

How To Increase Starts By 20% With No Additional Budget

SPEAKERS

Shane Sparks

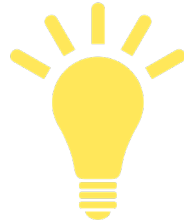
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**You have to increase starts by
20% with no additional budget,
how do you do it?**

Performance Improvers



1. Convert more prospects closest to enrollment
2. Nudge prospects down the funnel through marketing
3. Leverage your Website for More Leads
4. Better Google Ads ROI, AI & Innovations coming in 2025

1

**Convert More of the
Prospects Closest to
Enrollment**

Quick wins on Converting More Prospects

- Convert the Unconverted
- Save more of your Cancels
- Admissions Best-Practices

Admissions Best Practice Checklist

Lead Contact

Activities

- CRM can send multiple Auto-responders by stage of the funnel
- We utilize a 1-month / 5 email sequence to new, uncontacted leads
- We utilize a 7-call contact sequence over the first month
- Voicemail scripts are written and used by reps
- Voicemails are left for prospects only on the 2nd and 4th attempts
- There is an immediate response system for new inquiries (1 minutes or less)
- We A/B Test scripts and phone messages
- Rep response sales letter templates are in place
- There is an orchestrated system to track contact days and attempts by reps
- Sunday calling
- We attempt contact after hours on weekdays - 5-8pm
- An appointment setting team is in place

Contact/Booked Tour

Activities

- Scripts and training are in place for Admissions staff
- Support staff have been trained in setting appointments
- Calls are recorded and Mgmt uses recordings to coach staff
- Regular QA Audits are conducted (Mystery shop/audits)
- There is a reload process in place

Tour to Application

Activities - First impression

- Signage is prominent
- Free parking available to visitors
- Entrance is clean and professional looking
- Waiting room is clean and makes a good first impression
- Reception staff has been training to greet new prospects
- Prominent testimonials/social proof are visible in the waitroom

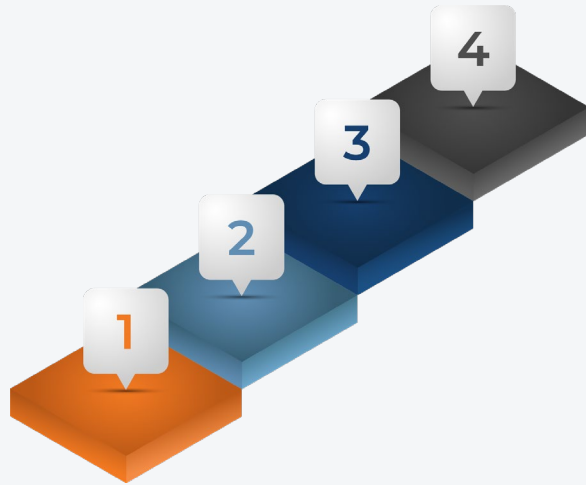
Activities - Admissions staff

- Admissions staff are professional in appearance and demeanor
- Scripts and regular training are in place
- Reps set an agenda at beginning of a tour
- Reps follow a counsellor selling-type sales process
- Admissions 'Education Planning' worksheet or similar is used
- Admissions 'Career Pros/Cons' worksheet or similar is used
- Next steps are determined at end of interview
- QA audits / joint Interviews are regularly done for training
- Professionally created collateral material exists

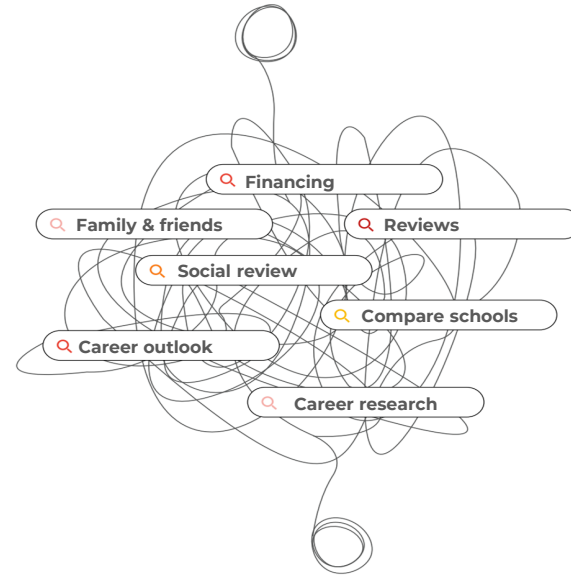
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Nudge Your Prospects Down the Funnel

