

Email marketing: the hidden hero of direct student bookings

23rd October 2021, Belfast
Presenter: Archie Pollock



- Regional Manager UK & Europe
- HubSpot, Google, Facebook certified
- Specialist in analytics, lead generation, and CRM/Marketing automation
- 13 years in international education field
- Based in UK

FOUNDED IN
2008

SERVING OVER
150
INSTITUTIONS

TEAM OF
30
MARKETING
SPECIALISTS

12,000+
EMAIL
SUBSCRIBERS

HEM EDUCATION
MARKETING
SOLUTIONS

Discuss/Straw Poll

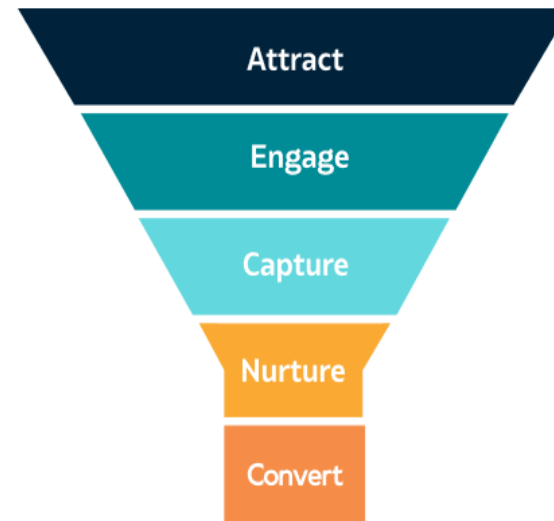
Is email a successful channel for you,
in terms of student bookings?

Outline and outcomes

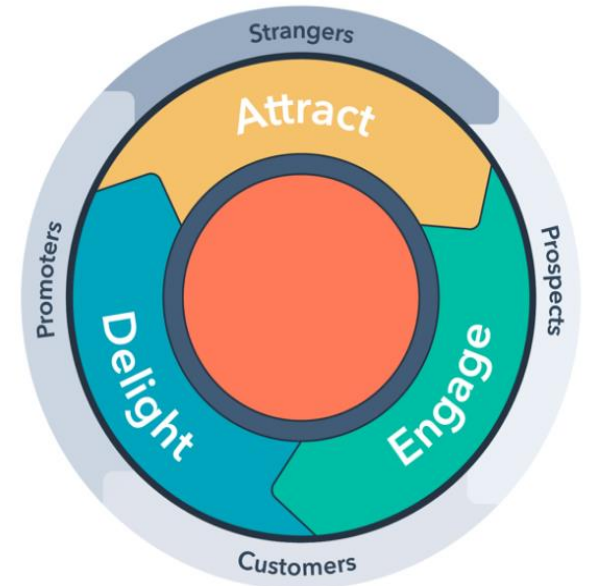
- ✓ Why email, why now?
- ✓ Defining our audience
- ✓ Using email at different stages in the 'buying journey'
- ✓ Quick tips and organisation
- ✓ Avoid spam filters
- ✓ Drip campaigns & email workflows
- ✓ Gauging success

Email in marketing

- ✓ The traditional marketing and sales funnel
- ✓ 'Flywheel' places customers at the center of the process
- ✓ Email marketing can play a key role in maintaining student satisfaction and building brand advocacy



Customer = Bottom of Funnel



Customer = At the Center

Why email, why now?

Why email, why now?

Relevance

- ✓ Decision makers
- ✓ Budget cuts
- ✓ Engagement has increased 78%

Power

- ✓ Opportunities for business growth
- ✓ Strong ROI for each £ spent

Mistakes are being made

- ✓ Repetitive messaging
- ✓ Blanket mailing

Email marketing helps language schools



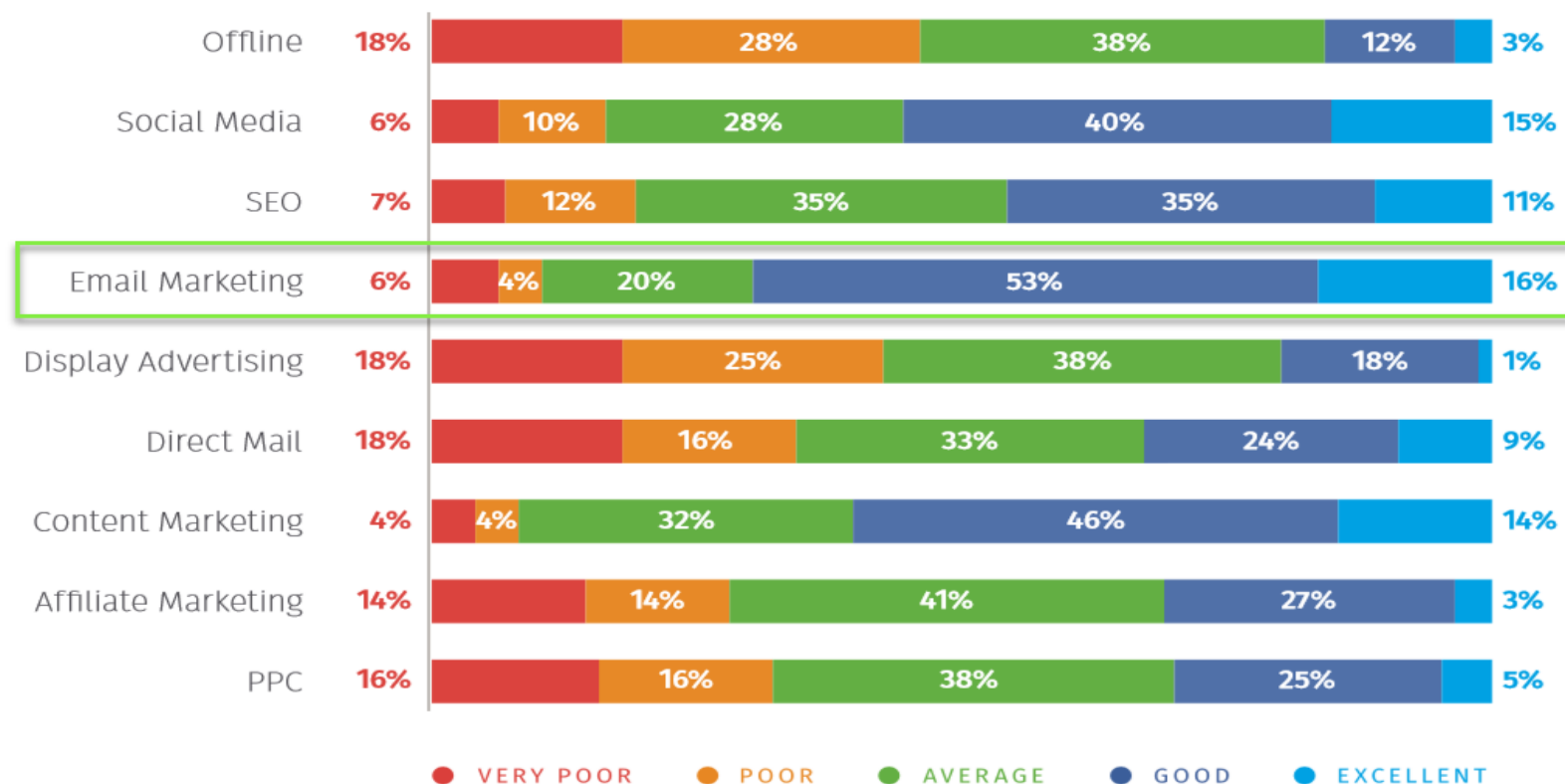
The ROI of email marketing

69% of education pros say email generates good to excellent ROI, compared to:

- ✓ 55% for social
- ✓ 60% for content
- ✓ 46% for SEO
- ✓ 19% for display

Q: Please rate these digital marketing channels based on the return-on-investment they generate.

