

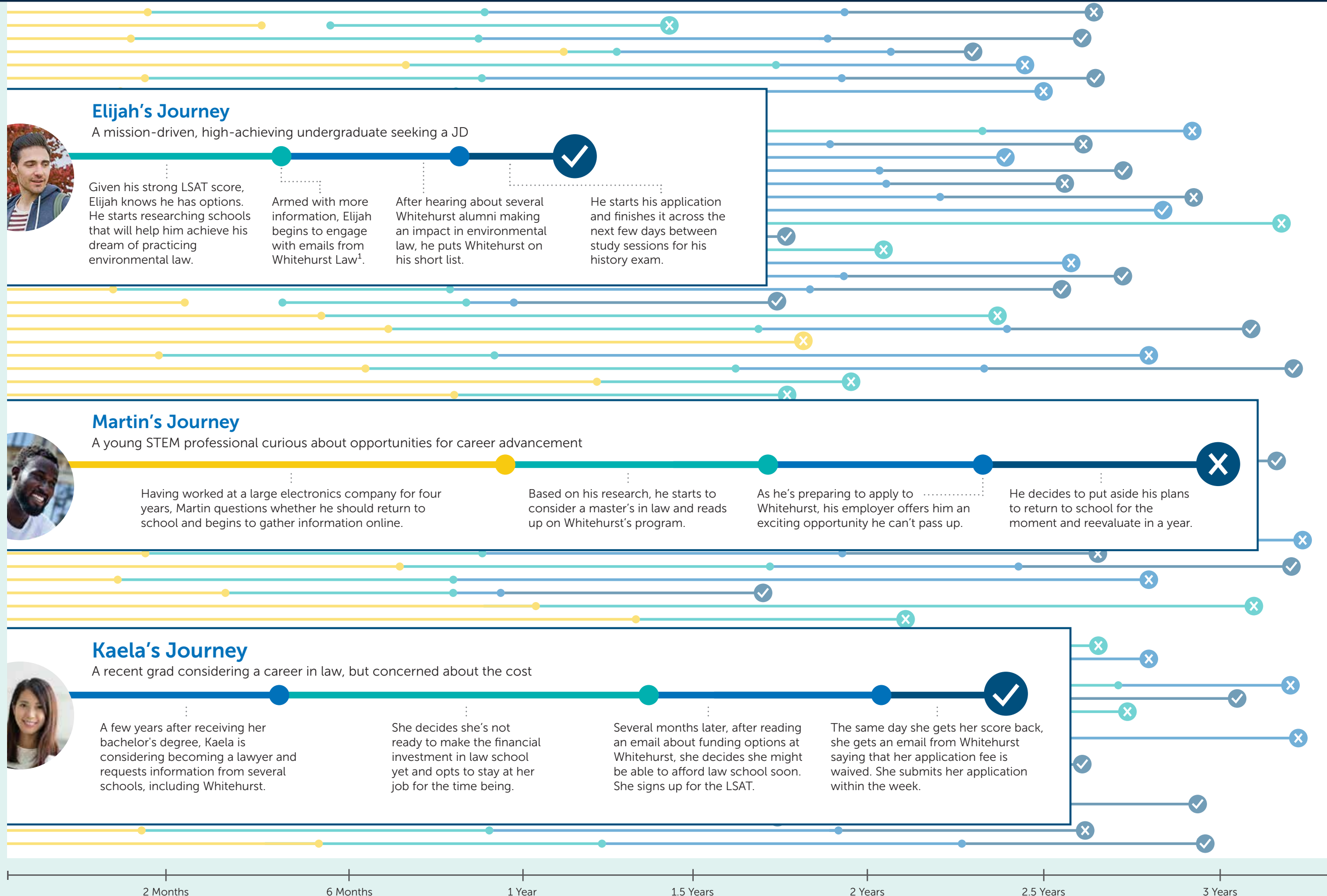
The Many Journeys to Law School Enrollment

Every student's path is different—are you prepared to respond?

