



Digital Marketing and Social Media



Insight to Action

EMAS Pro National Conference 2018

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DIGITAL MARKETING & SOCIAL MEDIA

Session Support

▼ Questions during today's session

- Please hold questions until the end of the presentation

▼ Session Takeaways

- Don't forget to record your takeaways in your workbook
- Feel free to tweet about your takeaways using the hashtag #emaspro2018

▼ Resources

- Slides from this presentation will be posted on EMASU after the conference

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Industry Trends – Digital Marketing

- ▼ 44% of direct mail is never opened. That's a waste of time, postage and paper.
- ▼ 86% of people skip through television commercials.
- ▼ Inbound marketing costs 62% less per lead than traditional outbound marketing

Inbound marketing focuses on earning, not buying, a person's attention, which is done through social media and engaging content, such as blogs, podcasts and white papers. This content is interesting, informative and adds value, creating a positive connection in the eyes of the consumer, thus making him more likely to engage your brand and buy the product. So it costs less *and* has better a ROI.

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Industry Trends – Digital Marketing

▼ **Ensure you're using an integrated mix**

55% - 60% of students are more likely to consider institutions that use email, text and social media to communicate.

▼ **Don't sleep on your search engine optimization**

67% of internet users use search engines as their first source of information for higher education institutions and **64.6%** of internet users click on sponsored links when searching for higher education information.

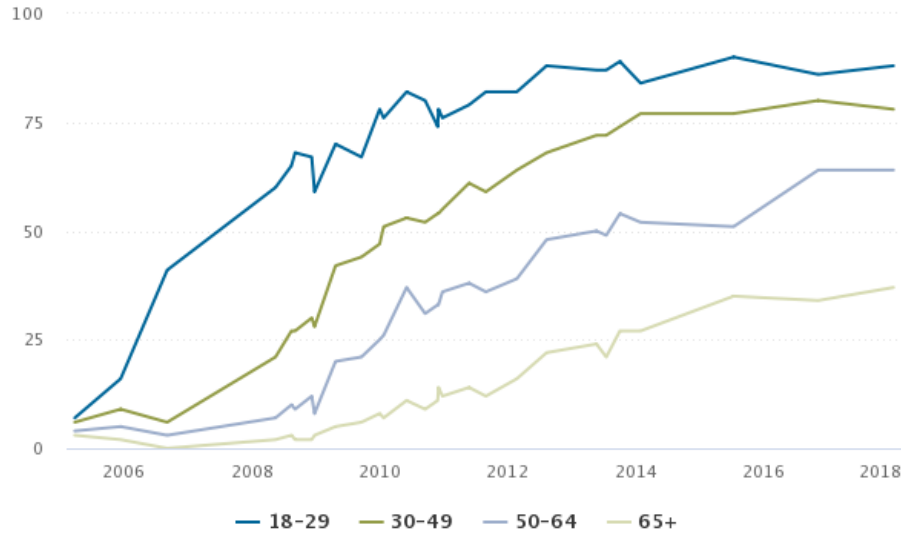
▼ **Consider using podcasts**

Podcast listenership has grown **75%** since 2013, with **21%** of all Americans listening to podcasts. That's more than the percentage who use Spotify and equal to the percentage who use Twitter.

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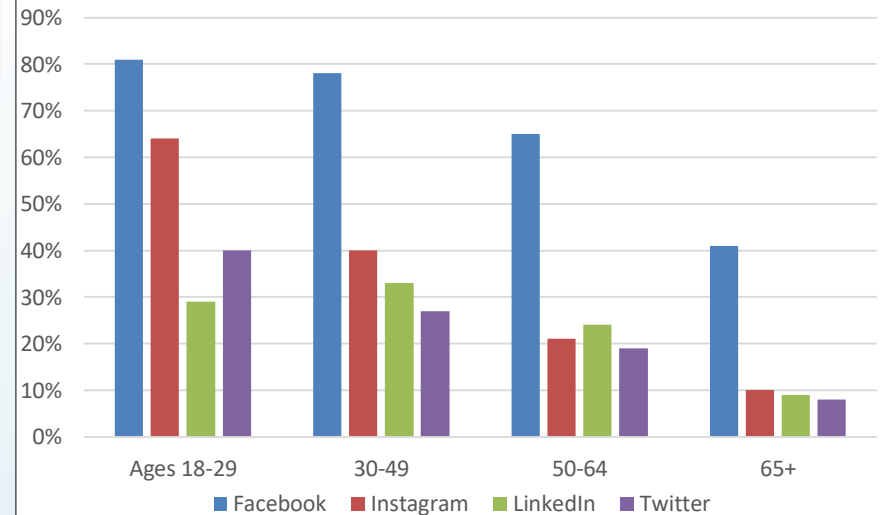
Industry Trends – Social Media