Understanding the Prospective Student Journey Online

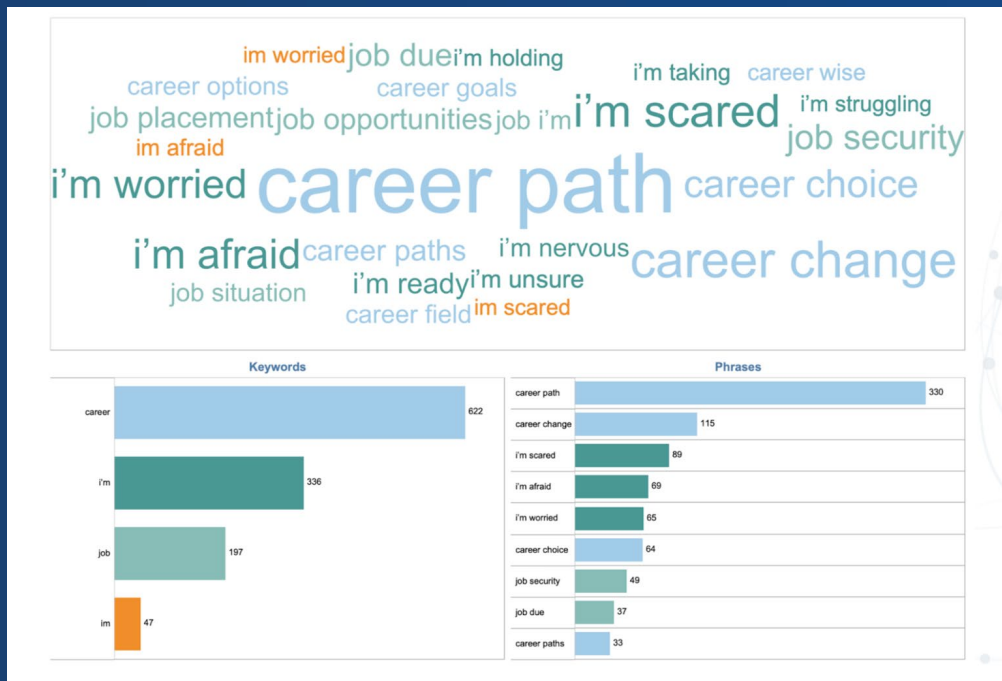


Idealized



Actual

Enrollment Barriers



250,000 prospective students surveyed indicated the following as the most common barriers to enrollment:

1. Money
2. Uncertainty/Fear
3. Time
4. Life circumstances

Prospects can get stuck in the research loop for fear of making the wrong choice.

Prospect Student Survey: Career Goals

Which goals are important to you?	Overall
I want a career where I feel fulfilled	83.72%
I want a career where I feel I am making a difference	71.75%
I want to make more money	71.58%
I want to be more independent	62.98%
I want to have more financial security	62.96%
I want to own a home	61.56%
I want a career where my loved ones will be proud of me	57.98%
I want to give my kids a better life	47.80%
I want to travel	47.06%
I want a better life for sure, I just have trouble imagining the details	35.62%
I have no long term goals, I prefer living in the moment,	6.39%

35.62% of prospective students surveyed selected the response
"I want a better life for sure, I just have trouble imagining the details."



Why is “**trouble imagining the details**” so important for schools to know?

Decision Design (Nudging)

Schools that **reduce the effort associated with a task** will reduce friction and increase inquiries.

Create **shortcuts that help people make decisions faster.**

Some examples:

- Paint a picture of the career (remember their fear)
- Show how others have overcome barriers
- Highlight vital information and stats
- Provide ways to self-explore
- Be on next steps



3

Leverage Your Website (& LP's)

Time on Site vs. Organic Traffic Conversion Rate

Time on Site (minutes)	Allied Health	Online College	IT College	Beauty College	Medical & Massage
<1	0.66%	1.20%	0.52%	0.91%	0.23%
1-2	4.18%	13.19%	7.00%	14.31%	7.85%
2-4	8.62%	16.91%	11.37%	11.58%	12.43%
4-7	12.53%	21.28%	11.52%	13.51%	10.98%
7-10	14.81%	23.26%	12.40%	12.88%	14.54%

