

LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Ready. Set. YIELD!



Meet Our Presenters



Suzanne Sharp, Ed.D.
Executive Director
Liaison



Sean Pitzer
Associate Director of Grad Admissions,
St. Cloud State University



Agenda

1. Introductions
2. Marketing Challenges for Graduate Enrollment
3. Keys to Overcoming Challenges
4. Yield Starts from the Beginning
5. Omni-Channel Marketing
6. How SCSU Achieves Yield
7. Q & A

Graduate Enrollment Marketing Challenges

Apple's Tracking
Privacy Protection



GDPR & CCPA
Rules



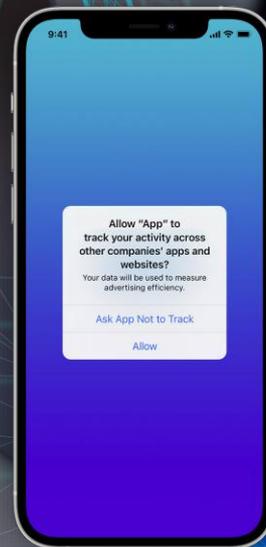
End of
Cookies



Google's Push to
End Spam



Apple Mail's
Privacy Protection



The result? Reaching your prospect is getting harder everyday!

Keys to Overcoming These Challenges

Bring them to you!

Never ask a question
without knowing
the answer already.

Be specific, and
communicate in every
way possible.

Change the channel!

Utilize **inbound marketing** techniques—
create content that draws interest to
your institution!

Keys to Overcoming These Challenges

Bring them to you!

Never ask a question
without knowing
the answer already.

Be specific, and
communicate in every
way possible.

Change the channel!

Smart marketers use **predictive modeling** to find the best prospects before beginning any outreach!

Keys to Overcoming These Challenges

Bring them to you!

**Never ask a question
without knowing
the answer already.**

**Be specific, and
communicate in every
way possible.**

Change the channel!

Hyper-personalize your outreach—
oh, and always respond immediately!

Keys to Overcoming These Challenges

Bring them to you!

Never ask a question
without knowing
the answer already.

Be specific, and
communicate in every
way possible.

Change the channel!

Prospects rely on different tools for communicating. **Use them all**—or risk missing a lot of opportunities for connection!

Yielding Your Prospects



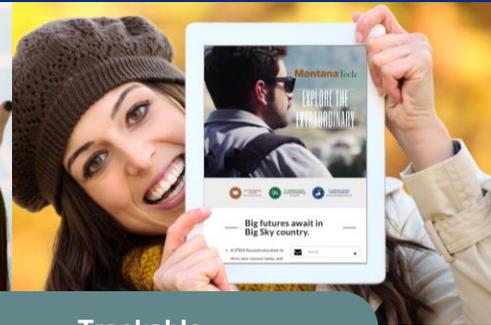
Immediate



Relevant



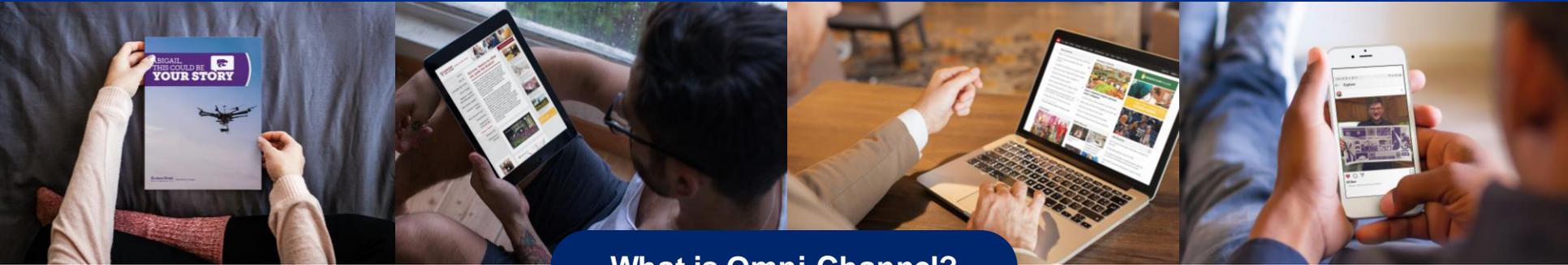
Automated



Trackable

Intelligent, omni-channel marketing solutions will power your institution's success.

Yielding Your Prospects



What is Omni-Channel?

Omni-channel marketing distributes a single, unified message effectively across every channel—not only ensuring engagement from your intended audience, but also from their primary influencers.

PERSONALIZED PRINT • EMAIL • TARGETED DIGITAL ADVERTISING • MICROSITES • TWO-WAY TEXTING • VOICE • VIDEO • COUNSELOR ALERTS & TO-DOS