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2018.
PEW RESEARCH CENTER

All Age Groups



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Industry Trends – Social Media

9

Hours per day that an average teen spends using and consuming social media

71

Percent of teens who use multiple social media platforms

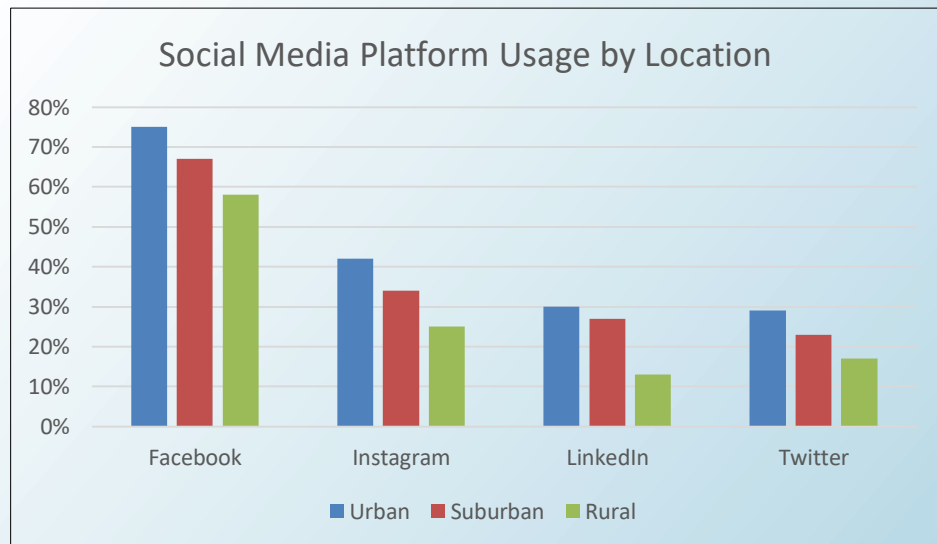
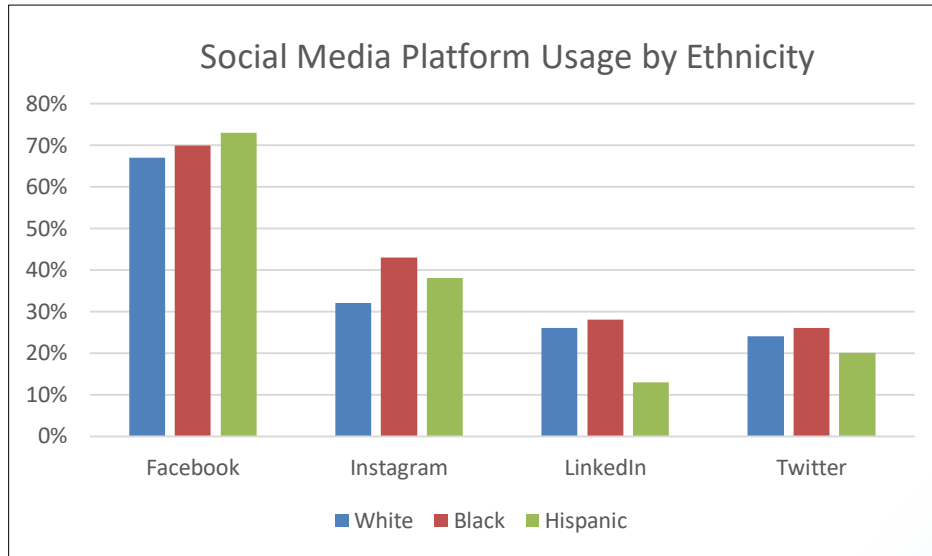
Ages 18-29



