



**experience: LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023

A blue-tinted photograph of the Seattle skyline, featuring the Space Needle prominently on the left. The background shows various skyscrapers and a mountain range in the distance.

# Tapping Into the Trifecta

## Integrating Marketing, Technology, and Expertise from Inquiry to Admission

George Wolf | Vice President for Enrollment Management, Siena Heights University  
Michael O'Connor | VP of Sales, Liaison

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# Speakers



**George Wolf**

*Vice President for Enrollment  
Management*



SIENA HEIGHTS  
UNIVERSITY



**Michael O'Connor**

*Vice President of Sales*





- Catholic liberal arts institution headquartered in Adrian, Michigan
- 2,300 undergraduate and graduate students
- 12-to-1 student-to-faculty ratio
- ~75 majors and projects
- 90% of Adrian campus students receive financial aid

# Agenda



- Current challenges affecting marketing today
- Emerging solutions
- EDU-specific marketing challenges
- 3 key points to successful enrollment marketing
- The “trifecta” in action



# Top Marketing Challenges

Marketing Issues Impacting EDU and Beyond



# Enrollment Marketing Challenges

Apple's Tracking  
Privacy Protection



GDPR & CCPA  
Rules



End of  
Cookies

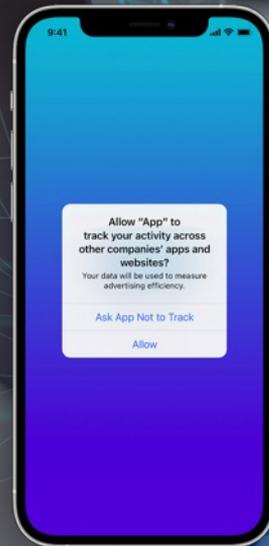


Google's Push to  
End Spam



Apple Mail's Privacy  
Protection

The result? Reaching your prospect  
is getting harder everyday!



# The Digital Clutter



## Too Many Ads

- Americans are exposed to around 4,000 to 10,000 advertisements each day

## Email Overload

- 188,000,000 emails are sent every minute

We live in an ever-growing stream of information that's available at our fingertips. This has led to an ever-increasing problem of content overload

<https://www.redcrowmarketing.com/2015/09/10/many-ads-see-one-day/>



# Rising New Customer Acquisition Costs



In the last five years, customer acquisition costs have increased by as much as

60%

**Key factors:**

- The introduction of iOS 14.5
- The demise of third-party cookies
- Increased consumer privacy legislation such as CCPA & GDPR



