Collegial Conversation: Digital Recruitment: Maximizing the Impact and Weighing the Costs

Resource List

Best Free CRM Software of 2021, U.S. News & World Report

Four Actions Enrollment Professionals Can Take to “Survive the Storm”, International Educator Magazine

Locked Down: Recruiting When You Can’t Travel, International Educator Magazine

NAFSA Admissions and Credential Evaluation Network

NAFSA Recruitment, Advising, Marketing, and Admissions Network
QUESTIONS TO ASK WHEN BUILDING YOUR DIGITAL ECOSYSTEM

Are you getting students’ eyes on your content?
Are you showing up in searches? How many impressions is your content getting? How are students finding your website?

Are enough students actively filling out your inquiry form online, providing you with a steady stream of prospects? What is the quality and diversity of these leads?

What are your email open and click rates? Are students finding what they need on your website?
Are your retargeting campaigns reaching the right students? Are students booking virtual meetings with your staff?

Are you receiving enough applications, and can you track which digital tools they used in their journey? What is the quality and diversity of your applicants?

How is the attendance at your virtual yield events? What content are you providing students to keep them engaged and excited about starting?
WHAT TOOLS CAN YOU LEVERAGE IN EACH STAGE?

**Awareness**
- Robust presence on student search sites (e.g. Hotcourses and IDP), sponsored social media posts, web display ads, attending virtual recruitment events

**Lead Generation**
- Media assets, microsites, digital marketing service providers to highlight your content and drive inquiry form completion and click-throughs to your website

**Engagement + Nurturing**
- A CRM and/or an email service provider, Retargeting campaigns on web and social media, webinars and virtual meetings with your admissions staff, chat platforms/bots

**Applications + Conversions**
- Virtual events and webinars, peer-to-peer chat platforms, student vlogs, live social media events, re-engagement emails

**Admissions + Yield Management**