■ Facebook ■ Instagram ■ LinkedIn ■ Twitter

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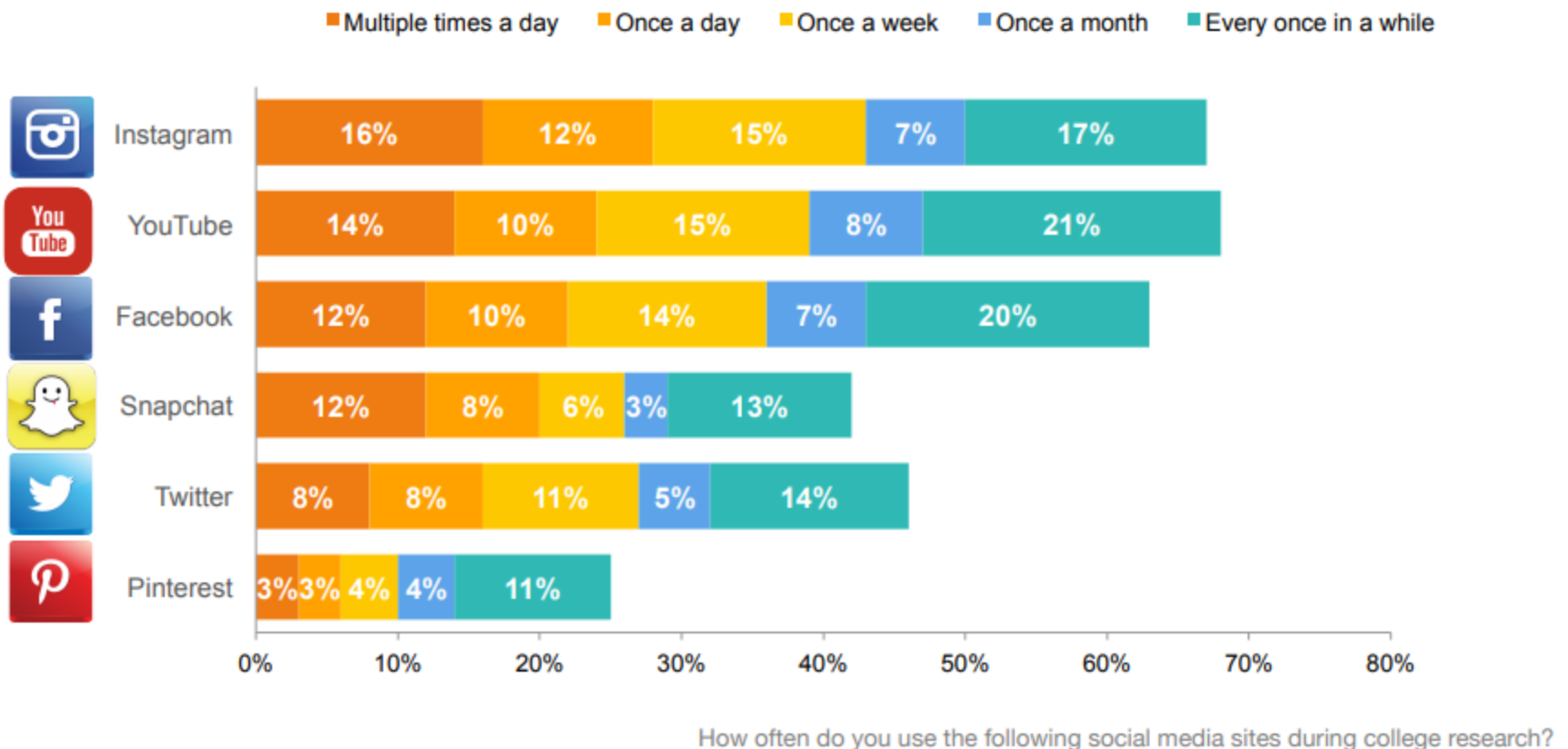
Industry Trends – Social Media



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Industry Trends – Social Media

Frequency of Use: COLLEGE SEARCH



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- ▼ Salisbury University and University of Indianapolis campus-specific presentations

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Reports & Dashboards – Student Contact History Report

Student Name: Last, First		SS Number	Stage	Entry_term	Market seg.	Counselor
Home Phone	Primary Address	E-Mail Address				
Date	Type	Communication name	Communication History			
		Communication comments	Enclosure			
		bounce790780@emaspro.com	Communication History			
4/25/2016	EM	HTML JAN 26				
<u>Adam, Miranda</u>		999-56-1620	500	20101	FRE	
(999)999-9999	2260 Par Ln, Apt 809, Cincinnati, OH 45238	bounce670619@emaspro.com				
		Communication History				
2/1/2010	TE	APPLICANT ACCEPTANCE CALL				
4/30/2010	FL	NORTH EXP ASSIGNMENT LTR				
5/11/2010	FL	CHALLENGE TEST 2				
4/25/2016	EM	HTML JAN 26				
<u>Adams, Alexander</u>		999-79-1454	500	20101	FRE	IE
(999)999-9999	1300 Vincent Avenue, Hebron, KY 41048	bounce811379@emaspro.com				
		Communication History				
11/4/2009	TE	APPLICANT ACCEPTANCE CALL				
11/4/2009	TE	SCHOLARSHIP CALL- GENERAL				
4/30/2010	FL	NORTH EXP ASSIGNMENT LTR				
4/25/2016	EM	HTML JAN 26				
<u>Adams, Alexis</u>		999-58-6217	400	20101	FRE	AB
(999)999-9999	608 E Bridge St, Florence, KY 41042	bounce890889@emaspro.com				
		Communication History				
7/23/2009	TE	WELCOME WED. CONFIRMATION CALL				
2/10/2010	FL	BUMPER STICKER PRIDE MAILING				
4/25/2016	EM	HTML JAN 26				
<u>Adams, Alisicia</u>		999-46-7522	500	20101	FRE	JM2
(999)999-9999	51 Klaincrest Ave., Louisville, KY 40291	bounce178171@emaspro.com				
		Communication History				
9/28/2009	TE	NORSE DAY CONFIRMATION CALL				
11/18/2009	TE	APPLICANT ACCEPTANCE CALL				
4/30/2010	FL	NORTH EXP ASSIGNMENT LTR				
4/25/2016	EM	HTML JAN 26				
<u>Adams, Antonio</u>		999-60-0611	400	20101	FRE	JM2
(999)999-9999	4815 Chenwood Ln, Cincinnati, OH 45227	bounce642242@emaspro.com				
		Communication History				
6/19/2009	TE	WELCOME WED. CONFIRMATION CALL				
4/14/2010	TE	UNPAID CONFIRMATION FEE CALL				
4/25/2016	EM	HTML JAN 26				
2/23/2018	FL	BUMPER STICKER PRIDE MAILING				
<u>Adams, Bria</u>		999-91-6693	400	20101	FRE	
9992229999	517 Highland Court, Taylor Mill, KY 41015	bounce983796@emaspro.com				