# Overcoming These Challenges



## Focus on Inbound Marketing

- First-person data



Inbound marketing

# Overcoming These Challenges

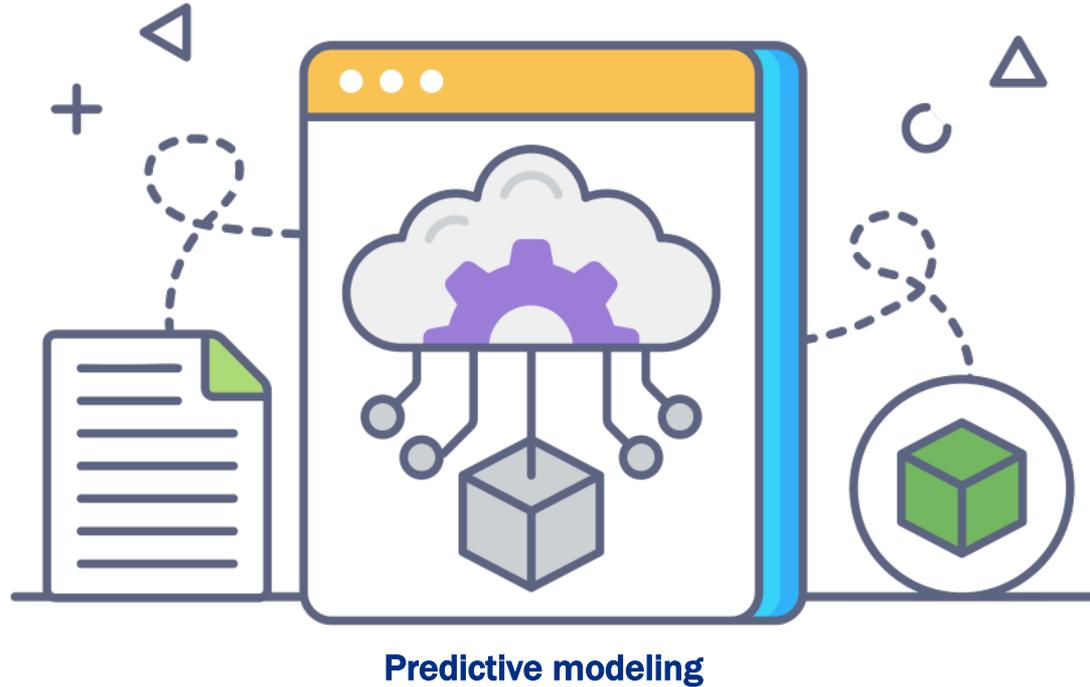


## Focus on Inbound Marketing

- First-person data

## Predictive Modeling

- Identify what a prospect wants before they know it



# Overcoming these Challenges



## Focus on Inbound Marketing

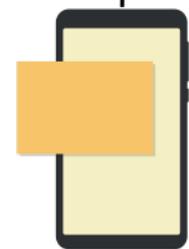
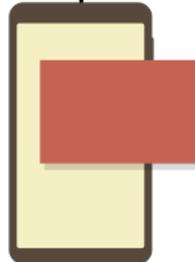
- First-person data

## Predictive Modeling

- Identify what a prospect wants before they know it

## Hyper-Personalized Marketing

- Talk to prospects as individuals



Hyper-personalized marketing

# Overcoming these Challenges



## Focus on Inbound Marketing

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- Talk to prospects as individuals

## Omni-Channel Communications

- Leverage different connected channels with the same brand/message



## Omni-channel communications

# Overcoming These Challenges



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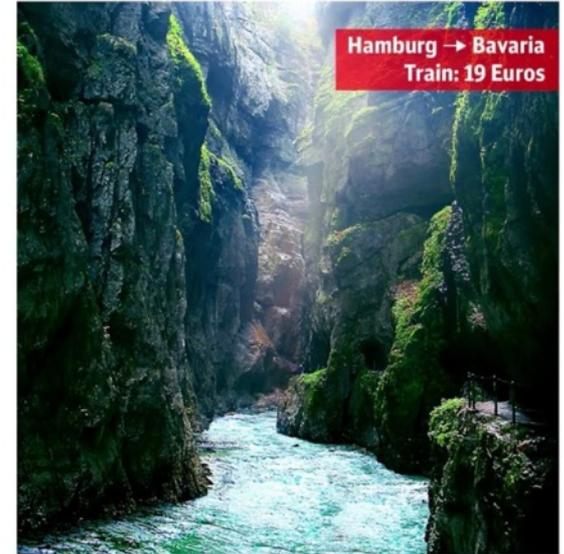
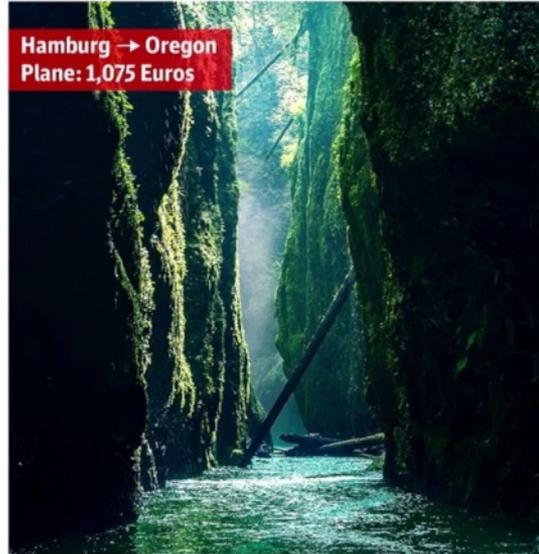
## Hyper-Personalized Marketing

