040 leads/.09 conversion = 94 Starts
- **Other sources** 15%: 780 leads/.13 conversion = 90 starts
- **Total starts:** 330

Net Variance in Starts:

111





# Recap

# Additional Students

Return for Return Sake	3
Bad Scrubbing	24
Bad Duplicate Policy	26
Be a Drip	25
Finding Referrals	60
Better Communication	24
More resources	20
Better Media Mix	111



**TOTAL ADDITIONAL STUDENTS. . .**

**293**

**MORE**

**starts**



# Questions?



# Never stop learning!

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## Upcoming Webinars

### **No Such Thing as a Free Lead:**

**Attribution of Paid Media and the Impact on Other Sources**

**Friday, October 20, 2018 at 9:30am Pacific**

### **Building a Solid Marketing Strategy for 2018**

**Friday, November 17, 2018 at 9:30am Pacific**

**Register at [graggadv.com/webinars](http://graggadv.com/webinars)**



# THANK YOU!

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## Contact Us

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