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Reports & Dashboards – Student Initiated Contacts Dashboard

EMAS® Kaleidoscope

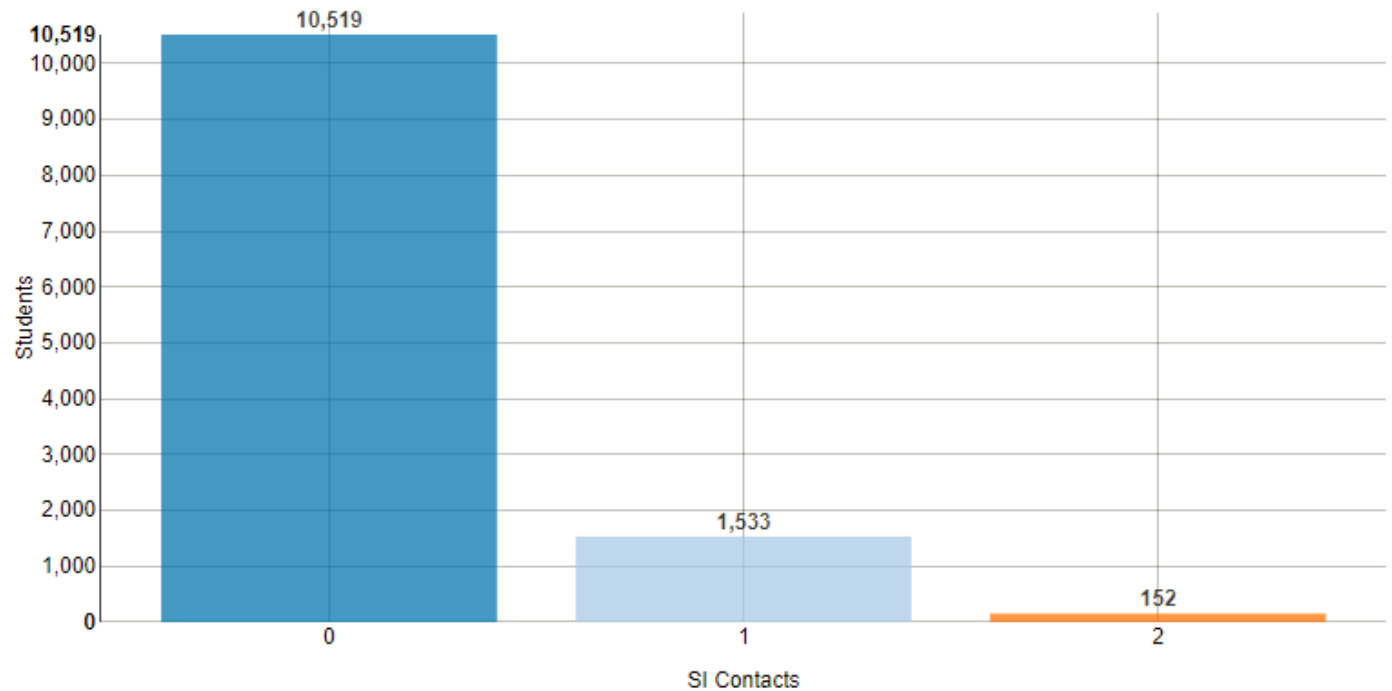


EMAS University

- Data Overview
- Maps
- Feeder High Schools
- Feeder Colleges
- ACT College Choice
- Enrollment Funnel
- Student Initiated Contacts**
- Student Scores
- Enrollment Success Indicator

Student Initiated

Visuals Students



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Final Thoughts...

- ▼ We hope that this session has been valuable to you
- ▼ Don't forget to record session takeaways in your workbook
- ▼ Have a great rest of your conference!