Conversion Elements to Close the Gaps

Clarity

Geography

Value Proposition

Story Arc

Navigation

Credibility

Success Stories

Certifications

Stats

Contact / Locations

Calls To Action

Forms

Content Hyperlinks

Questionnaires

CTAs & Explorer Stage

Engagement Funnels



32%

Increase in leads



15X

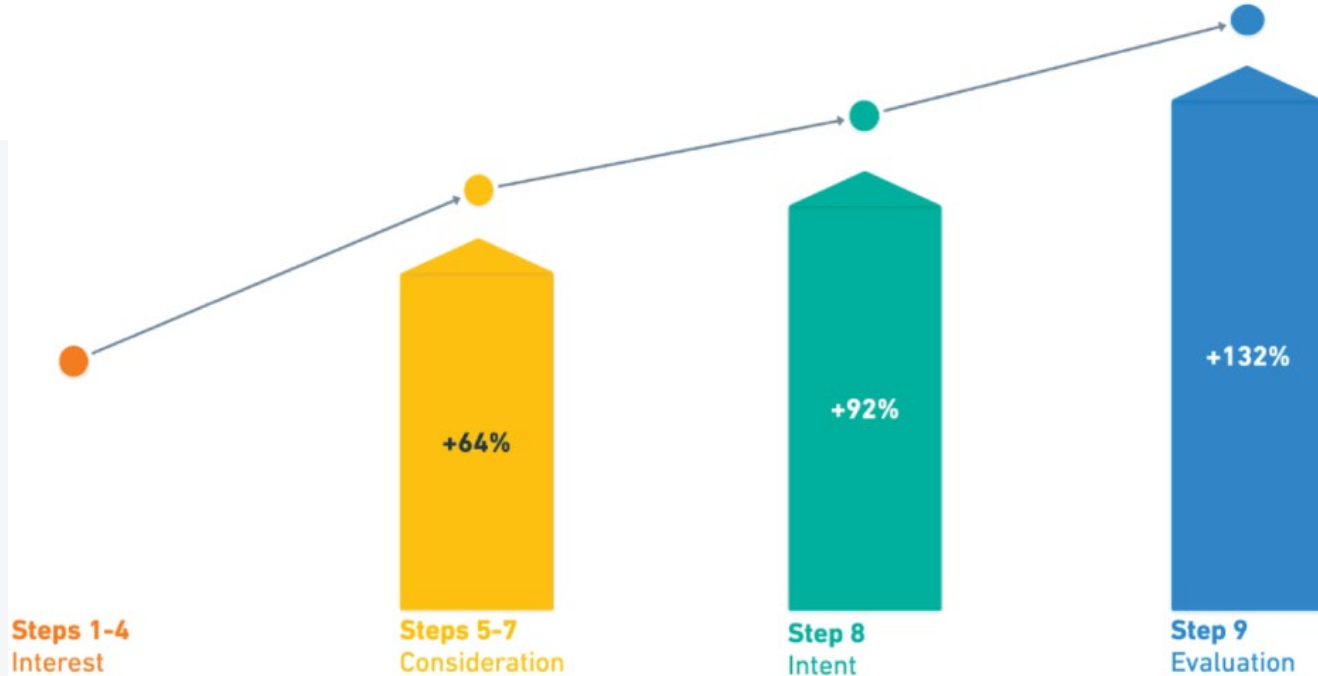
More tour requests



132%

More likely to enroll


Likelihood to Enroll By Engagement Stage*





* 2268 prospects from multi-campus vocational college in western and southern USA



Clarity Map - Where, What & Why



<p>Where am I? →</p> <p>Where am I? →</p> <p>Authentic Images that reflect prospect desired outcome →</p> <p>Where, What and Why →</p> <p>Why should I do it? →</p>	<div style="border: 1px solid black; padding: 5px;"> <p>Location reference: 222-333-3333 Is Career Training Right For You? Take the Free Quiz</p> <hr/> <p> Logo Programs Admissions About Us Financial Aid Career Services Contact</p>  <p style="text-align: center;">Clear Headline That is Specific to Outcome and Benefit</p> <div style="background-color: #e91e63; color: white; padding: 5px; text-align: center; display: inline-block;">Get the Details!</div> <p>Flexible Study Options. Hands-On Career Training. Short Courses That Get You the Skills You Need.</p> <p>If you're like many people out there, you've got a lot on your plate: A job, maybe kids to care for, and bills to pay. You'd probably like to move up a bit in life but might not know exactly how to make that happen.</p> </div>	<p>← What can I do here?</p> <p>← What can I do here?</p> <p>← What can I do here?</p> <p>← What can I do here?</p>
	<div style="border: 1px solid black; padding: 5px;"> <p>If you're thinking about getting some more education, that's a positive step to take toward a stable career and a bit more money and freedom. But fitting college studies into your busy life can be quite a challenge. We get that.</p> <p>At IntelliTec College, you can take advantage of convenient day or evening classes, to fit your courses around everything going on in your life. And our hands-on programs are designed to have no fluff - you only learn the most practical skills to get you ready for a career in as short a time as possible.</p> </div>	<p>ABOVE THE FOLD ON DESKTOP</p> <p>Needs to answer where, what & why?</p>

COMMON CONTENT MISTAKES

- School vs prospect
- No clear content breaks
- Clarity on next steps

The role of content is to lighten the load of already tapped mental resources.

Give them clear steps, and answer their why, and you'll help them gain clarity on making a decision to move forward.

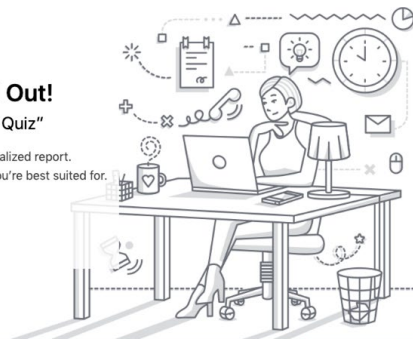
Graphic Test

Are You Career Training Ready? Find Out!

Take the [REDACTED] "Career Training Readiness Quiz"

The fun, online quiz takes 3 minutes to complete and you'll get a personalized report. Identify your strengths and social style plus the training and positions you're best suited for.

[Take the Quiz Now!](#)



Are you Career Training Ready? Find Out!

Take the [REDACTED] "Career Training Readiness" Quiz

The fun, online quiz takes 3-minutes to complete and you'll get a personalized report. Identify your strengths and social style plus the training and positions you're best suited for.

