

Tool #1: Buying-Cycle-Based Lead Nurturing Map

Crafting communications material suited to prospects' needs and expectations as they move through the funnel is a highly effective way of keeping leads engaged. However, most recruiting units struggle with the seemingly high-touch nature of such exchanges because they do not develop standardized content. Instead they use one-size-fits-all communications across the funnel.

The Buying-Cycle-Based Lead Nurturing Map will help you develop lead-nurturing content that better meets leads' desires as they progress through the funnel. Subsequent COE Forum research will collect additional guidelines and examples of effective online content creation.

Implementation Note: Though it can be difficult to accomplish, collaboration between marketing and academic subject matter experts yields the highest quality communications material. This tool can facilitate such collaborations by providing a checklist of communications materials to which subject matter experts are best suited to contribute, while leaving the branding and strategy components to marketing.

Stage in the Funnel	Place in Buying Cycle	Preferred Messaging	Targeted Content Checklist
Prospect: <ul style="list-style-type: none"> Initiated contact (email, phone call, inquiry form, visit) Was referred by someone else Visited website and explored net price calculator and/or other tools Sent standardized test scores 	Interested	High-level educational information	Emails covering: <ul style="list-style-type: none"> <input type="checkbox"/> How to complete the application & FAFSA <input type="checkbox"/> FAQ <input type="checkbox"/> Testimonials & outcomes <input type="checkbox"/> Financial aid <input type="checkbox"/> Faculty profiles <input type="checkbox"/> Curriculum
	Researching		
<ul style="list-style-type: none"> Stopped responding to email/calls Completed one or some of the above actions but stalled 	Considering	Specific, program-level information	Emails, scripts/talking points for conversations & live chats, in-person event agendas covering: <ul style="list-style-type: none"> <input type="checkbox"/> Testimonials <input type="checkbox"/> Career outcomes <input type="checkbox"/> Faculty profiles
	Anxious		
Application in Progress: <ul style="list-style-type: none"> Started an application 	Anxious	Reassurance and reminders	Emails, scripts/talking points for conversations & live chats covering: <ul style="list-style-type: none"> <input type="checkbox"/> Outcomes <input type="checkbox"/> Expectations <input type="checkbox"/> Deadlines
Applicant: <ul style="list-style-type: none"> Completed application 			Emails, scripts/talking points for conversations & events covering: <ul style="list-style-type: none"> <input type="checkbox"/> Outcomes <input type="checkbox"/> Expectations
Enrolled			