

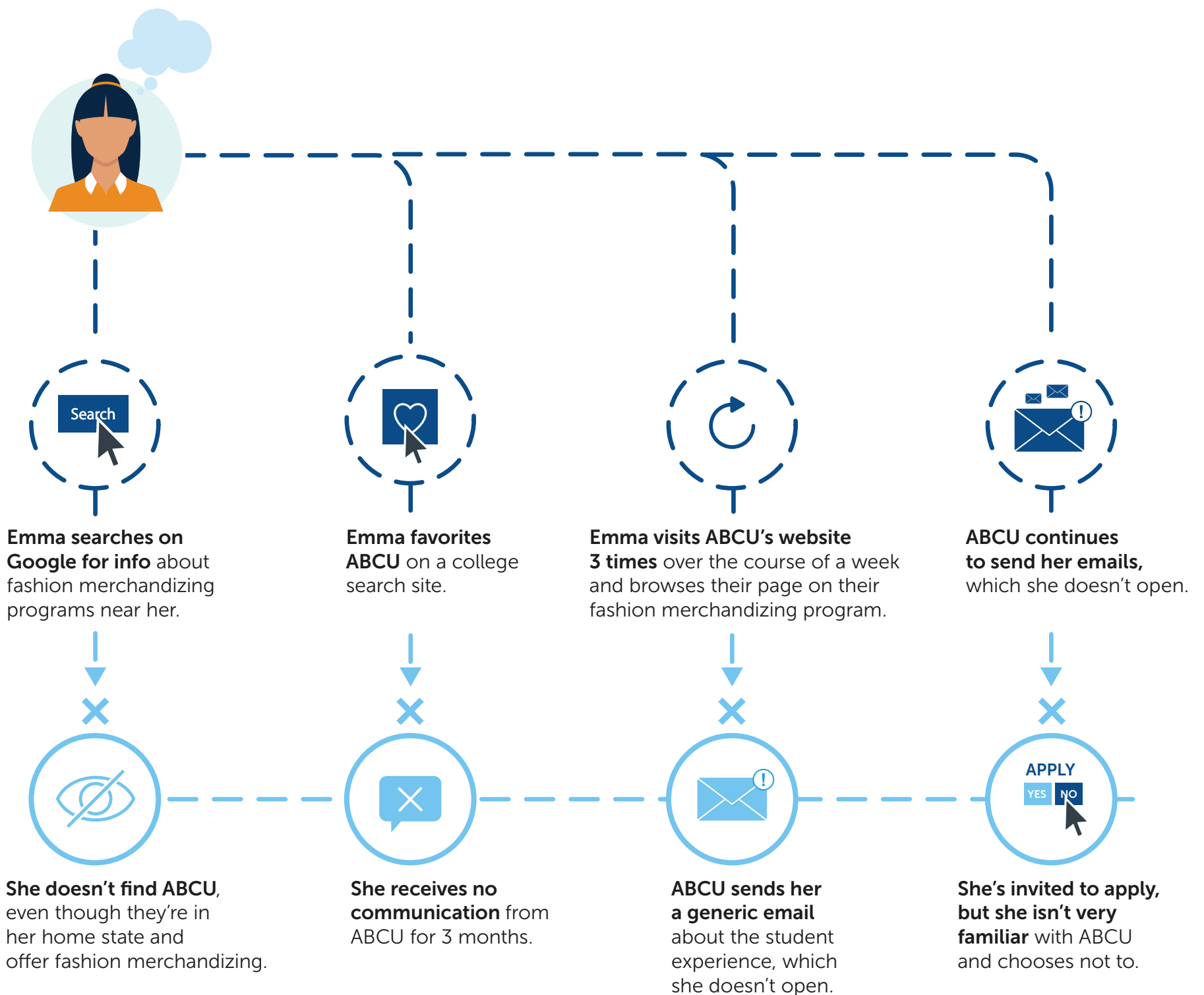
Best Practice Recruitment Marketing for Today's Student Journey

What does modern, responsive marketing look like?

Shifting demographics and list source disruptions, combined with a proliferation of new engagement channels, makes finding your right-fit students more challenging than ever. On top of this, Gen Z students expect personalized, authentic messaging and their precollege experiences with your brand can be a huge factor in their college decision. In this environment, you need an approach to marketing that meets prospective students where they are, with messages tailored to their desires and needs, at the right moments. But what does that actually look like? Explore this infographic to compare two different marketing journeys for one hypothetical student, Emma.



Traditional Marketing Approach



Conventional Campaigns

- × Linear
- × Preset
- × Delayed
- × Impersonal



Modern Responsive Marketing



Emma searches on Google for info about fashion merchandizing programs, which leads her to Cappex. She fills out a form indicating her interest in ABCU.

The next day, she receives personalized emails from ABCU about fashion merchandizing.

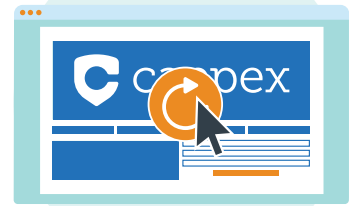


She clicks through. While browsing their website, she also sees info about another potential major of interest—engineering.



She returns to the Cappex website to look at student reviews of ABCU.

A few days later, Emma receives digital ads prompting her to take a virtual tour of ABCU's engineering buildings. She takes the tour.



She receives a series of personalized emails telling her more about campus life and local engineering internship opportunities.



Modern Marketing

- ✓ Multi-dimensional
- ✓ Responsive to each student's actions
- ✓ Rapid
- ✓ Personalized



She's invited to join WisrConnect. She already feels that ABCU's academic offerings and location might be a good fit, but she wants to get a better sense of what the students are like. She joins the community.

She receives emails inviting her to apply. She engages and submits her application.