Attracting and enrolling best-fit students for your law school is challenging in part because every prospective student has unique motivations and timelines. While all prospects share the goal of attaining a law degree, their concerns and career paths differ, and outreach that one student appreciates might be regarded by another student as irrelevant. To recruit target students in a highly competitive market, law schools need to be hyperresponsive to engagement cues and signals, which requires advanced analytics and the ability to personalize communication at scale.

KEY: UNDERSTANDING THE STAGES OF THE STUDENT JOURNEY

- Awareness
- Consideration
- Decision to Apply
- Application Completion
- ✗ Did not enroll
- ✔ Enrolled



Elijah's Journey

A mission-driven, high-achieving undergraduate seeking a JD

Given his strong LSAT score, Elijah knows he has options. He starts researching schools that will help him achieve his dream of practicing environmental law.

Armed with more information, Elijah begins to engage with emails from Whitehurst Law¹.

After hearing about several Whitehurst alumni making an impact in environmental law, he puts Whitehurst on his short list.

He starts his application and finishes it across the next few days between study sessions for his history exam.

Martin's Journey

A young STEM professional curious about opportunities for career advancement

Having worked at a large electronics company for four years, Martin questions whether he should return to school and begins to gather information online.

Based on his research, he starts to consider a master's in law and reads up on Whitehurst's program.

As he's preparing to apply to Whitehurst, his employer offers him an exciting opportunity he can't pass up.

He decides to put aside his plans to return to school for the moment and reevaluate in a year.

Kaela's Journey

A recent grad considering a career in law, but concerned about the cost

A few years after receiving her bachelor's degree, Kaela is considering becoming a lawyer and requests information from several schools, including Whitehurst.

She decides she's not ready to make the financial investment in law school yet and opts to stay at her job for the time being.

Several months later, after reading an email about funding options at Whitehurst, she decides she might be able to afford law school soon. She signs up for the LSAT.

The same day she gets her score back, she gets an email from Whitehurst saying that her application fee is waived. She submits her application within the week.

Data-Driven Marketing for Each Student Journey

Marketing to Elijah

- Based on his high LSAT score, Whitehurst targets Elijah with **display ads** and **emails** highlighting their JD programs.
- Whitehurst emails him a **micro-survey**. He completes it on his smartphone, indicating his primary motivation for pursuing a JD is to change the world.
- Elijah receives a **customized email** from Whitehurst profiling several alumni making an impact in mission-driven careers, which he clicks on.
- Whitehurst emails him a **helpful PDF guide** about the application process, which he downloads.
- Given his level of interest, Elijah receives **deadline-focused emails** driving urgency and action. He starts his Whitehurst application.
- In response to his incomplete application, he receives **text messages** nudging him to complete by the deadline.

Marketing to Martin

- Leveraging consumer data, Whitehurst targets Martin with **display ads** featuring their MSL program. While on LinkedIn he **downloads an e-book** from Whitehurst titled "Five Reasons to Earn a Master's in Law."
- Martin receives a **nurturing email series** from Whitehurst, and he engages.
- Martin opens a **deadline reminder email** and replies that he has decided to apply in a future term.
- He is placed in Whitehurst's **newsletter stream**, thus respecting his intent but keeping him informed.

Marketing to Kaela

- Based on her inquiry, Whitehurst sends Kaela **emails** and targets her with **display ads**.
- In response to an email, Kaela indicates that she is not interested in applying until next year and is placed in Whitehurst's JD email **newsletter stream**.
- She responds to a **micro-survey** in the newsletter, sharing her concerns about the cost of a JD.
- Kaela gets a **personalized email** focused on scholarships at Whitehurst and **digital ads** highlighting the ROI of a JD. She engages.
- Based on her level of engagement with Whitehurst, she receives an **email** with an **application fee waiver**.

1. Whitehurst Law is a fictional university.