- Talk to prospects as individuals

## Omni-Channel Communications

- Leverage different connected channels with the same brand/message

*No Need to Fly* marketing campaign



**RESULTS: +850% click through rate & 24% increase in sales revenue**

# EDU Specific Marketing Challenges



## A Changing Landscape

- Test optional: changing the top of the funnel
- Demographic cliff
- Hyper-competition
- Inflation/budget efficiency pressures

## See All the Challenges Above

- Less inquiries = more pressure on yield

## No Simple Answer Anymore

- Rebrand...again
- Go to more fairs
- Add more emails
- Go big in digital



# 3 Key Points to Successful Enrollment Marketing

## The Trifecta!

Forward looking  
**MARKETING  
STRATEGY**

Strong  
**MARKETING  
TECHNOLOGY**

Built for One  
**CREATIVE**

# Forward-Looking Marketing Strategy



## Strategic Plan for the Entire Enrollment Funnel

- Actionable plan
- Allocate more resources as the funnel narrows

## Focus on the Student Journey

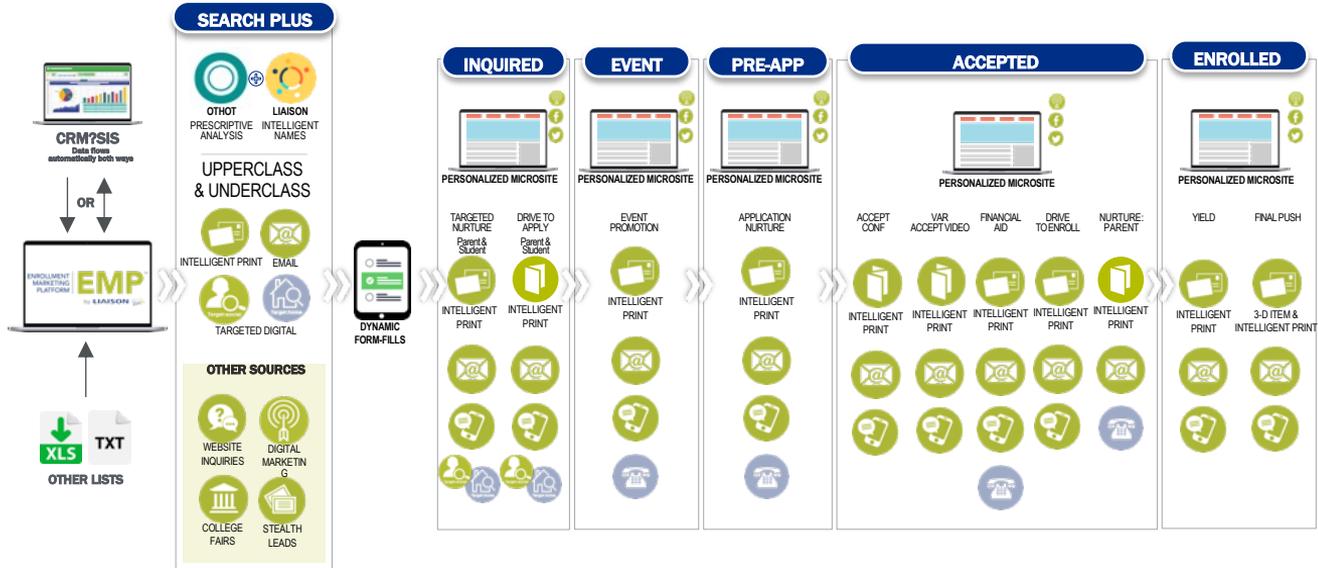
- What do your students have to say  
Put yourself in their shoes
- Nurture doesn't mean hitting them in the face