Intelligent, Omni-Channel Marketing

Automated, Personalized, Trackable



Example



St. Cloud State University

Graduate Admissions

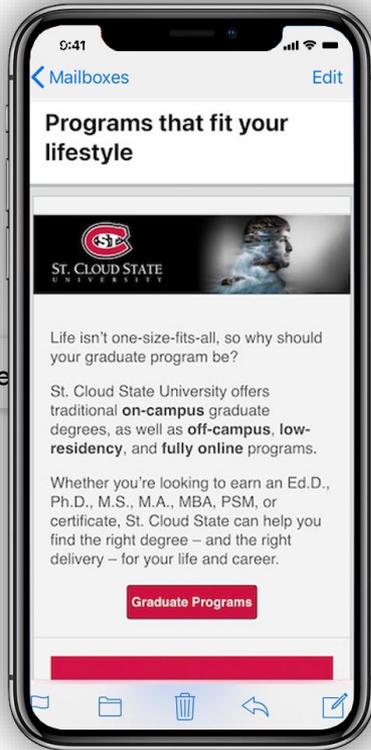


St. Cloud State University | Graduate Admissions



St. Cloud State University | Graduate Admissions

Lead Generation

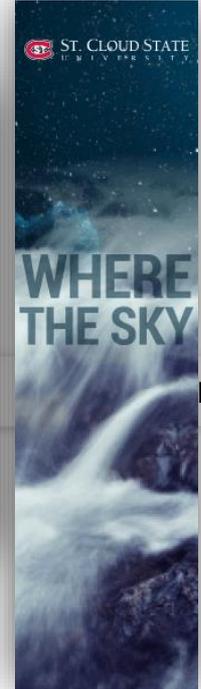
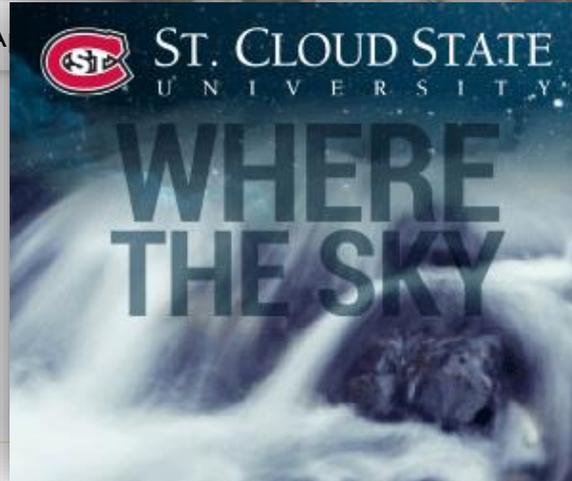


Prospect



Inquire

Digital Outreach



led

St. Cloud State University | Graduate Admissions

Lead Generation



Prospect

Inquired

Accepted

Enrolled

Dynamic Form-fills

Elevate your career at St. Cloud State University

Please tell us more about yourself so that we can tell you more about St. Cloud State University. After completing this form, you will be sent an email with a link to your personalized site containing graduate application requirements and updates, financial aid information, and details regarding specific programs.

Your security is our priority. The information you provide will only be viewed by our institution.

Email *

First Name *

Last Name *

Are you an International Student? * Yes No

Address Line 1 *

Address Line 2

Zip/Postal Code *

We infer the state and country from the zip code

Entry Year *

Degree Type *

Programs *

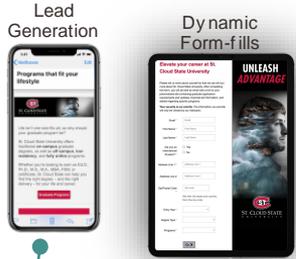
UNLEASH ADVANTAGE

Digital Outreach



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Inquiry Nurture

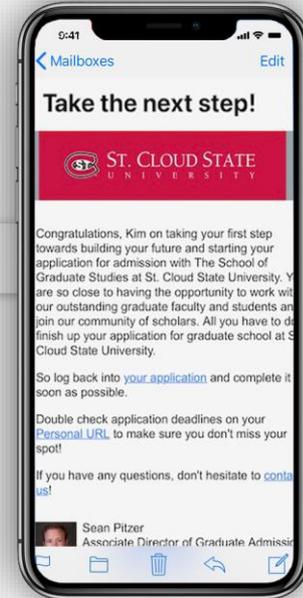
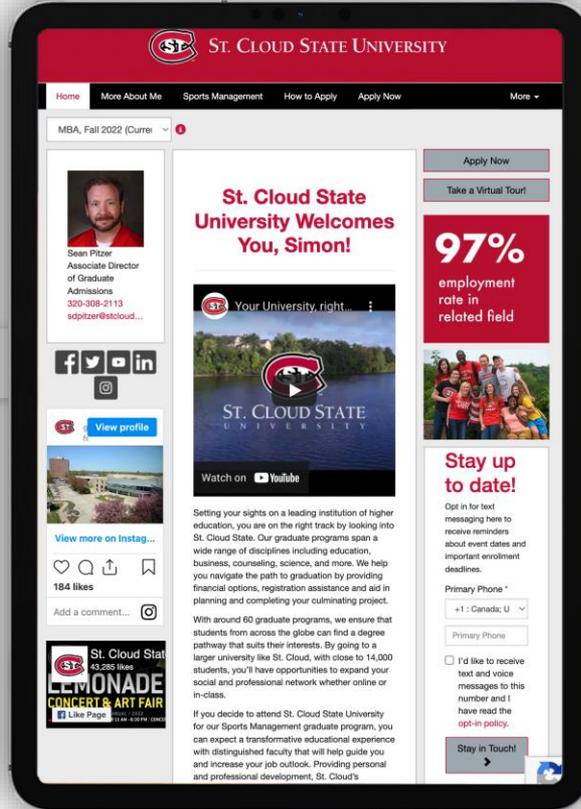