Figure 10

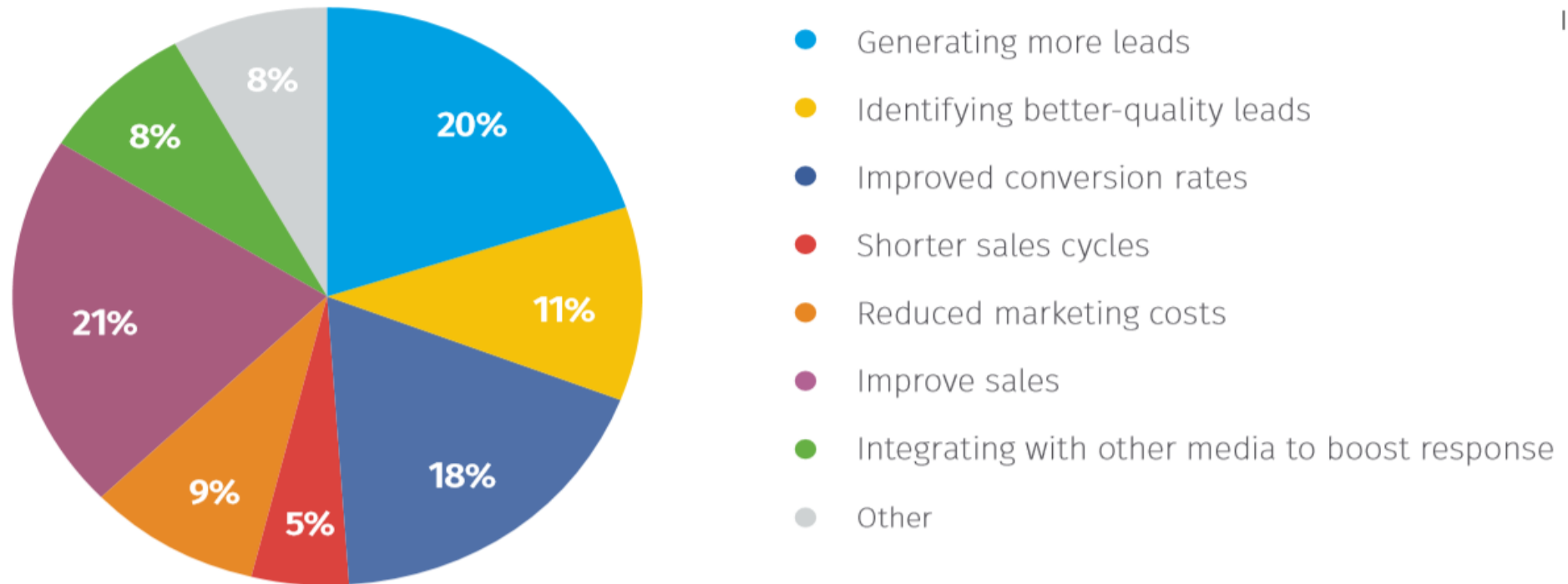


Source: [GetResponse](#)

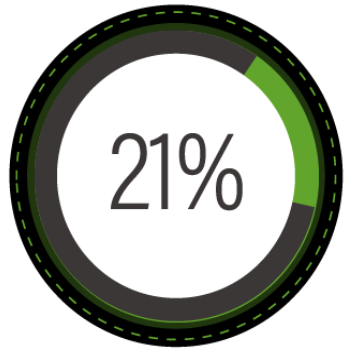
Top benefits of email marketing

Q: Choose the top benefit of email marketing

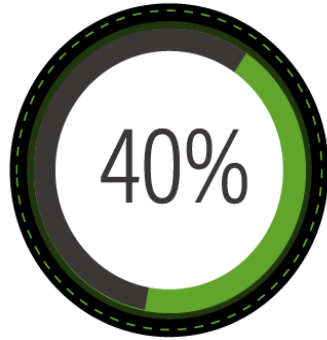
Figure 11



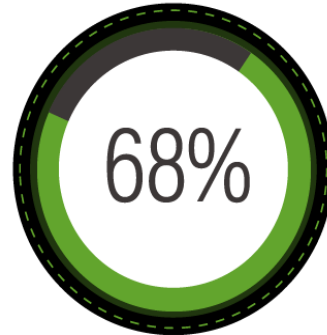
Common errors in the email field



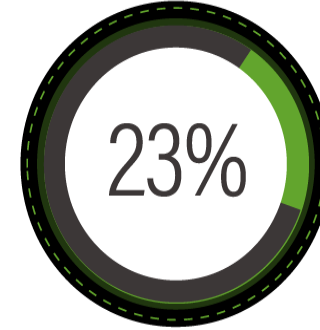
don't manage
list growth
and quality



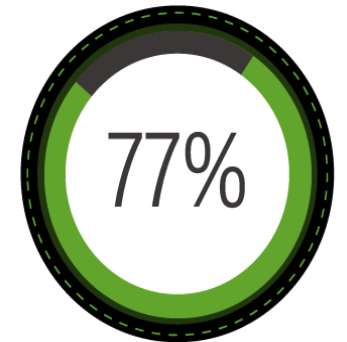
send the same
messages to
every contact



don't run content
and social campaigns
to increase signup



don't review
deliverability or
test before sending



don't have a
well-defined
audience profile

Defining our audience

Straw Poll 2

*Do you base your email content
on buying personas?*

Persona Development: Background Information

The international learner

Background & Demographic

- ✓ Aged 21-31
- ✓ Recently graduated student
- ✓ Most likely interested in Intensive/Business English course
- ✓ Possibly European, also Dubai has been very strong recently for the school
- ✓ Will hear about school through social media or online research



Persona Development: Motivations

The international learner

Motivations

- ✓ Is looking to improve their English level for international job prospects
- ✓ Focused on academic outcomes, but keen to meet new people and learn new skills
- ✓ Wants a school that has robust curriculum and qualified instructors



Their motivations
drive your messaging
of
digital marketing
content

Persona Development: Concerns

The international learner

Concerns

- ✓ Nervous about the quality of instruction they'll receive
- ✓ Concerned about whether the course will improve their job prospects



Your messaging
can be focused
to overcome key barriers
to applying / enrolling

Persona Development: Key Messages

The International Learner

Motivations

Wants a school that has robust curriculum and qualified instructors to improve quickly



Key Messages

Our School offers an extensive curriculum, and our teachers are experienced in teaching English

Concerns

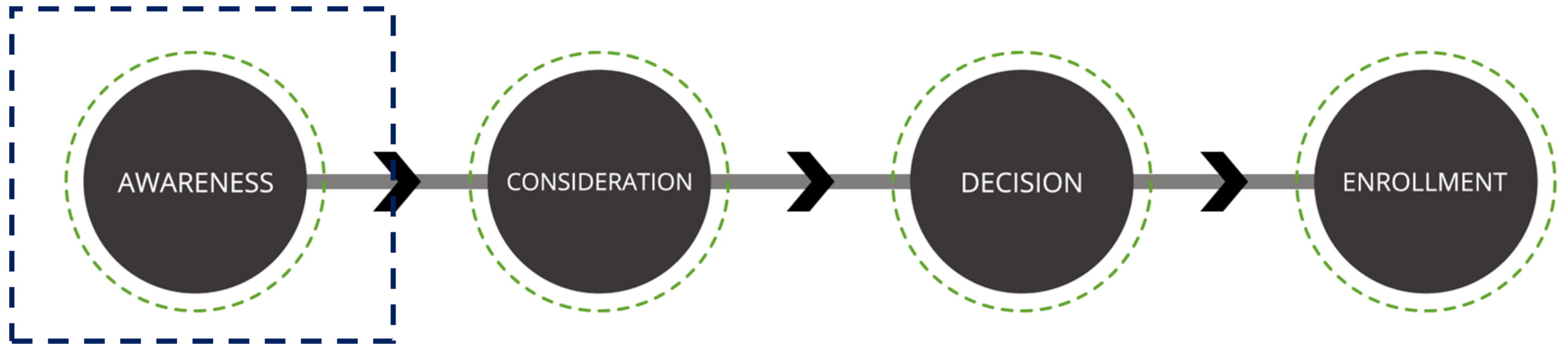
Unsure whether the course will improve their job prospects abroad



Many of our students go on to have successful international careers and cultural experiences

Using email throughout the ‘buying journey’

Using email throughout the buying journey



Email marketing in the awareness stage

Goal

Gaining visibility

Brand positivity

The Role of Email

Your other channels should mostly be working to drive signups to your email lists, *but...*

You *can* generate leads directly through email, by building interest through subscribers/partnerships with agents

Email in the awareness stage

Welcome to Clubclass English Language School

Clubclass English Language School, a family-run business, was founded in 1999 with the aim of providing high level tuition and quality accommodation to foreign students wishing to learn English. Since opening its doors to learning 20 years ago, Clubclass has firmly established itself as one of the leading English Language Schools in Malta and the only one to offer learning, accommodation and facilities all under the same roof. This combination helps students spend less time commuting and allows them more time for study or leisure. Other accommodation options such as our student house, student hostel, residence apartments and as well as residence with host families are also available.

