

UK Online Prospective Student Journey



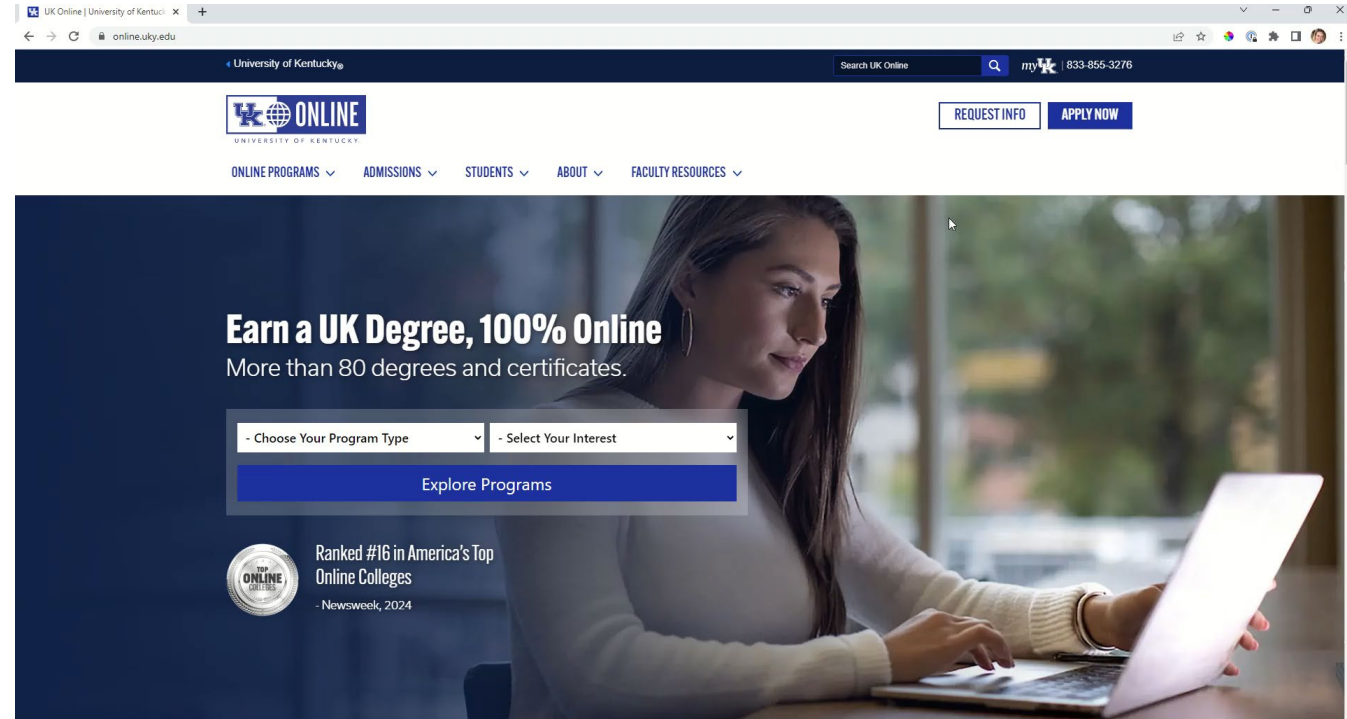
New Website

Marketing Goal

- Increase brand awareness
- Provide all info consumers need
- Ingrain engagement & automate
- Reflect UK

Performance

- 2x web traffic
- Leads are up 47%
- Apps are up (on average 30% for Fall24, and 60% for Summer24)



Online Program Marketing

Our Goals



Partner with Programs

- Your insight and knowledge, powered by our systems



Provide Tools for Success

- Multiple platforms for engagement and lead capture



Showcase Programs

- Stand out in a sea of options



Automate Communication

- Set it, but not forget it.



Increase Visibility

- Search rankings
- Visibility within uky.edu

How Prospective Students are Identified

Engagement =



Online Student Journey

Communications that are triggered by engagement



Day 1

- Drives application
- Highlights next app date
- If 1:1 meeting exist, includes link
- If program accreditation exists, includes highlight

Day 2

- Text message (if phone # provided)
- Opens direct line for communication with UKO recruiters

Day 5

- Features student support services
- Drives app
- Highlights next app date

Day 9

- Focus on tuition
- Surfaces links to fin aid support
- Specific to undergrad vs grad
- Drives app
- Highlights next app date