Prospect

Inquired

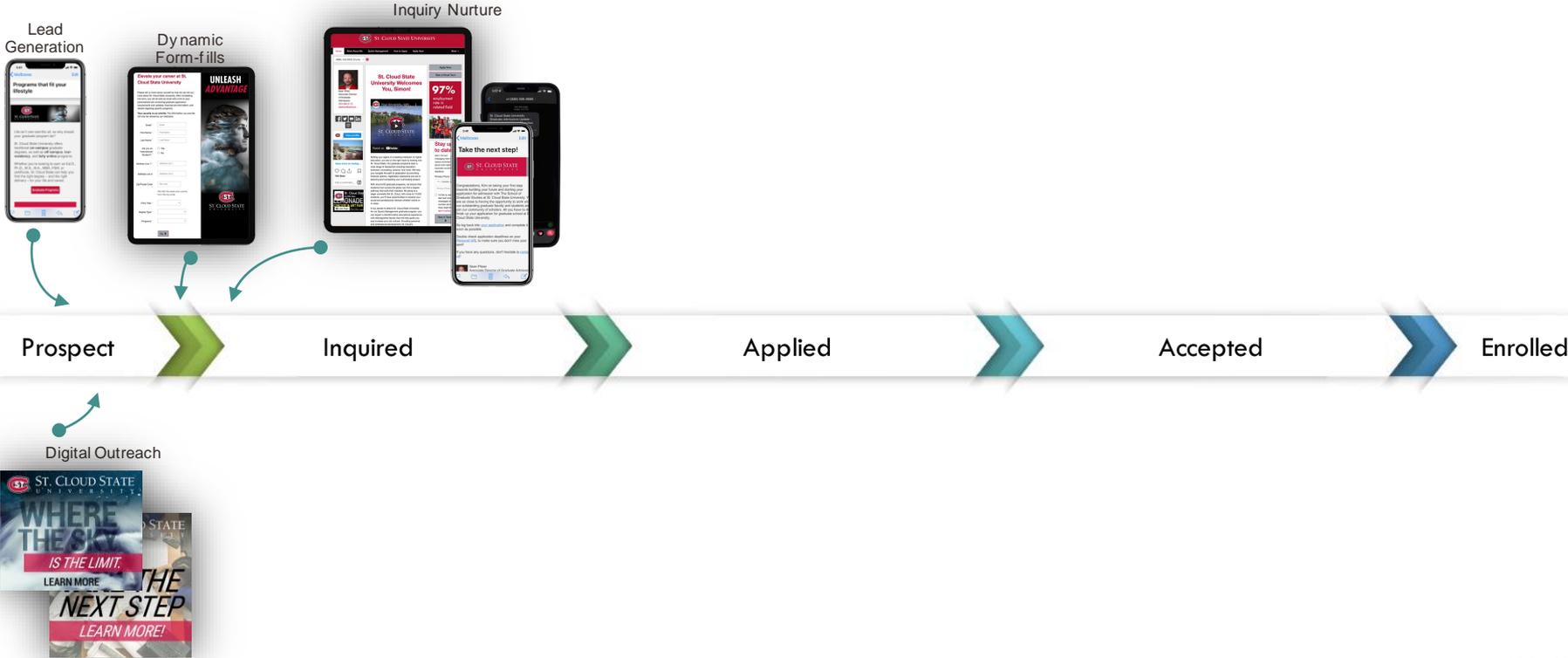


Digital Outreach



Enrolled

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Drive to Apply



Leah,

By pursuing a graduate degree, you'll become part of an elite group of educated professionals. Roughly 13% of the U.S. population over the age of 25 hold an advanced degree. Our graduate student experience revolves around professional networking, in-depth leadership training, and real-world experience that will last a lifetime.

Whether you're on campus or online, graduate education at St. Cloud State provides access to world-class faculty, colleagues, and facilities in a collaborative environment for solving real-world problems in healthcare, business, education, and much more.

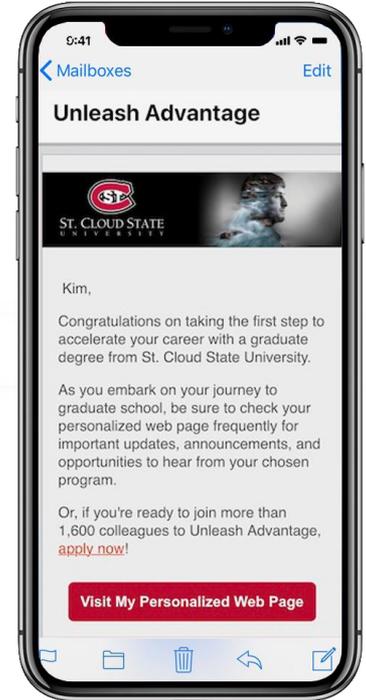


Submit your St. Cloud State application and let's get to work.