LEARN MORE



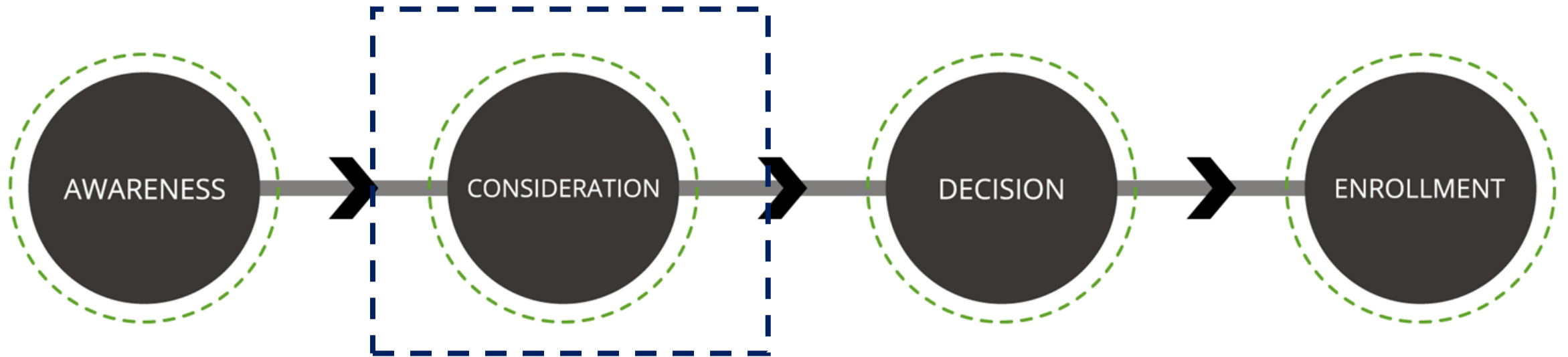
Clubclass English Language School
104, Triq is-Sidra
Swieqi, Malta SWQ 3150
(+356) 23772401/2402
info@clubclass.com

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

© Clubclass 2020

- ✓ Keep message brief and to the point
- ✓ Direct subscribers to helpful resources on your website/other channels through CTAs
- ✓ Present your courses in line with your company ethos (fun/energy/experience, etc.)
- ✓ Email subscribers expect a welcome email when they sign up

74%



Email marketing in the consideration stage

Goal

Email Marketing at the consideration Stage is all about information provision

The Role of Email

This stage is where email really starts to work for you

You can deploy email campaigns that direct them to:

- ✓ Helpful resources
- ✓ Upcoming events
- ✓ Take up direct contact

Email in the consideration stage

- ✓ Providing further information on your services, and who they are for
- ✓ Offer interaction with staff members
- ✓ Downloadable information is easily tracked (indicative of interest level)

CES School gives you the opportunity to enroll in an English culture class with speaking activities. Classes are really talkative and amazing! They are willing to improve your language skills. You will really love it!

Gemma Ramo, Spain



Junior Residential Programme in the heart of Edinburgh

In the first of a series of CES webinars for 2019, our Edinburgh Vice-Principal Johnny Cockayne will be taking you through this amazing opportunity for young learners that we are offering in CES Edinburgh this summer.

Learn more about our junior language programme – both academic and cultural – and discover the benefits that full board residential accommodation can bring to the student experience.

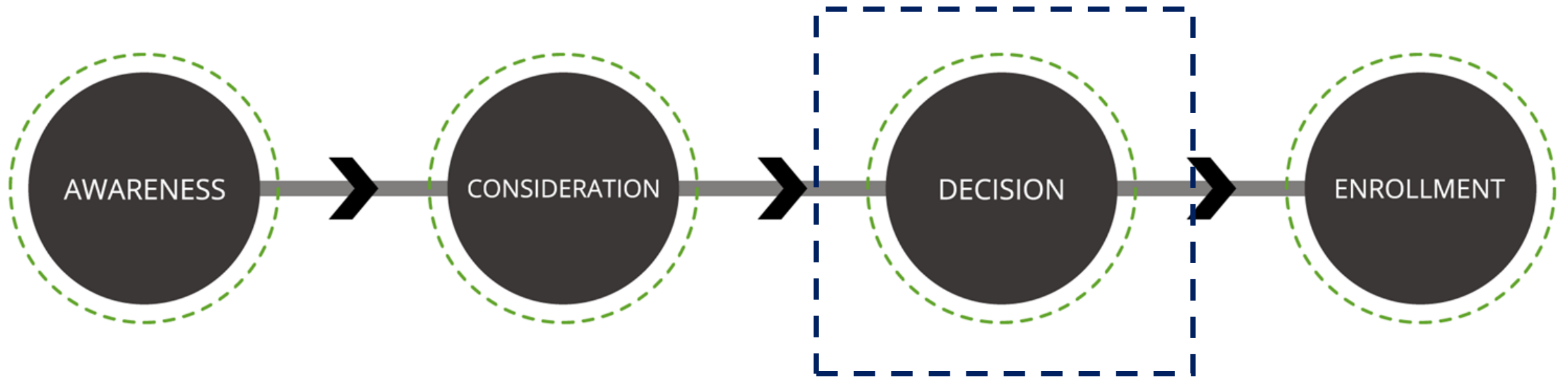
This short 20 minute webinar will include an overview of our residential programme.

[JOIN WEBINAR HERE](#)

If you are unable to attend the webinar but would like further information about the programme, a copy will be made available through your usual CES sources.

[Download and find out more about the programme and facilities here](#)

Using email throughout the buying journey



Email marketing in the decision stage

Goal

Your team should be working hard to connect with email subscribers and convince them to apply

The Role of Email

Your decision stage email marketing should focus on helping prospective students overcome any final pain points

CTAs directing them to your website **application areas**, and offer to connect directly if they need help

Email marketing in the decision stage

- ✓ Personalised support to candidates
- ✓ Deadlines approaching
- ✓ Provides info on next steps

Conor, can I help with your application? ➤

Hult International Business School <news@info.hult.edu> [Unsubscribe](#)
to me ▾

Fri, Jun 21, 11:11

Hi Conor,

Are you hoping to start an **MBA program** this September? Places at Hult are filling up fast and our most popular campuses are nearing capacity.

We're offering a fast-track application process for those who submit their application before our **June 25 deadline**. Fast-track application support is designed to help candidates secure a place in class this September with specialist help with visas and financial aid.

[Start your fast-track application](#) before the deadline to secure personalized support.

We are available throughout the next few days to help with your application, please reply directly to this email if you have any questions.

We look forward to hearing from you.