## Omni-Channel Communications

- Growing case for print
- Importance of rep engagement

## Maximize Your First-Person Data

- Focus on people who have consented for you to make contact and engage





# Strong Marketing Technology

## The Need for Automation

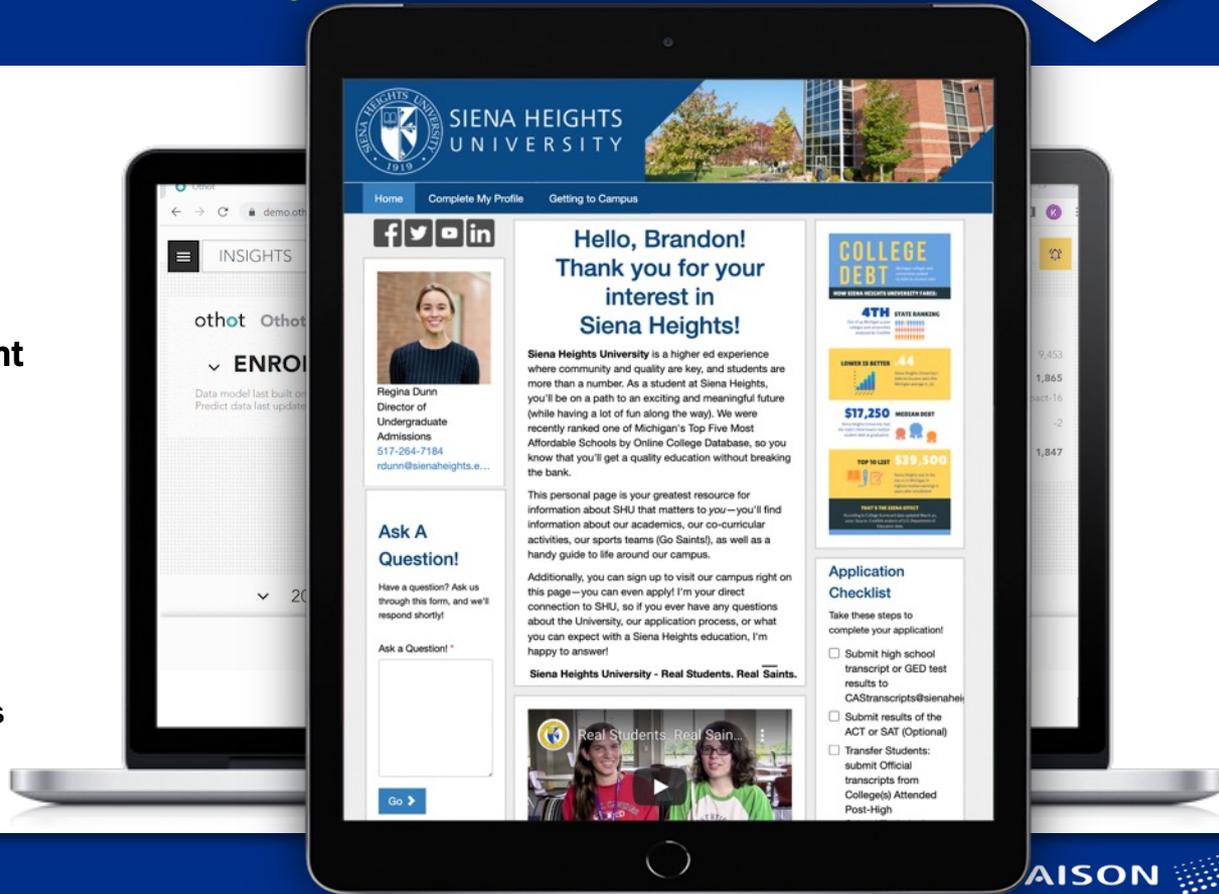
- Immediate response
- Real-time updates