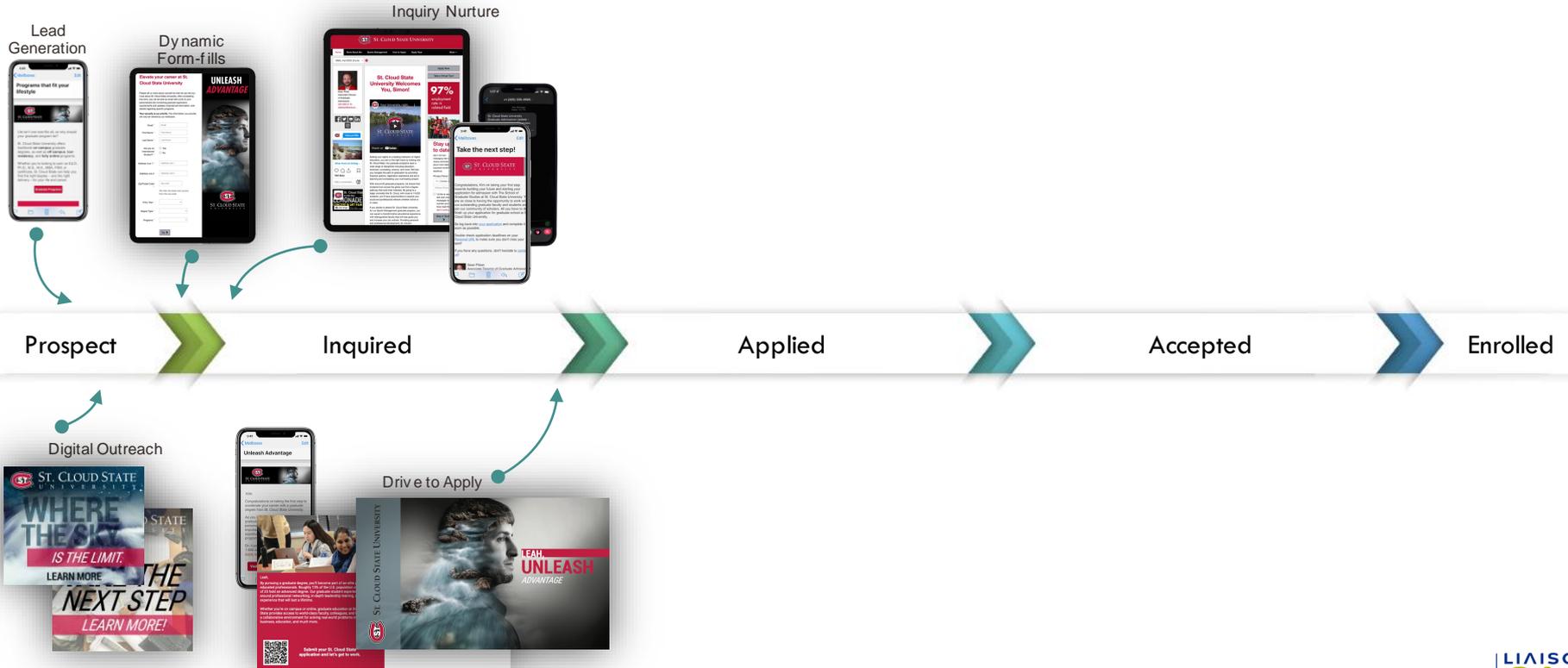
ST. CLOUD STATE UNIVERSITY



Leah Beighley
368 Terrace View Dr
Litchfield, MN, 55355-2531

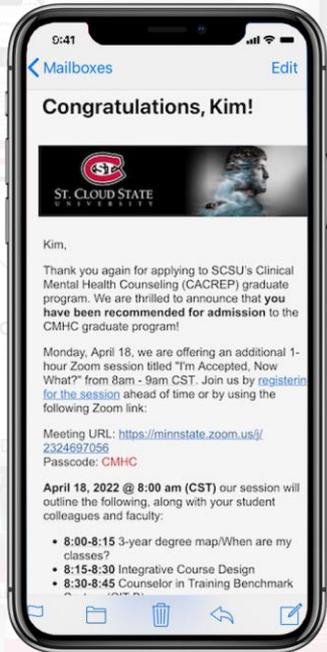


St. Cloud State University | Graduate Admissions

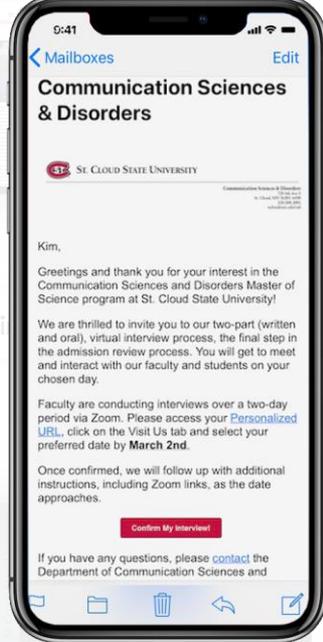


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Event Outreach



Interview Management



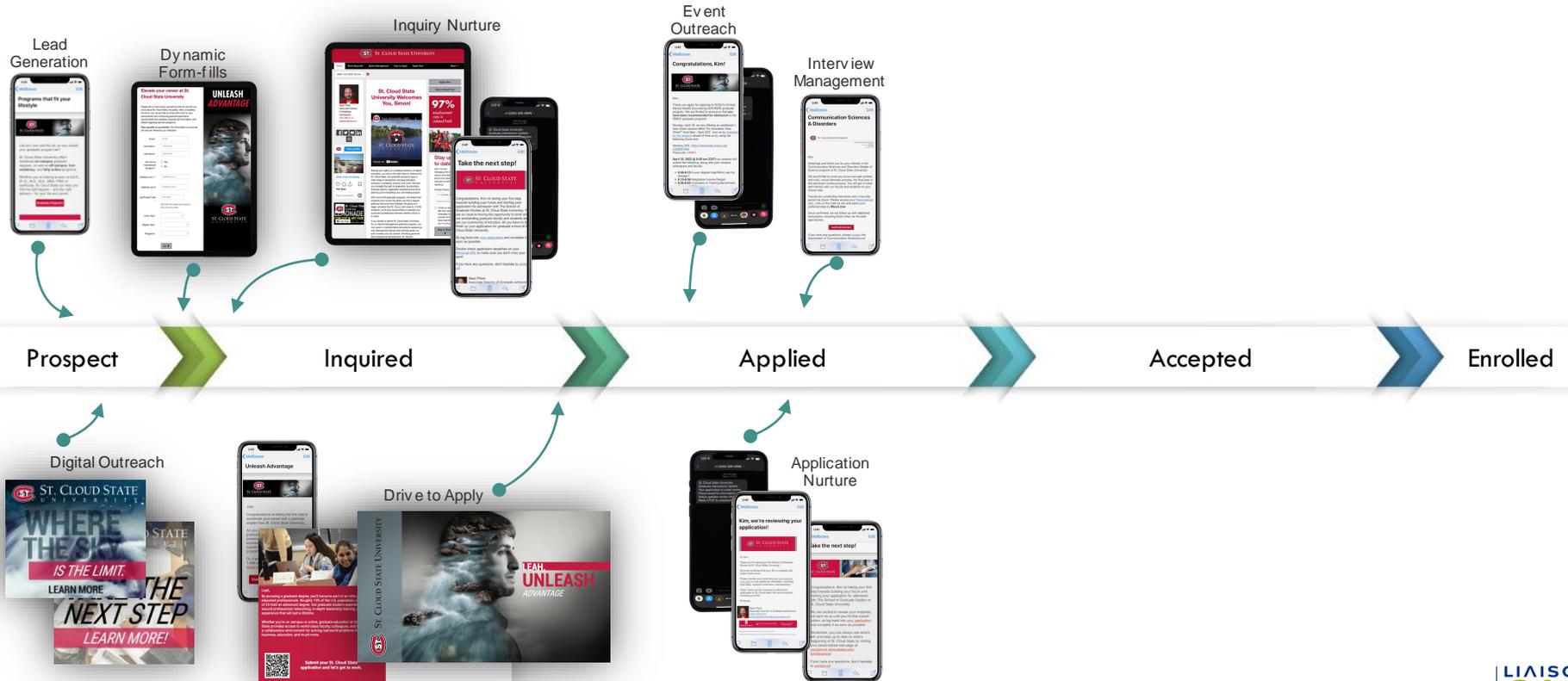
Interview Management



Application Nurture



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ST. CLOUD STATE UNIVERSITY

REGREE IN TECHNOLOGY
TEGRATION-GC?

JANELLE,
REACH
FOR ST.

ST. CLOUD STATE UNIVERSITY

ST. CLOUD STATE UNIVERSITY

WHERE THE SKY IS THE LIMIT.

IT'S TIME!
JANELLE, MAKE IT OFFICIAL.
Enroll at St. Cloud State University today.
GRADSCHOOL.STCLOUDSTATE.EDU/JANELLEKELLY

Acceptance Package

ST. CLOUD STATE UNIVERSITY

School of Graduate Studies
1000 University Ave.
St. Cloud, MN 56301-2040
admissions@stcloudstate.edu