[Take the Quiz Now!](#)



Graphic Test Results

Goals	Variations ▼	Expected conversion rate ⓘ	Improvement ⓘ	Probability to beat baseline ⓘ
G1 Clicks on VA link	C Control	2.03%	Baseline	Baseline
	V1 Progress Circle	3.64%	80.18%	99.66%

Landing Page Content Test: School vs Prospect

Becoming a Confident Osteopathic Manual Practitioner

Osteopathy is a manual form of therapy which emphasizes the interrelationship between structure and function of the human body. It follows a belief in the body's ability to self-heal and self-regulate. Osteopathic practitioners don't see themselves as healers, but instead as *facilitators* to health.

At the [REDACTED] we go deeper than technique. Our Osteopathy Program provides the **hands-on training, clinical experience, and industry support** it takes to be a confident Osteopathic Manual Practitioner. As a student, you'll learn from the best while gaining practical experience **and** get the ongoing support you need to pursue a career as a successful osteopathic practitioner.

Classes are active and **led by dedicated professionals with years of experience working as osteopathic manual practitioners**. Our curriculum focuses on three key areas: Osteopathic Principles & Practice, Theory & History, and Health Sciences.

As a student at the [REDACTED] you'll learn:

- Clinical Anatomy & Physiology
- Body Pathology
- Orthopaedics
- Osteopathic Founders & History
- Osteopathic Principles in Practice
- **And More!**

Along with exploring hands on practice and techniques, our students are given a solid understanding of the founding principles of osteopathy. This is why **students that graduate from the [REDACTED] are better able to confidently treating complex patient issues.**

Why Become an Osteopathic Manual Practitioner



MAKE A REAL DIFFERENCE

Osteopathy emphasizes the interrelationship between structure and function of the human body. It follows a belief in the body's ability to self-heal and self-regulate. Osteopathic practitioners don't see themselves as healers, but instead as *facilitators* to health.



TREAT THE WHOLE BODY

[REDACTED] is the only school in Canada that builds a strong foundation in Osteopathy principles of treating the whole body beyond just technique. You'll have the skills to intuitively adjust treatment on the fly often with better outcomes.



A GROWING FIELD IN CANADA

With a growing demand for Manual Osteopathic Practitioners, your diploma will open the door to many work opportunities. Graduates enjoy the benefits of both business and job opportunities across Canada, whether they intend to stay in Ontario or practice in another province.



SIMPLE, CONVENIENT SCHEDULES

The program offers convenient coursework from the comfort of home combined with monthly clinical studies and hands-on labs on campus. During the classroom semester, you'll be on campus 5 days per month. During the clinical semester, you'll be on campus 5-9 days per month for labs and public clinic.

Landing Page Content Test Results

Goals	Variations	Expected Conversion Rate	Improvement	Probability to beat Baseline
G2 Clicks on CTA (not main form)	C Control	9.92%	Baseline	Baseline
	V1 Redesign	10.88%	9.66%	93%
G3 Engagement	C Control	17.14%	Baseline	Baseline
	V1 Redesign	20.46%	19.32%	100%
G1 LP Conversions	C Control	6.89%	Baseline	Baseline
	V1 Redesign	10.64%	54.27%	100%

Financial Implications

Assuming 100 leads/month previous, 7% enrollment rate & \$12,000 average tuition, yearly revenue increase:

\$547,041

CREDIBILITY ELEMENTS

MACRO trust indicators::

- Testimonials and reviews
- 3rd party accreditation / memberships
- 3rd party endorsement

MICRO trust indicator that are equally influential:

- Phone and address
- Page speed
- Numbers and stats

Behavioral Science and Credibility

Social Proof

- Well-established behavioural science principle
- People look to others' actions to determine their own

- **Bandwagon Effect**
People adopt certain beliefs because they **see others doing the same**
- **Authority Bias**
Inclination to **believe the opinions** of perceived authority figures

Social Proof in Digital Marketing

Research Findings

- **83%** of customers **trust reviews and ratings** more than advertising (StatusLabs, 2019)
- A **one star increase** in a product's star rating can **increase sales by 7-9%** (Harvard Business School, 2016)
- The average consumer **reads 10 reviews** before feeling able to trust a business (BrightLocal, 2024)

Testimonial Section Test

"I made a switch from nuclear engineering to osteopathy ... this is engineering of the human body. [REDACTED] really stood apart from different schools. The well thought out, systematic approach to how the program was put together. This place is just full of passion, full of history, and it's a really great environment to be part of to kind of drive your own further fire in osteopathy and also find other people that feel the same way that you do."

— Anna Macintosh, [REDACTED]

What Our Graduates Say

MS Michael Salviolo
University Graduate / Working Parent

"Best money you ever spend on education"

I decided to further my education at [REDACTED] and it was the best educational decision ever. I learned more in my 24 months at [REDACTED] than I did in 4 years at a top university. [REDACTED] provided a convenient school schedule for a working parent like me. I was able to thrive in the small classroom setting for my core classes and utilize the online classes for my prerequisites. [REDACTED] college is more than just a school. It is a partnership in success that you won't find anywhere else. It will be the best money you ever spend on education.... It was for me!