## Onmi-Channel Campaigns Management

- Channels are connected (QR codes/personalized landing pages)
- Track all interactions
- Real-time campaign updates

## Predictive Modeling/Analytics

- Know what an inquiry wants before they do
- Build your hyper-personalization campaigns on your prediction
- Analysis of both micro and macro





# Creative Built for One



## Hyper-Personalization

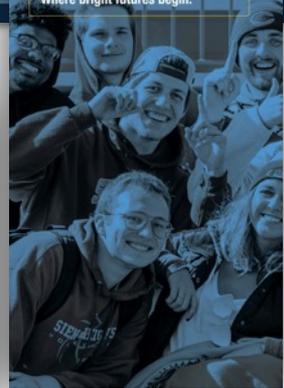
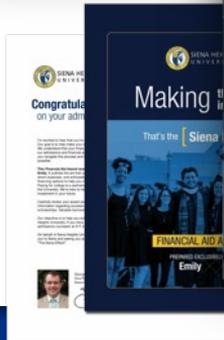
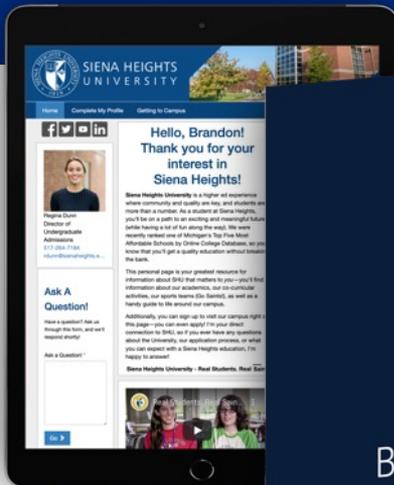
- Content built for one

## Position and Brand Across All Channels

- Meet them where they live
- Leverage video communications
- Use a mobile-first strategy
- Ensure your tech design is current