Hult International Business School

1 Education Street, Cambridge, MA, 02141, U.S.A.

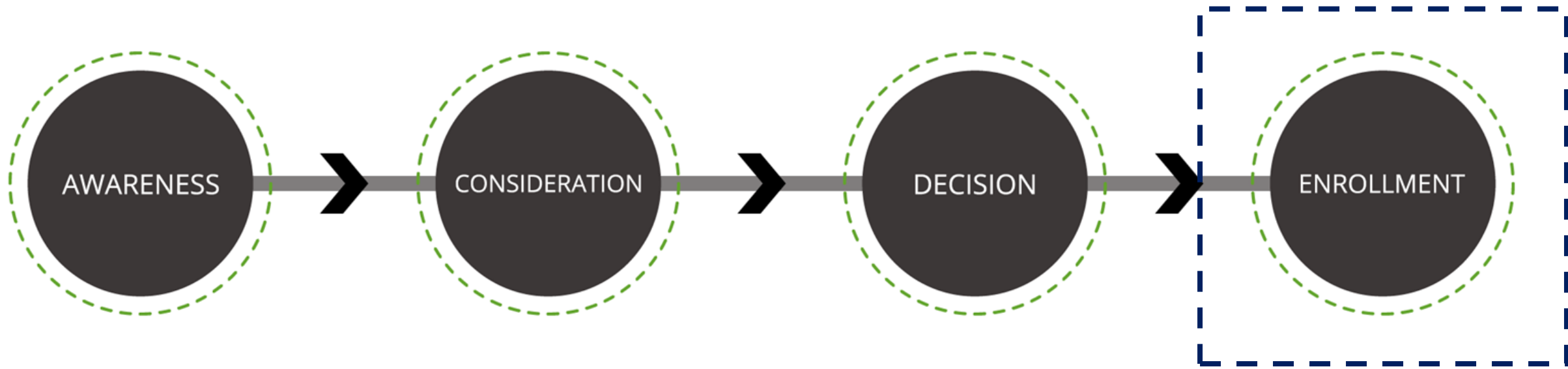
Email: admissions@hult.edu

[Facebook](#) – [LinkedIn](#) - [Twitter](#)

www.hult.edu

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Using email throughout the buying journey



Email marketing in the enrolment stage

Goal

Complete the application

If successful, become active members of your school community

The Role of Email

Welcome people “in”, help them to adjust

Direct students to helpful resources and encourage them to connect with others via your social media channels

Quick Tips & Organisation

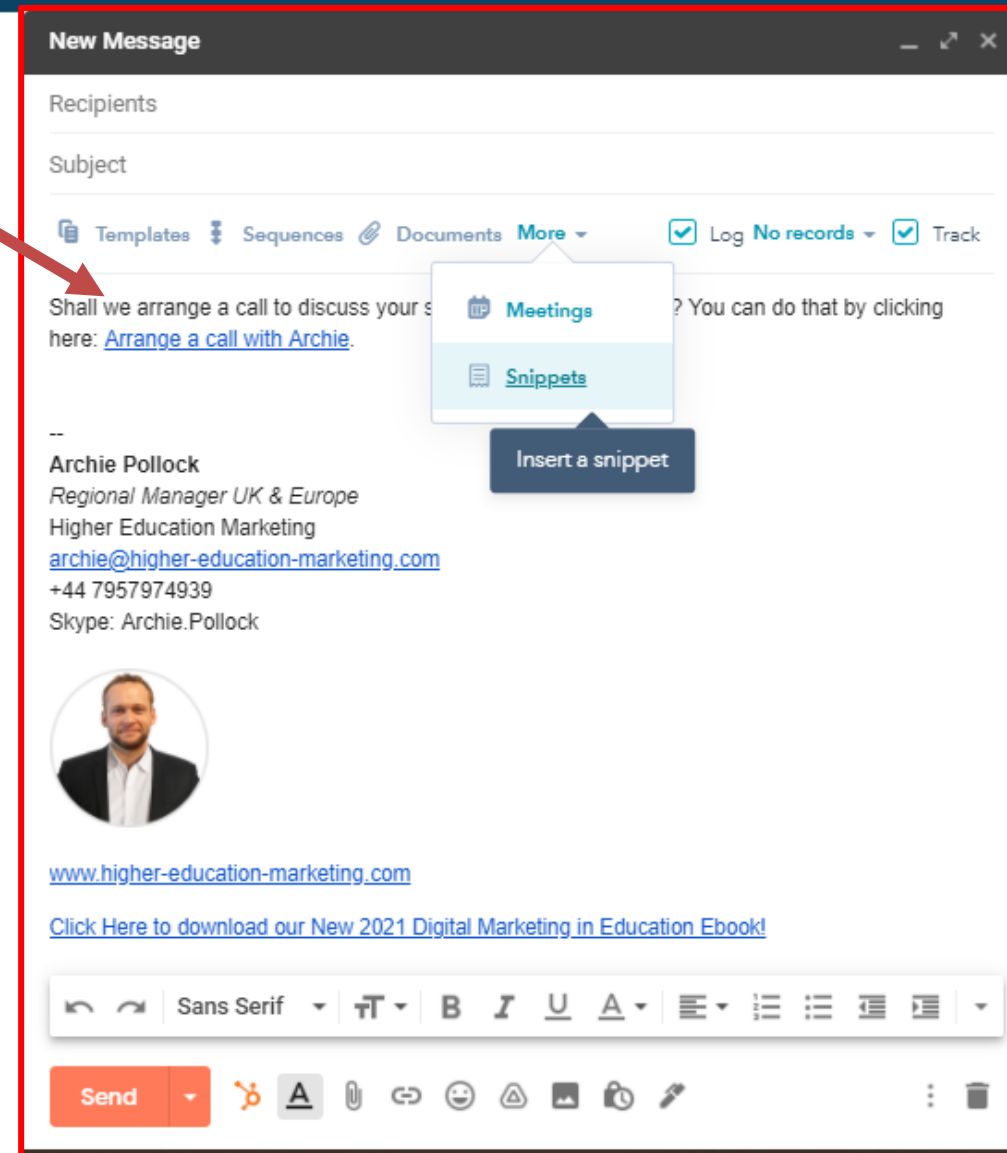
QUICK TIP

Templates and Snippets

Visa info →

Pricing →

Snippet



QUICK TIP

Automated vs. manual template emails

- ✓ Automated emails are ideal for sending pre-defined templates
- ✓ Several-step workflows can be deployed

Automated email 'Thanks for registering'



Thank you for registering for "Online Ad Strategies to Boost Your Admissions Process".

This webinar will detail the best practices when it comes to setting online ad objectives, choosing the platform, ad format, and audience targeting.

I'm looking forward to having you join us for our 30 minute session

Please send your questions, comments and feedback to: ashie@higher-education-marketing.com

How To Join The Webinar

Thu, Sep 30, 2021 1:00 PM - 1:30 PM BST

Add to Calendar: [Outlook® Calendar](#) | [Google Calendar™](#) | [iCal®](#)

1. Click the link to join the webinar at the specified time and date:

[Join Webinar](#)

Note: This link should not be shared with others; it is unique to you.

Before joining, be sure to [check system requirements](#) to avoid any connection issues.

2. Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

TO USE YOUR TELEPHONE:

If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 (415) 930-5321

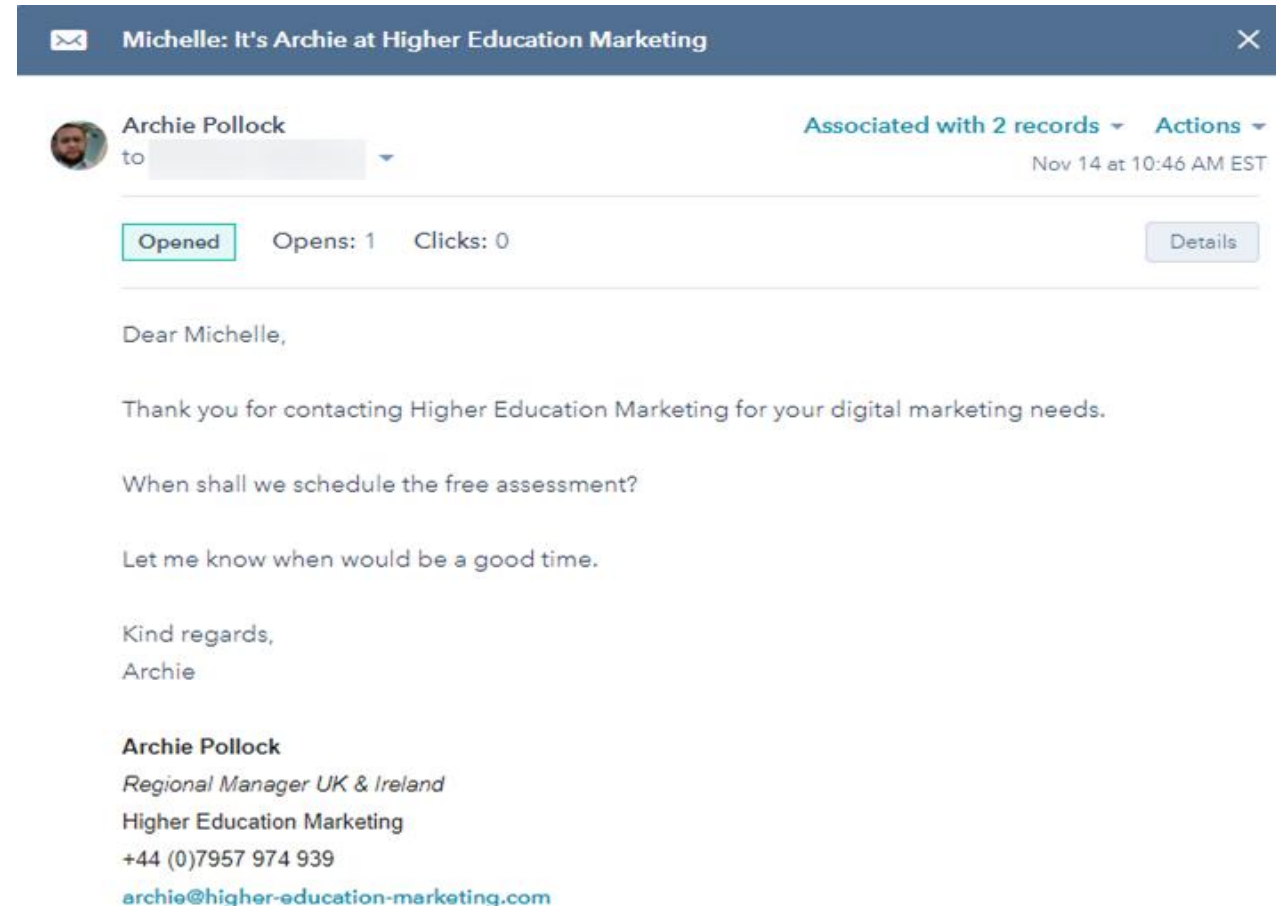
Access Code: 536-846-771

Automated vs. manual template emails

- ✓ **Manual** emails should be sent to answer queries or connect directly with an individual prospect
- ✓ Both should be part of your email marketing strategy
- ✓ You can also create workflows which include **both** automated and manual emails, when the personal touch is required



Manual email 'Thanks for your enquiry'



The screenshot shows a manual email interface. At the top, a header bar contains an envelope icon, the text 'Michelle: It's Archie at Higher Education Marketing', and a close button. Below this, the email is from 'Archie Pollock' to a redacted recipient. It shows 'Associated with 2 records' and 'Actions' with a dropdown arrow. The email status is 'Opened' with 'Opens: 1' and 'Clicks: 0'. A 'Details' button is on the right. The email body starts with 'Dear Michelle,' followed by 'Thank you for contacting Higher Education Marketing for your digital marketing needs.' and 'When shall we schedule the free assessment?'. It then says 'Let me know when would be a good time.' and ends with 'Kind regards, Archie'. The footer includes 'Archie Pollock', 'Regional Manager UK & Ireland', 'Higher Education Marketing', '+44 (0)7957 974 939', and 'archie@higher-education-marketing.com'.

Newsletters

- ✓ Stay connected with prospects, current and past students
- ✓ Promote new offers, courses, facilities
- ✓ Share brand-building content
- ✓ Less requirement for personalisation

NOVEMBER NEWSLETTER

We want to share some important updates with you about the programs, students and faculty and admission process at Creighton University Graduate School.



WHEN ONLINE STUDENTS MEET ON THE JOB

The decision to earn your online degree at Creighton University means that you have the flexibility to get a quality education no matter where you are. When Lind-sae Wilkes and Phylcia Fauntleroy, Class of 2018, started their new jobs at the YMCA, they both had to undergo mandatory training as part of their onboarding. Little did they know, they had more in common than just their job. They both got their master's from Creighton University in the same online program.

[Read Their Story →](#)



TAKE ADVANTAGE OF UPCOMING EVENTS AND WEBINARS

There are a number of upcoming events, webinars and information sessions we thought could be of interest to you. Start on your path toward lifelong learning by signing up for one of our events today. They cover analytics, nursing, business and much more.

LEARN MORE ABOUT OUR PROGRAMS!

Discover why so many choose to get their graduate education at Creighton University. With over 45 programs to choose from, we're confident that you'll find one that helps you reach your goals.

[LEARN MORE →](#)

Avoiding Spam Filters

Avoiding Spam Filters

Spam = Hurt reputation = Decreased Sender Score

“Are my unopened emails lost to the spam folder?”

Email has 83% inbox placement... could yours be better?

Opt-in Buttons

- ✓ Each country has it's own legislation

US = CAN-SPAM

CAN = CASL

UK = PECR

- ✓ Keep your list databases clean



FILL OUT THIS FORM TO GET YOUR CAREER KIT

Learn about our courses, career opportunities in digital marketing & more!

First Name *

Last Name *

Email *

CAN (+1) Phone *

Your student status* ▼

Why digital marketing training? ▼

Message



By submitting this form, you consent to receiving communication related to Cumberland College by email. You may unsubscribe at any time.



GET INFO NOW →

QUICK TIP

Unsubscribe button

- ✓ Don't be afraid of the unsubscribe button
- ✓ Keeps your email list clean – 20-30% churn
- ✓ Prevents frustration/badmouthing amongst peers
- ✓ Encourages high quality content

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Wilkes, 2018 graduate of Creighton University's online Master of Science in Health and Wellness Coaching (now called Integrative Health and Wellness).

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QUICK TIP

Use strong subject lines

- Helps you stand out in a crowded inbox – be specific
- Personalise subject where possible
- Compare: “Learn English in Manchester”
- With: “John: Learn English & experience the “Curry Mile”!”

AVOID

- Near you
- Acceptance
- Expect to earn
- Home employment
- Opportunity
- University diploma
- Potential earnings
- Online degree
- Cost
- Income
- Loans

USE INSTEAD

- Local
- Admission
- Reach your potential
- Flexible work
- Connection
- Credential
- Future
- Learn online
- Course fee
- Career earning
- Student loan

Segment email campaigns!

Students can be segmented for email marketing by:

- ✓ Location
- ✓ Course of interest
- ✓ Lead score
- ✓ Industry-Specific Language
- ✓ Type of request (Price List, Brochure, Email Signup)

Segmented campaigns can drive a



increase in revenue
(compared to one-size-fits-all)

Email segmentation example

- ✓ Schools might use location-based message to court international applicants

Title: Conor, come join us in London this Summer!

London School of Intl Languages



Conor, come and meet some of the people that make LSL unique

If you want to find out more about the masters programmes at London Business School (LBS), here's a great place to start. We're visiting a host of major cities across North America and we'd be happy to share guidance on the admissions process, application tips and answer any questions you may have.

Admissions Workshop
in New York
Friday 30 August
18.30 - 20.30

Register Now

Information Session
in New York
Monday 02 September
18.45 - 21.30

Register Now

Reception
in Toronto
Monday 23 September
19:00 - 21:00

Register Now

Drip campaigns & Email workflows

Drip campaigns – Build the interest

Send a scheduled series of carefully customised messages over time through an automated CRM



Each message has
unique needs & goals
in mind



Start simple
with an
auto-response




Build your relationship
over time



Include
Calls To Action
in every email

Who needs colour? Monochrome is having a moment.



