



# 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

**Awareness**



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?

**Lead Generation**



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?

**Engagement + Nurturing**



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?

**Applications + Conversions**



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?

**Admissions + Yield Management**



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?