E Endia
Student / Working in Field

"I'm already working in my field"

My experiences have been nothing great at this school. I am focused and very determined and treat my clinical rotations like they're job interviews. I'm always eager to get up and learn and grab patients and get hands on with things. The people that I work with saw my drive and decided to hire me as a student. I've been working at Resurgens Orthopaedics now going on about 3 months and it's awesome. So not only am I a student, but I'm already working in my field.

KG Kaci Goodner
College Drop Out / Parent

"I feel like I have a second family"

I am a student at [REDACTED] College in the DMS program. I wanted to return to college after having my kids but was unsure where I wanted to go. After a lot of research, I chose [REDACTED]. This has been the best decision of my life! The staff is very helpful and supportive of all the students. I feel like I have a second family. I know I will be friends with my classmates for years to come. I am excited for what the future has to offer. If anyone is looking to further their education in the medical field, I highly recommend [REDACTED].

Testimonial Section Test Results



Variations	VISITORS	CONVERSIONS	IMPROVEMENT	CHANCE TO BEAT
<input type="radio"/> Control	5756	494		
<input checked="" type="radio"/> Variation	5250	503	+11.67%	97%

Financial Implications

Assuming 100 leads/month previous, 7% enrollment rate & \$12,000 average tuition, yearly revenue increase:

\$117,633

Call to Action Language Test

I Want Answers!

- How much is tuition?
- Can I get financial aid?
- What are my career prospects?
- When does it start?

Program
Accounting and Payroll Administration -

Campus
-- Select one Campus -- -

First Name

Last Name

Email


Phone

Country
Canada -

By submitting this form, you are giving your express written consent for Oxford College to contact you regarding our programs and services using email, telephone or text - including our use of automated technology for calls and periodic texts to any wireless number you provide. Message and data rates may apply. This consent is not required to purchase goods/services and you may always call us directly at 1-866-604-5739.

I understand & agree

Get Info!

Get Info! 

Get the Details!

- How much is tuition?
- Can I get financial aid?
- What are my career prospects?
- When does it start?

Program
Accounting and Payroll Administration -

Campus
-- Select one Campus -- -

First Name

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I understand & agree

Get Program Details Now!

Get Program Details! 

CTA Language Test Results

Goals	Variations ▼	Expected Conversion Rate ?	Improvement ?	Probability to beat Baseline ?
G3 Clicks on mobile CTA	C Control	0.95%	Baseline	Baseline
	V1 Get Program Details Form C...	2.71%	185.91%	100%
G1 Conversions	C Control	1.88%	Baseline	Baseline
	V1 Get Program Details Form C...	2.07%	10.36%	68%

Financial Implications

Assuming 100 leads/month previous, 7% enrollment rate & \$12,000 average tuition, yearly revenue increase:

\$104,428

CTA'S - Calls To Action Gaps

- Not using prospect language (why should I fill out the form?)
- Missing next steps / what they will get
- CTA doesn't match the need or explorer stage
- Overlooking CTA content opportunities

Career Quiz CTA Test

Is Career Training Right for You?

Take the **Five “Career Training Readiness Quiz”**

The fun, online quiz takes 3-minutes to complete and you’ll get a personalized report. Identify your strengths and social style plus the training and positions you’re best suited for. [Get Your Career Training Readiness score now >>](#)

Is a Career in Cosmetology Right for you? Find Out!

Take the **“Cosmetology Career Training Readiness Quiz”**

The fun, online quiz takes 3-minutes to complete and you’ll get a personalized report. Identify your strengths and social style plus the training and positions you’re best suited for. [Get Your Cosmetology Career Training Readiness score now >>](#)

Career Quiz CTA Test Results

	VISITORS	CONVERSIONS	IMPROVEMENT	CHANCE TO BEAT	RESULT
Control	1284	67			
Variation	1200	108	+ 68.99%	100%	STATISTICAL WINNER

Financial Implications

Assuming 100 leads/month previous, 7% enrollment rate & \$12,000 average tuition, yearly revenue increase:

\$695,419



Sticky CTA Footer Test



**State-of-the-Art Facilities. Ongoing
Career Support. 6 Campuses in Ontario.
Choose From 20+ Accelerated, Career-
Focused Diploma Programs.**

Career training doesn't have to be lengthy, expensive, or boring. It can be inspiring, hands-on, and one of the most rewarding things that you can do to set yourself up for success.

Whether you're fresh out of high school, new to Canada, or training for a second career, the industry-experienced staff and well-designed diploma programs at [redacted] will get you career-ready.