Janelle Kelly
155 (MN) Ave NE, Apt 207 # 207
Saint Paul, MN 55103-2040

Dear Janelle,

Congratulations! It is my pleasure to offer you admission to the Engineering Management program and the School of Graduate Studies at St. Cloud State University for the Fall 2023 semester.

Your Student ID or Tech ID is 15000882.

In the coming days and weeks you will receive information to accept your offer of admission, access your student accounts, set up email, advising, registration, orientation opportunities, and much more!

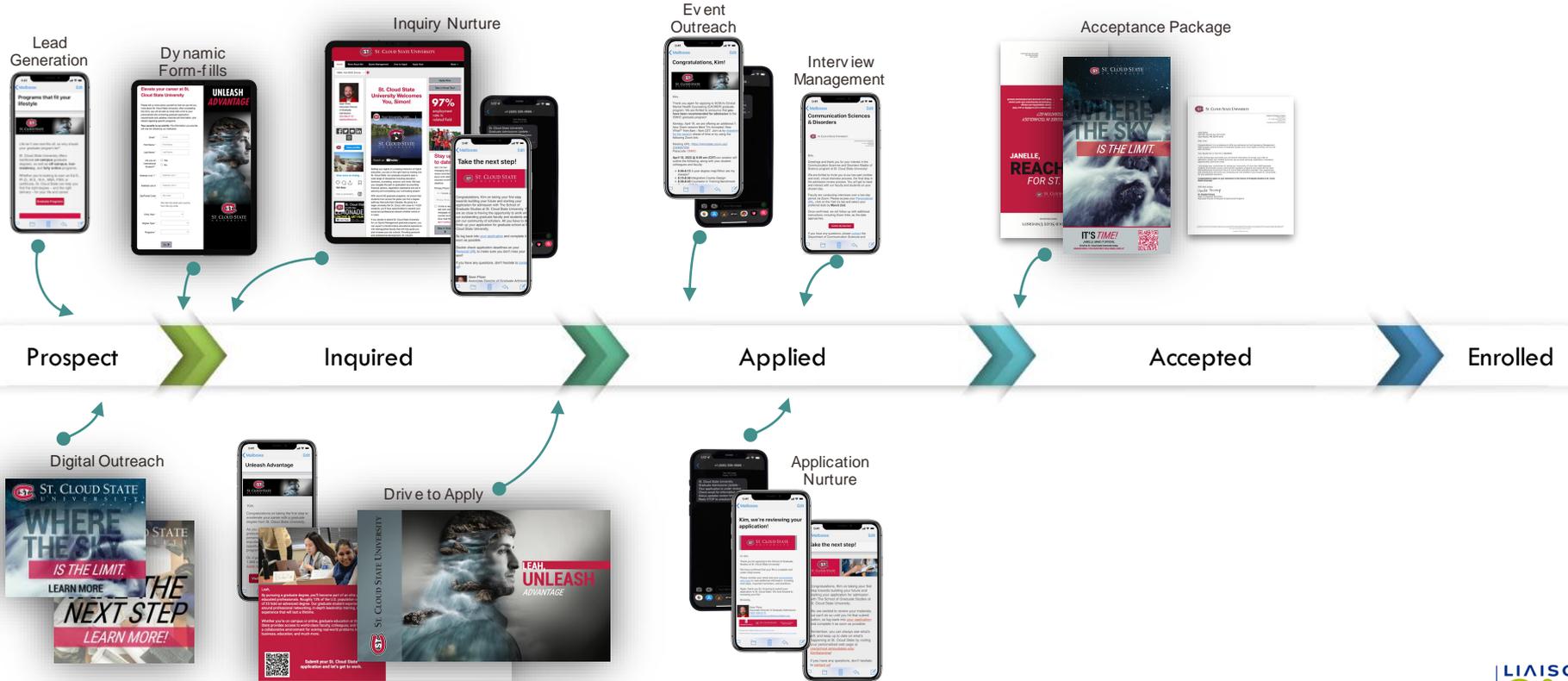
Leverage your commitment to joining our community of more than 1500 graduate students and explore across more than 50 academic programs and receive the full value and professional momentum that a St. Cloud State education provides. Your experiences and contributions will enrich our University and are treasured if you choose St. Cloud State for your graduate education.