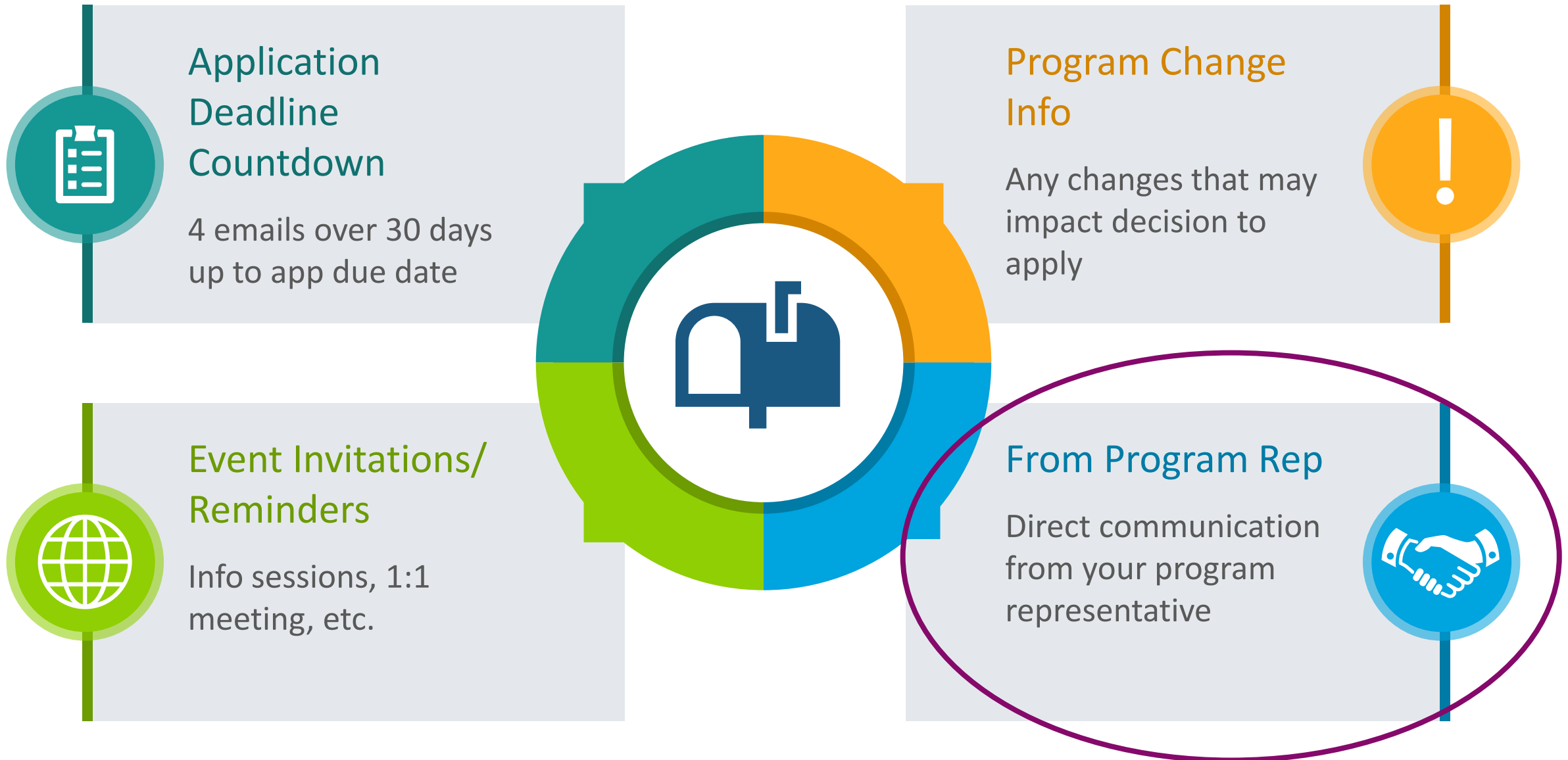
Day 13

- App guidance info for grads
- Drives app
- Highlights next app date

Day 16

- Still no app? Recruiter assigned task to contact the student.

Other Emails Sent



Prospect Reports

Weekly Prospect Reports

1. Sent via email on Mondays
2. Sort by date to see the “new”
3. If on this list **and** have not applied, they have/are receiving automated communications

Not receiving a report? Submit a request!

Common Student Status

Inquiry
Inquiry – App starter
Applicant
Admit
Confirmed

Common Source

UK Online RFI ...
Application – Slate
Bookings ...
... Open House

How Should Programs Engage?

Program Rep



Intro email/call

- Open line of communication
- Field individual questions



App started but not submitted

- Reach out when closing date approaching



Follow-up on requests

- Did they get what they needed?



Offer 1:1 virtual appointments

- 15 mins
- Scheduled via form online
- Hosted on Teams

Strategies to Increase Leads

Establish foundation, Assess Key Drivers, Measure & Learn, Create

Lists (soft leads)

- Feeder programs
- Comm path is different



Paid Search Ads

- Target audience strategy
- Require budget from program



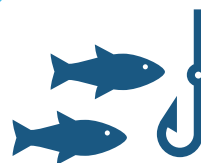
Social Media

- Build audience and reach
- Funnel into entry points for journey



Blog

- Articles aimed at surfacing programs in search
- Link strategy – make sure the online program page is linked on your web!



New Features for Online Program Pages



FAQ

- Divert repetitive questions
- Get students the answers they need
- Explain tricky things



Video

- Utilize the FMD if none exists
- Video should promote the program as a whole, and really feature “online”



1:1 Virtual Meetings

- Utilizes Microsoft Bookings
- Integrates with your Outlook calendar
- Meet over Teams
- 15 minutes
- Sends automated reminders



Webinar

- Hosted on Zoom Webinars
- Registration form shared for your use/promotion
- Auto sends reminders and follow-ups



Questions?