TB

Ted Baker <email@newsfrom.tedbaker.com>
Sat 23/10/2021 09:57
To: You

Tune In Now



[View Online](#)

TED BAKER
LONDON

[Women](#) [Men](#) [Home & Gifts](#) [Kids](#)



CHRISTMAS GIFT GUIDE

Gifts for Her

Gifts for Him

Seasonal Offers

30% OFF*

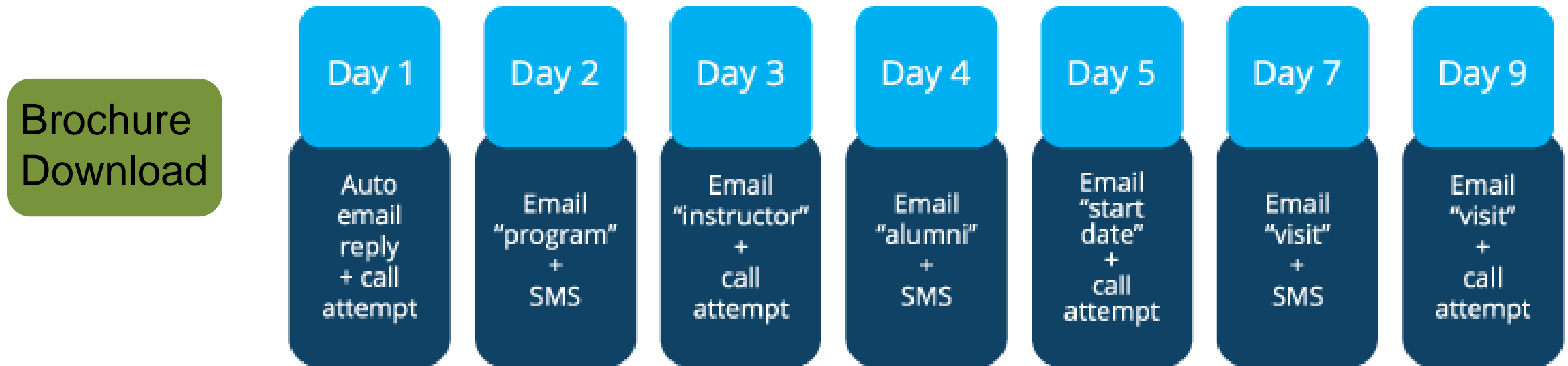
New Lines Added

Shop Now

*Selected lines only. T&Cs apply.

Workflows - Drive Consideration & Decisions

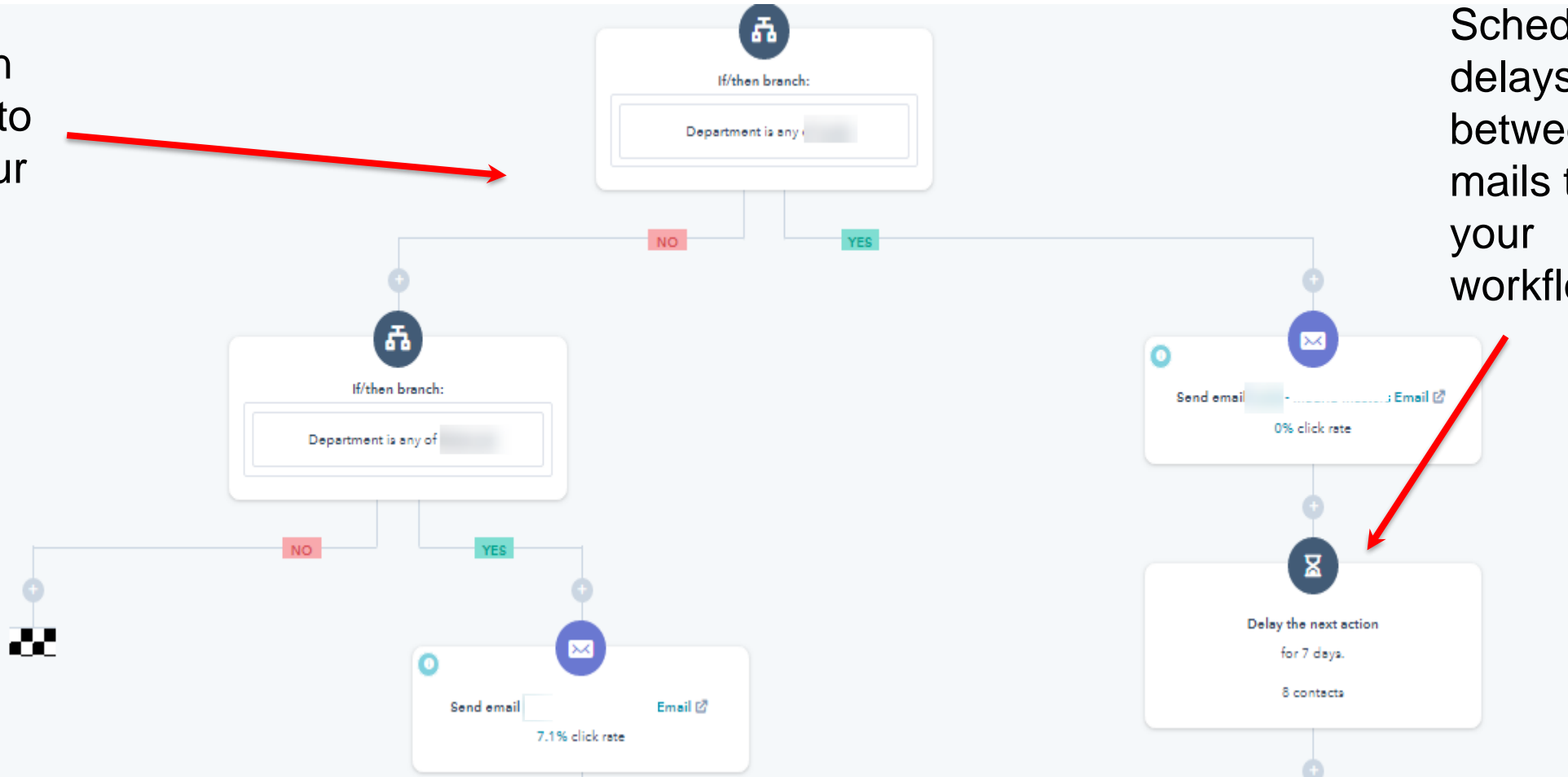
Example lead workflow (Aggressive)