We do this by examining employment gaps in the community and then creating industry-aligned training programs that teach you the exact skills that employers are looking for to fill those

Ask a Question Visit Us Program Info Apply Online



Sticky CTA Footer Test Results

[Redacted] Sticky footer containing all CTA's ▶ Running
Created by Sasha Tiede on Mar 13, 2023

2 Variations 2K Visitors 145 Conversions

🏆 Variation 1 is your winner! Expect an improvement of 31.48% over Control

[Redacted] Sticky Footer containing all CTA's ▶ Running
Created by Sasha Tiede on Mar 2, 2023

2 Variations 4K Visitors 209 Conversions

🏆 Variation 1 is your winner! Expect an improvement of 21.35% over Control

[Redacted] Sticky footer containing all CTA's ▶ Running
Created by Sasha Tiede on Jan 27, 2023

2 Variations 6K Visitors 224 Conversions

🏆 Variation 1 is your winner! Expect an improvement of 67.89% over Control

[Redacted] Sticky footer containing all CTA's ⏸ Paused
Created by Sasha Tiede on Jan 19, 2023

2 Variations 4K Visitors 141 Conversions

🏆 Variation 1 is your winner! Expect an improvement of 50.38% over Control

Financial Implications

Assuming 100 leads/month previous, 7% enrollment rate & \$12,000 average tuition, yearly revenue increase:

\$431,121

(using avg. improvement of 42.77%)



4

Innovations Coming in 2025

Virtual Adviser Lenses

Statistics / Lenses

Overall

Average Age

32



Education

High School

Have High School or GED 83% (11,913)

Still in High School 7% (1,048)

No High School or GED 14% (2,029)

Unknown 0% (1)

Post Secondary

Have Attended Post Secondary 23% (3,385)

Unknown 0% (1)

Employment

What is your current work situation?

Currently Working 59% (8,516)

Insights

AI Generated

Cautions

- 1 The majority of prospects are just starting their research into the programs for the career field they are interested in (66%). This could mean that they do not yet have a clear direction or established commitment to a particular field of study, making it potentially more difficult for them to commit to enrolling in post-secondary education.
- 2 A significant portion of the prospects (60%) are currently working. While having an income can provide the financial means necessary for education, a full-time job might limit the time available for studies, presenting a possible barrier to committing to a post-secondary educational program.

Highlights

- 1 High percentages of respondents are looking for better pay (66%), the opportunity for advancement (63%), and work that interests them (67%). This desire for growth and fulfilling work could provide a strong motivation for prospects to further their education, and could be leveraged to encourage enrollment.
- 2 Despite the potential barrier of age, there's a significant portion of prospects over 30 (35%) showing interest in post-secondary education. This indicates a drive for personal and professional development regardless of age, and illustrates the potential for attracting mature students interested in furthering their education or changing their career trajectory.

Marketing Suggestions

AI Generated

- 1 Organize life-adaptable learning schedules: Your messaging should show clear flexibility in class schedules, given that 60% of the prospects are currently working. Highlight your school's adaptability

Enrollment Resources AI Strategy



DATA INPUT

- Career Readiness Quiz
 - Forms
- Google Analytics
 - Google Ads
- Admissions interviews
 - Inbound inquiry recordings



VA LENSES

Organizes data into a comprehensive understanding of your prospects and is used to “train” AI



AI OUTPUT

- Generates:
- Emails
 - Ads
 - Blog posts
 - Admissions scripts
 - Sales sheets

Select Target Audience

Everyone

Overall 15476

Age Groups

Under 21 2451

30+ 5310

21-29 4858

Career Fields

Career Field: Beauty 1779

Career Field: Health and Medicine 5246

Career Field: Science and Technology 1745

Programs

Automotive Technician 3215

Computer Systems Technician 1745

Cosmetologist 1779

Dental Assistant 240

Electrical Technician 1238

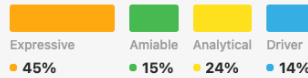
Massage Therapy 967

Medical Assistant 2239

Medical Billing and Coding Specialist 1235

Target Audience

Social Styles



Demographics

The target audience is predominantly individuals between 21-29 years old and 30+ years old, located in New York, Los Angeles, Vancouver, and Victoria, with varying levels of education and income.

Psychographics

The target audience is focused on finding a career path that interests them, values hands-on learning, and seeks financial security, independence, and a sense of fulfillment.

Challenges

The target audience faces a range of challenges, including financial concerns, work-life balance, personal issues, logistical barriers, and family responsibilities, which can hinder their ability to enroll and succeed in the program.

Goals

The target audience aims to achieve better pay, more job opportunities, advancement, a

Program

Search programs

Company Name

Demo Account

Website Program Page (Recommended)

https://www.yourwebsite.edu/program

Keywords (Optional)

prestigious, comprehensive, self-paced

Select Tone

Expressive	Amiable
Analytical	Driver

Color Palette for Icons



Why Become A Section Icon Color (click to customize)





AI Generated LP in seconds

Launch Your Career in Health Information Management with Professional Training

Are you tired of feeling stuck in a dead-end job with little opportunity for advancement? Do you dream of a career that offers financial security, career fulfillment, and independence? With the rising demand for healthcare professionals, now is the perfect time to pursue a career in Health Information Management. Our program is designed to provide you with the skills and certifications needed to succeed in this rewarding field.

Get the Details!

Start your journey toward a new career today by requesting program details.

- What are my career prospects?
- What are my funding options?
- When does it start?