## Make Them Feel Wanted

- Sell the end game (tell a story)
- Focus on customer experiences



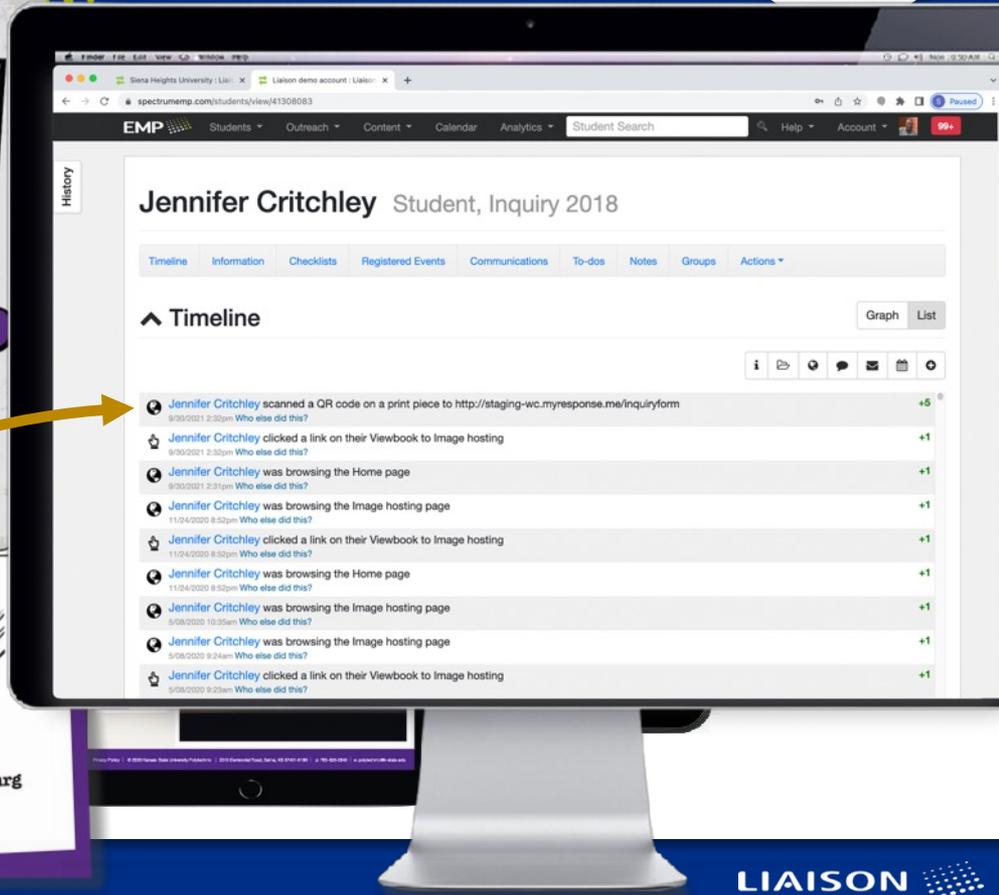
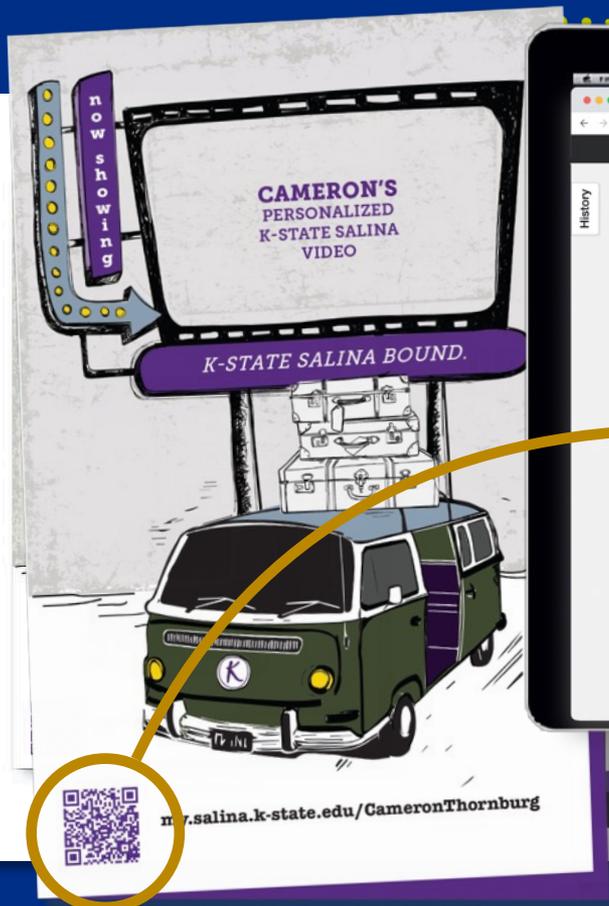


# The "Trifecta" in Action



## Intelligent QR Codes

- Connect personalized print to digital
- Hyper-personalized
- Tracked interactions
- Interaction can trigger other campaigns
- Validates print



# The Trifecta!

Forward looking  
**MARKETING  
STRATEGY**

Strong  
**MARKETING  
TECHNOLOGY**

**CREATIVE**  
built for one

- Embrace technology
  - Use a marketing platform and predictive Modeling
- Be strategic as well as tactical
- Develop strategies for the full recruitment funnel
- Create an actionable-based strategy
- Speak to your audience in their channel and about specific priorities
- Sustain ongoing and timely communication
  - Nurture, nurture and nurture some more  
(but don't hit them in the face)
- Data, analytics, and reporting are paramount
- Look to your own experiences for new strategies or creative ideas





Q&A



experience: **LIAISON** 

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# Thank You



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