Congratulations again on your admission to the School of Graduate Studies at St. Cloud State University!

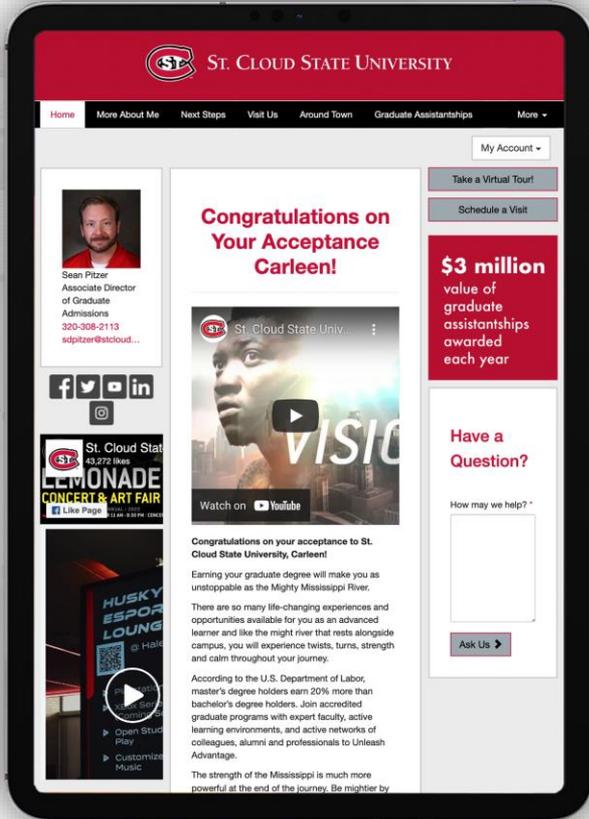
With best wishes,
Janelle Kelly
Dr. Janelle Kelly
Dean of Graduate Education
Associate Professor of Research & Sponsored Programs

Acceptance Package

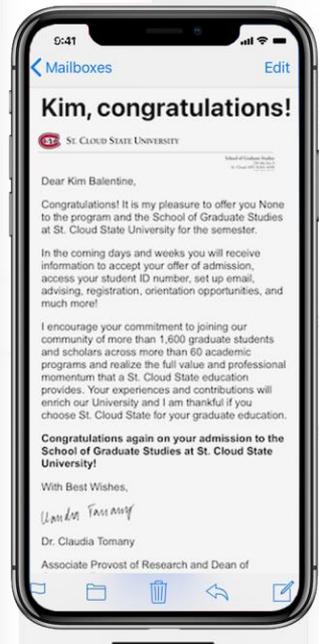
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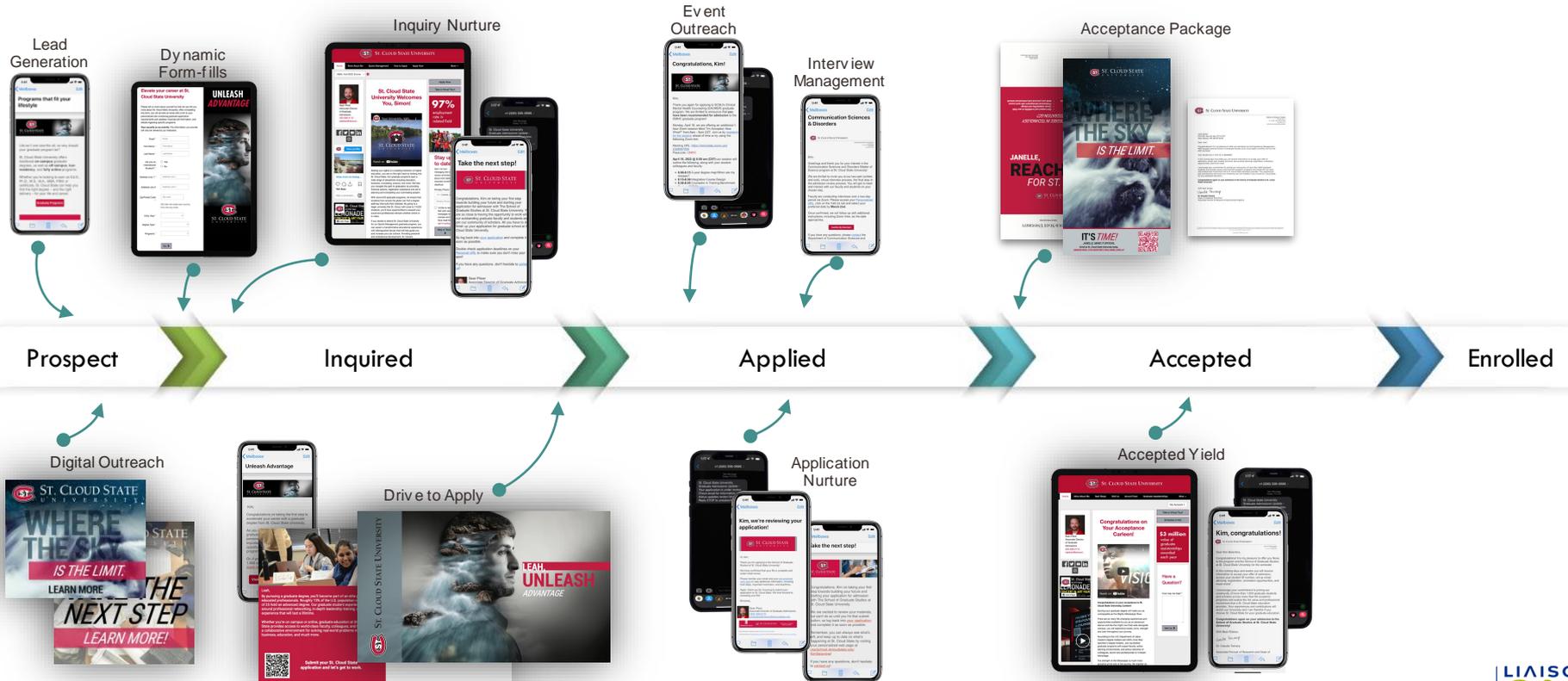
St. Cloud State University | Graduate Admissions