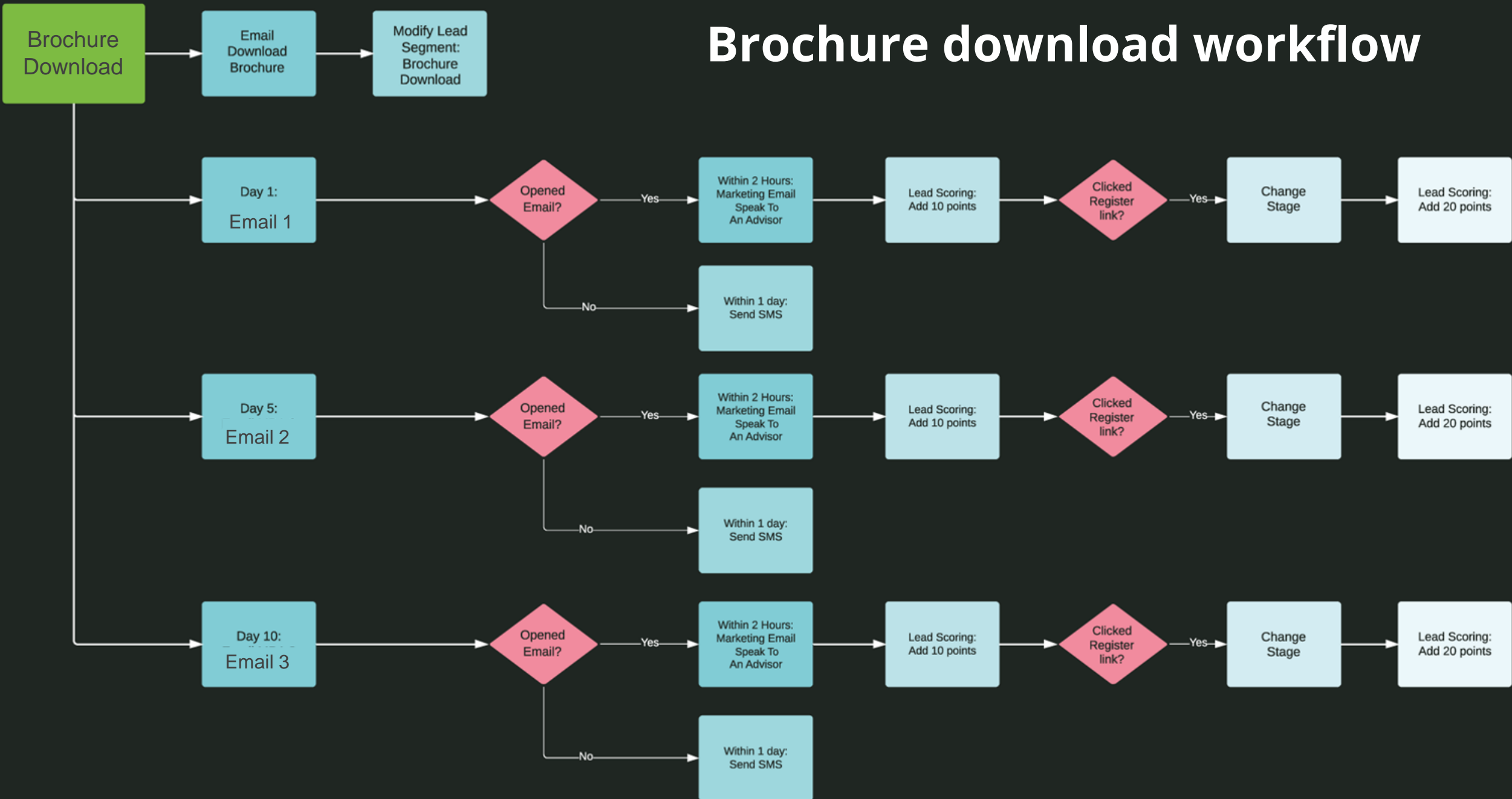
Setting up workflows

Use if/then branches to qualify your follow-up activities

Schedule delays between mails to time your workflows



Brochure download workflow

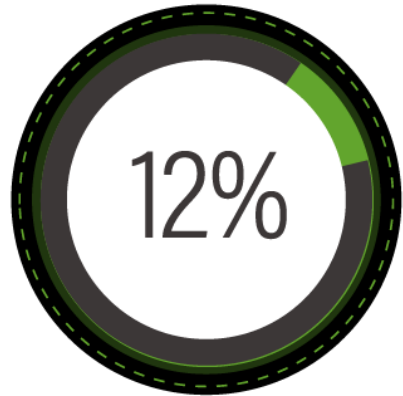


Gauging success

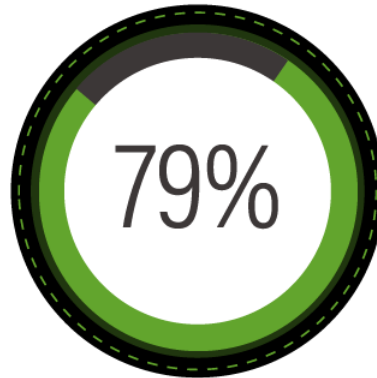
Straw Poll 3

Do you use any website tracking methods to gauge email success?

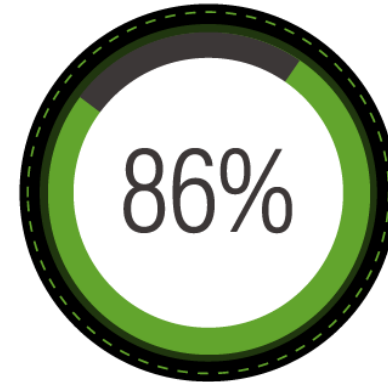
How well do education pros measure email marketing?



don't track
opens & clicks

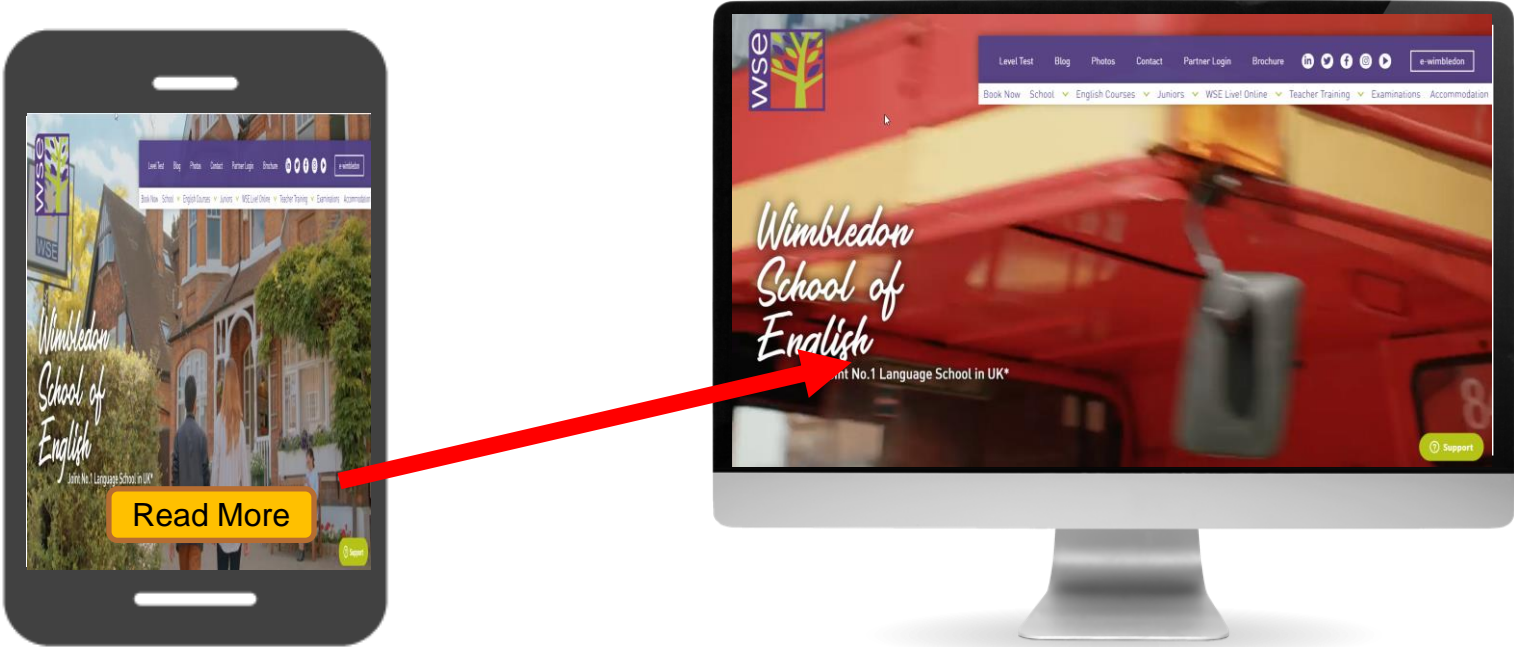


don't track website
outcomes from
emails after clicks



don't track how
email influences
other channels

Get traffic back to your website



Email totals by sent, opened, and clicked

SENT	OPENED	CLICKS	CLICK RATE
14,740	1,996	171	1.17%
▲ 7.55%	▲ 70.31%	▲ 16.33%	▲ 8.82%

Why create Calls-to-Action?