First Name

Last Name

Email Address

Phone

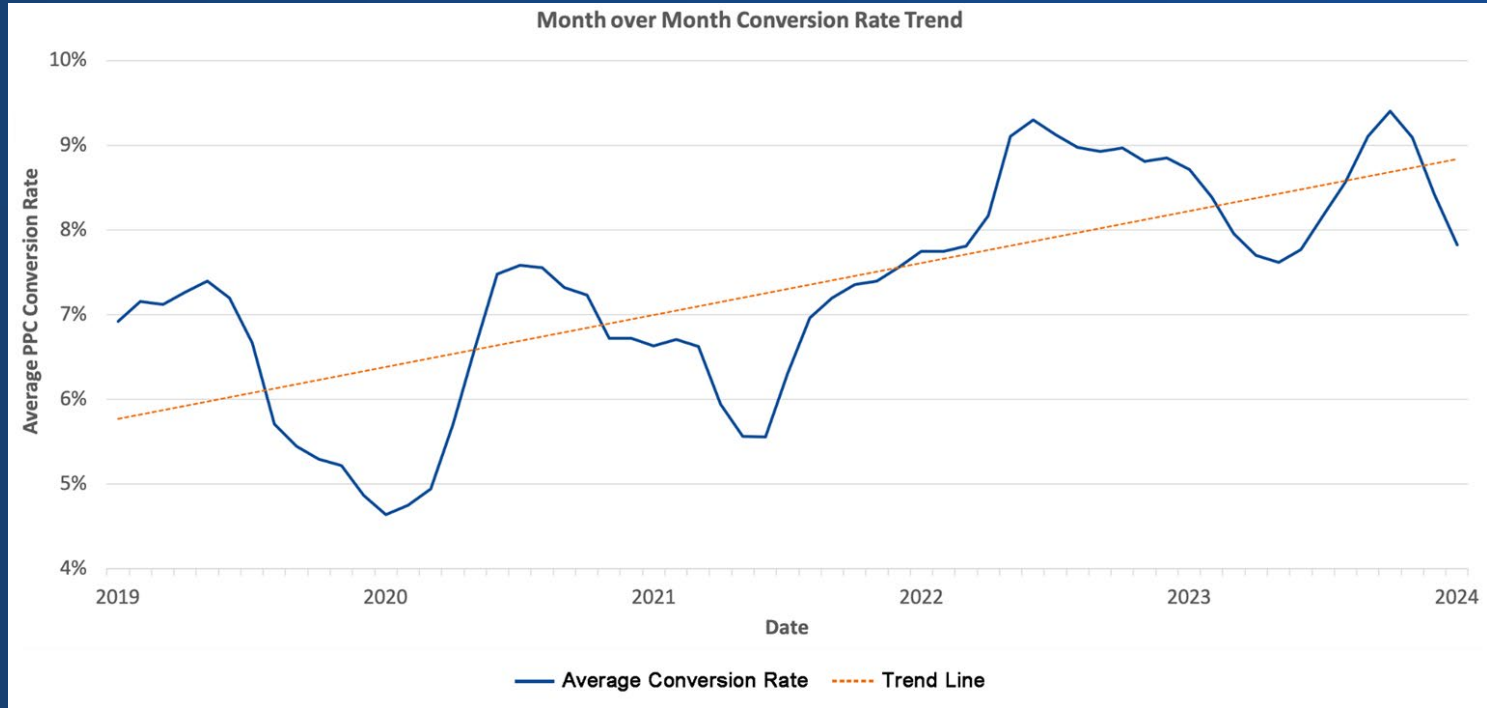
By checking this box, I give consent for Enrollment Resources to use automated technology to call and/or text me at the number provided above, including my wireless number if applicable. Call us for information: 250-391-9494.