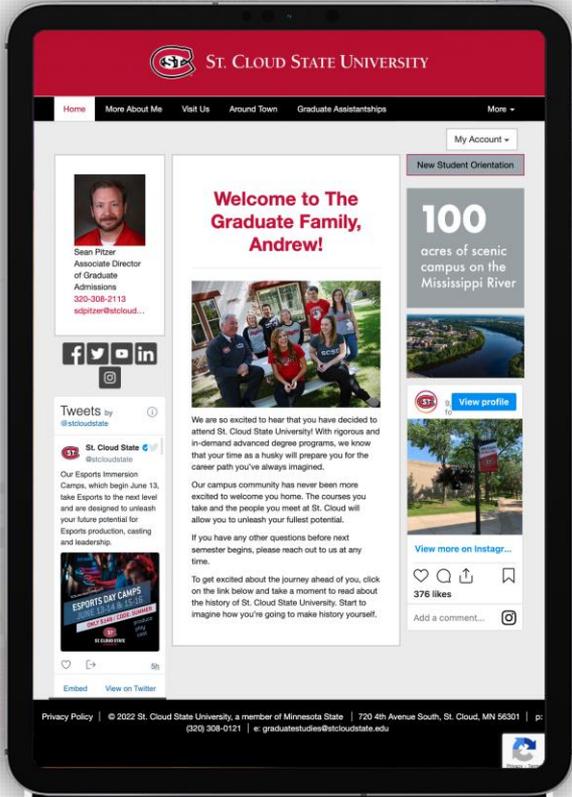
Accepted Yield



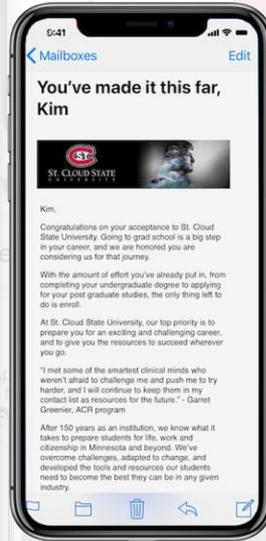
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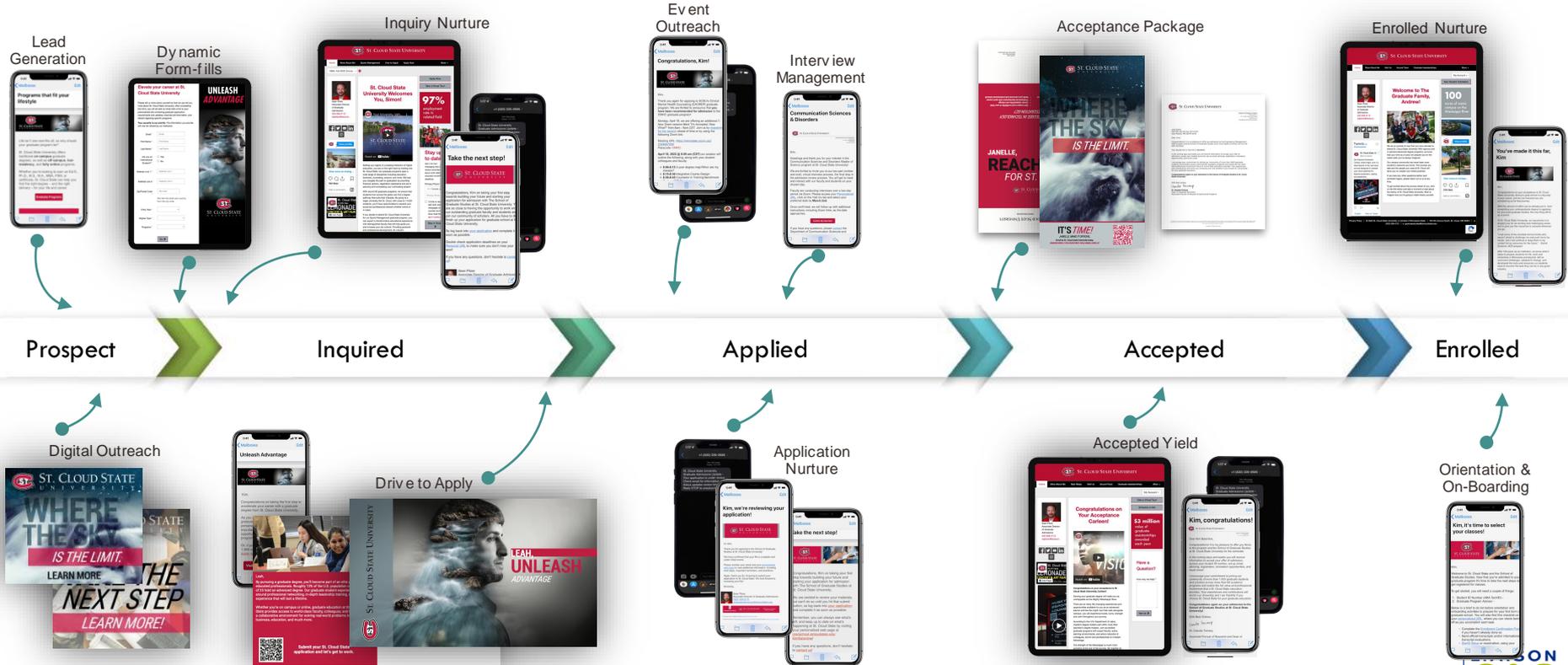
Enrolled Nurture