CTAs can be:

- ✓ Embedded in multiple locations
- ✓ Easily edited and updated
- ✓ Tracked accurately

Next Steps



GET THE BROCHURE



ARRANGE A CONSULTATION

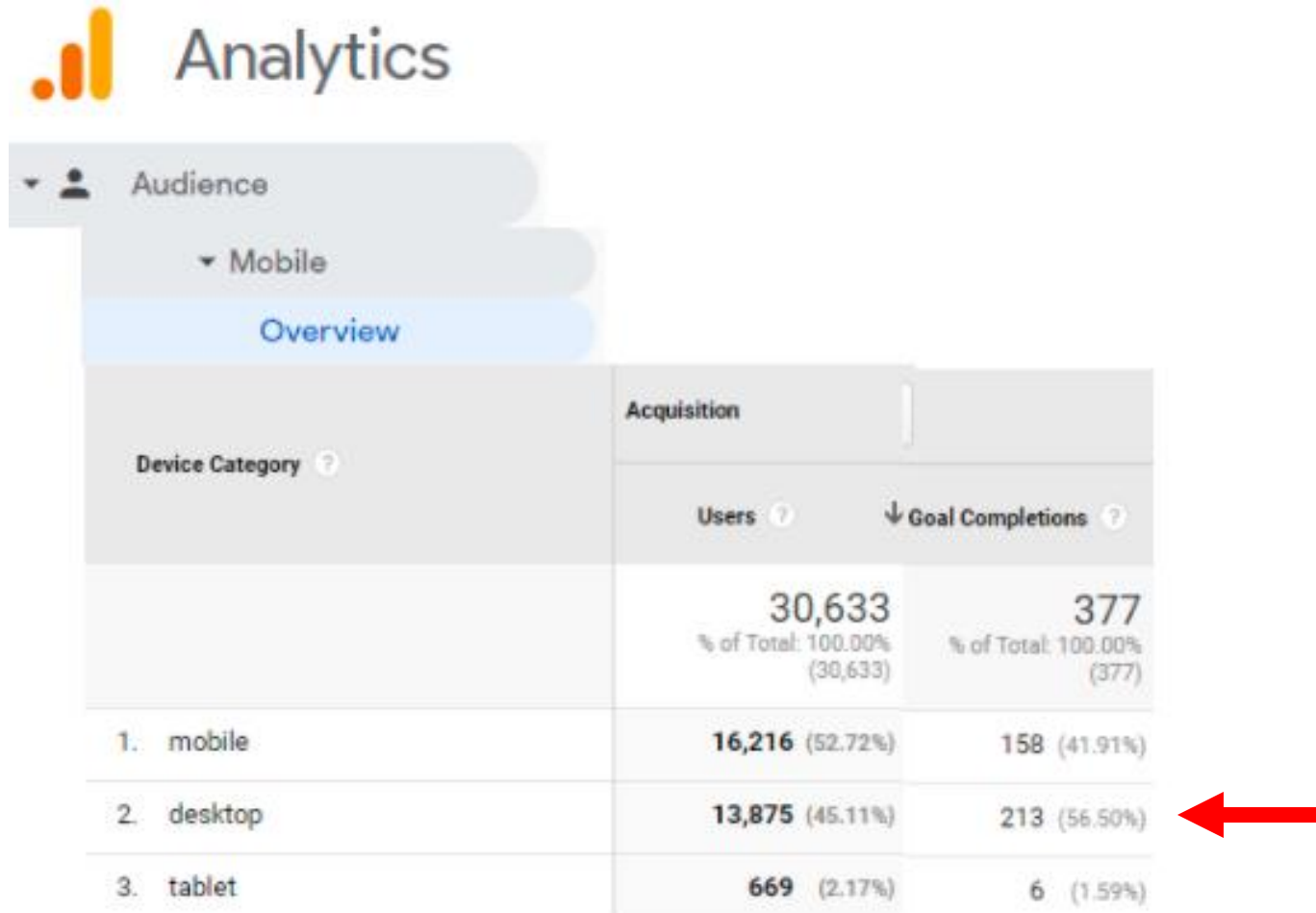


REQUEST INFO



APPLY NOW

Back to the website – why?



Analytics

▼ Audience

▼ Mobile

Overview

Device Category ?	Acquisition	
	Users ?	↓ Goal Completions ?
	30,633 % of Total: 100.00% (30,633)	377 % of Total: 100.00% (377)
1. mobile	16,216 (52.72%)	158 (41.91%)
2. desktop	13,875 (45.11%)	213 (56.50%)
3. tablet	669 (2.17%)	6 (1.59%)

Track/Measure your Email & Newsletters

Campaign ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	747 % of Total: 1.28% (58,341)	58.63% Avg for View: 69.62% (-15.78%)	438 % of Total: 1.08% (40,618)	47.79% Avg for View: 73.21% (-34.72%)	2.92 Avg for View: 2.09 (39.64%)	00:02:26 Avg for View: 00:01:38 (49.97%)	8.84% Avg for View: 4.81% (83.77%)	66 % of Total: 2.35% (2,805)
Free Tuition? Yes, really!	279 (37.35%)	60.93%	170 (38.81%)	47.31%	2.84	00:02:09	9.32%	26 (39.39%)
English Newsletter	183 (24.50%)	59.56%	109 (24.89%)	44.81%	3.45	00:02:35	6.56%	12 (18.18%)
Newsletter	134 (17.94%)	61.94%	83 (18.95%)	43.28%	2.72	00:03:00	15.67%	21 (31.82%)
The Student Assistance Program Can Help you Pay	47 (6.29%)	51.06%	24 (5.48%)	74.47%	2.19	00:02:15	10.64%	5 (7.58%)
Newsletter	46 (6.16%)	56.52%	26 (5.94%)	45.65%	3.37	00:03:04	4.35%	2 (3.03%)

Not all audiences have the same behaviour

Source	Programs	Leads	Transactions
Facebook Ads	Business Analysis	355	
Google Ads	Business Analysis	40	
Email	Business Analysis	0	2
	Sub-Total	395	2
Facebook Ads	Cloud Computing	11	
Google Ads	Cloud Computing	8	1
LinkedIn Ads	Cloud Computing	137	1
Email	Cloud Computing	0	1
	Sub-Total	156	3
Facebook Ads	Data Science	385	
Google Ads	Data Science	118	1
Email	Data Science	0	9
	Sub-Total	503	10
Facebook Ads	Executive Production	114	
Google Ads	Executive Production	26	
Email	Executive Production	0	4
	Sub-Total	140	4
Facebook Ads	Project Management	447	3
Google Ads	Project Management	24	2
Email	Project Management	0	2
	Sub-Total	471	7
Facebook	Property Management	2	2
Google	Property Management	19	2
Email	Property Management	0	0
	Sub-Total	21	4
	Total	1686	30

Most bookings occurred
after the prospect first
enquired about the course

In other words, they required
nurturing

Source	Programs	Leads	Transactions
Facebook Ads	Data Science	385	
Facebook Ads	Project Management	447	3
Facebook Ads	Business Analysis	355	
Facebook Ads	Cloud Computing	11	
Facebook Ads	Property Management	2	2
Facebook Ads	Executive Production	114	
Facebook Ads	Collaboration & Productivity		
	Sub-Total	1314	5
Google Ads	Data Science	118	1
Google Ads	Project Management	24	2
Google Ads	Business Analysis	40	
Google Ads	Cloud Computing	8	1
Google Ads	Property Management	19	2
Google Ads	Executive Production	26	
	Sub-Total	235	6
LinkedIn Ads	Cloud Computing	137	1
Email	Data Science	0	9
Email	Project Management	0	2
Email	Business Analysis	0	2
Email	Cloud Computing	0	1
Email	Property Management	0	0
Email	Executive Production	0	4
Email	Collaboration & Productivity	0	1
	Sub-Total		19
	Total	1686	30

Conclusions

Key points

- ✓ Email is a more important tool than ever for language school recruitment – given current conditions
- ✓ Follow email marketing content creation best practices – use buying personas and key message
- ✓ Use email in a variety of different ways, for different purposes – templates, automation, newsletters, workflows
- ✓ Don't treat everyone the same - Segment your email lists and create customised content
- ✓ Measure success, track activities, experiment, improve, repeat!



Thanks!

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