- I understand & agree

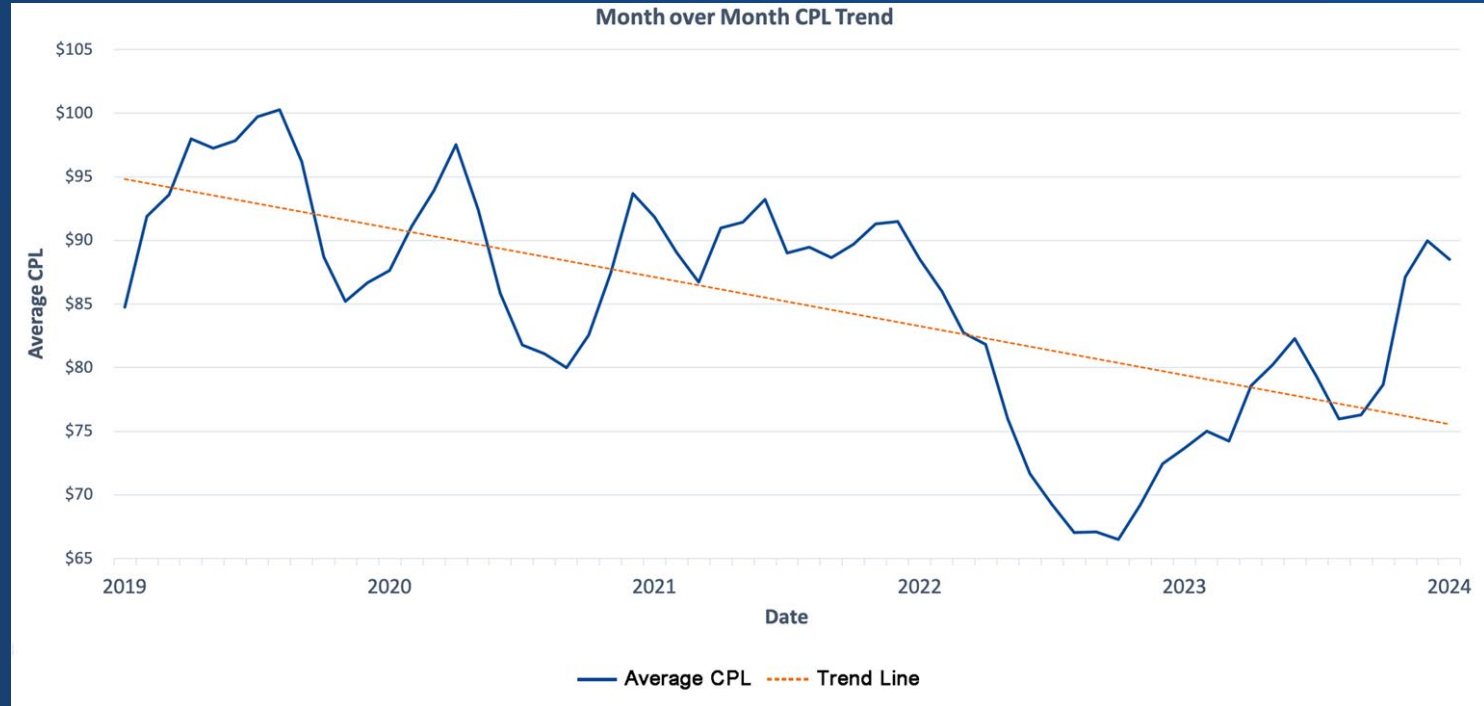
Get Program Details Now!

Privacy Policy

Google Ads Conversion Rates 2019 - 2024



Google Ads Cost Per Lead Trend 2019 - 2024



Paid Search AI LP Test Results - Q1/2 2024




	Conversions	Cost/conv	Conv.rate
OFFICE	+100%	-35%	+67%
AUTOMOTIVE	+20%	-14%	+11%
MA	+107%	-43%	+88%

What's Next?





- “Trained” AI tools specific to your school
- Informed by your prospects insights
- Help Marketing & Admissions team win

What would you like to create?




Lead Generation

 Landing Page A single webpage optimized for paid search campaigns <input type="radio"/>	 Form A single webpage optimized for paid search campaigns <input type="radio"/>	 Career Training Readiness Quiz A single webpage optimized for paid search campaigns <input type="radio"/>
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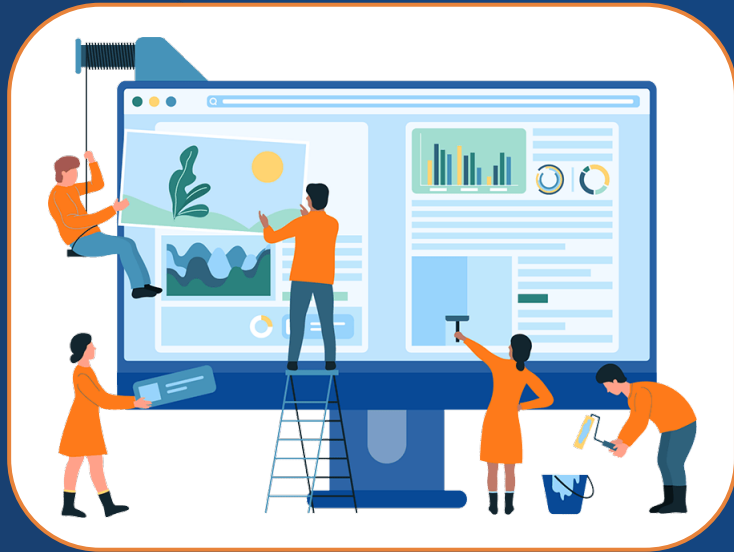
Marketing

 Image A single webpage optimized for paid search campaigns <input type="radio"/>	 Email Template A single webpage optimized for paid search campaigns <input type="radio"/>	 Content A single webpage optimized for paid search campaigns <input type="radio"/>
 Ad A single webpage optimized for paid search campaigns <input type="radio"/>		

Websites

 Site A single webpage optimized for paid search campaigns <input type="radio"/>	 Keyword Research A single webpage optimized for paid search campaigns <input type="radio"/>	 Article A single webpage optimized for paid search campaigns <input type="radio"/>
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Thank You for Attending!



FREE Website Audit

Personalized 30 minute session where you'll learn:

- How to increase engagement & leads
- Create more qualified leads
- Systems to streamline your marketing

Visit Us at Booth 19 or enrollmentresources.com/web