Orientation & On-Boarding

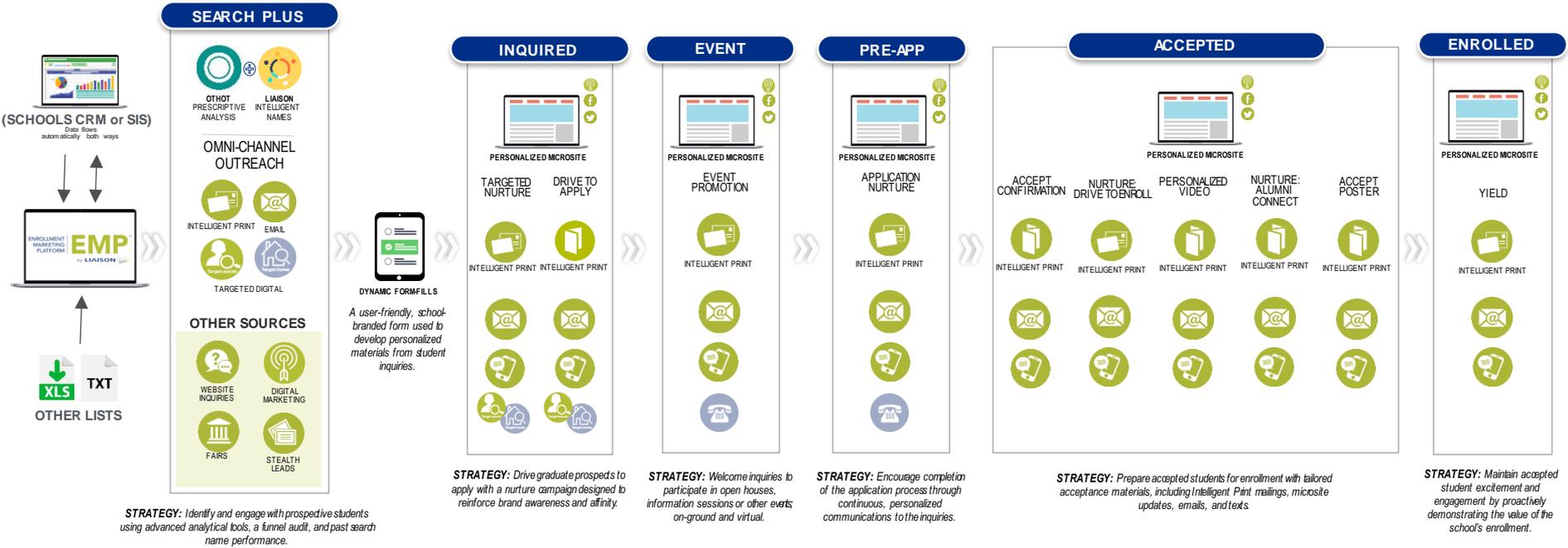


St. Cloud State University | Graduate Admissions



A Complete Admissions Solution

Automated, Personalized, Trackable campaigns



A diverse group of people in a modern office setting. A woman in the foreground is raising her hand, smiling. Other people in the background are also smiling and looking towards the left. The image has a blue tint.

Q&A

The logo for Liaison CAS experience. It features a cluster of yellow and white dots on the left, followed by the text "LIAISON CAS experience" and "JULY 24-25 2023 CHICAGO, IL" in a clean, sans-serif font.

LIAISON
CAS
experience
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CHICAGO, IL

Thank You

Suzanne Sharp, Ed.D.
Liaison
ssharp@liaisonedu.com

Sean Pitzer
St. Cloud State University
sdpitzer@stcloudstate.edu