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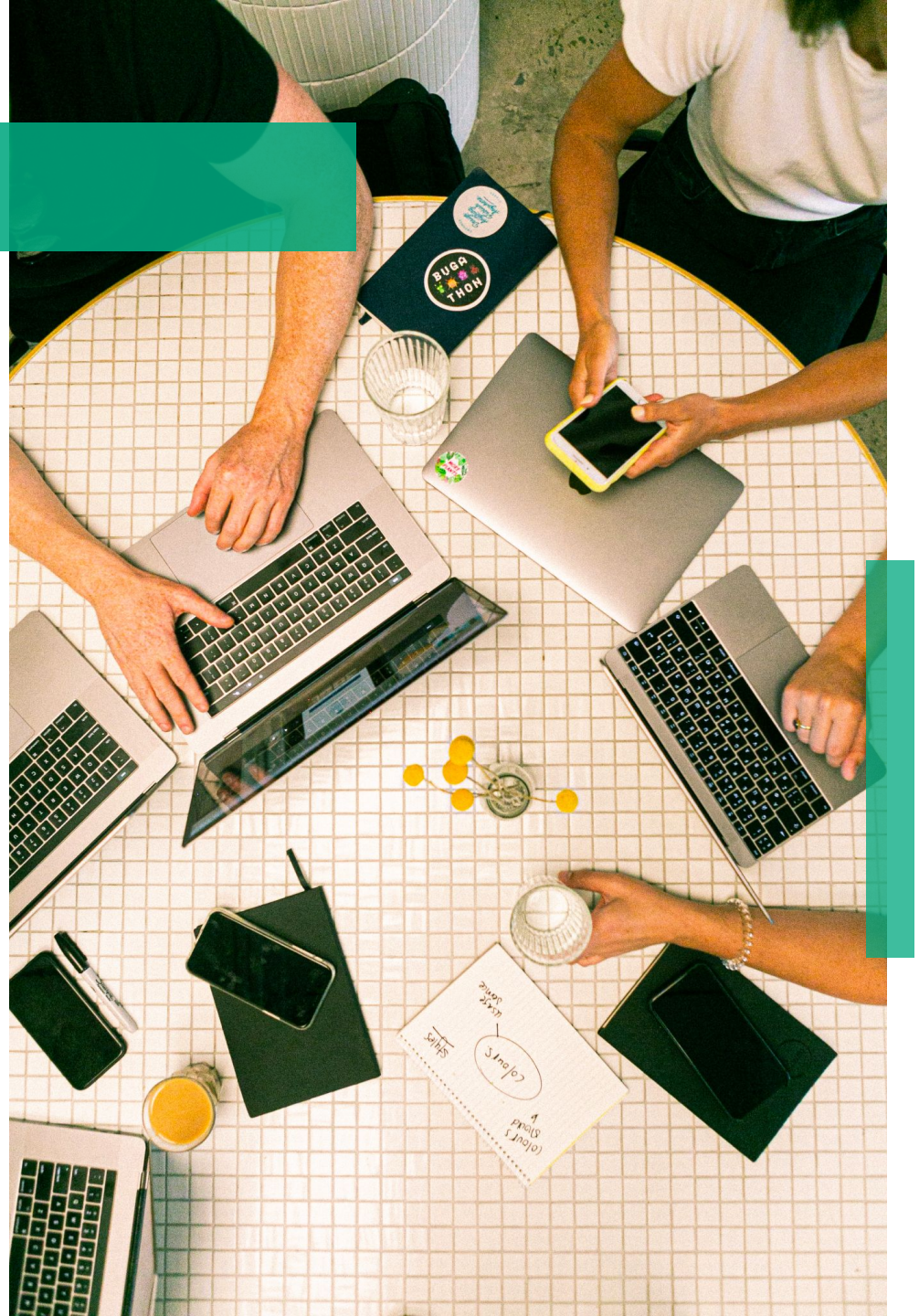

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DX IN MARKETING

Presented by Guy Saben, Carol Leoncini and Ash Jayakumar

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MARKETING 101

Where are your learners looking?

1:2

Ratio of applicants who use five or more social media platforms in their RTO research.

55%

Percentage of students more likely to consider institutions that use email, text, and social media to communicate compared to traditional comms.

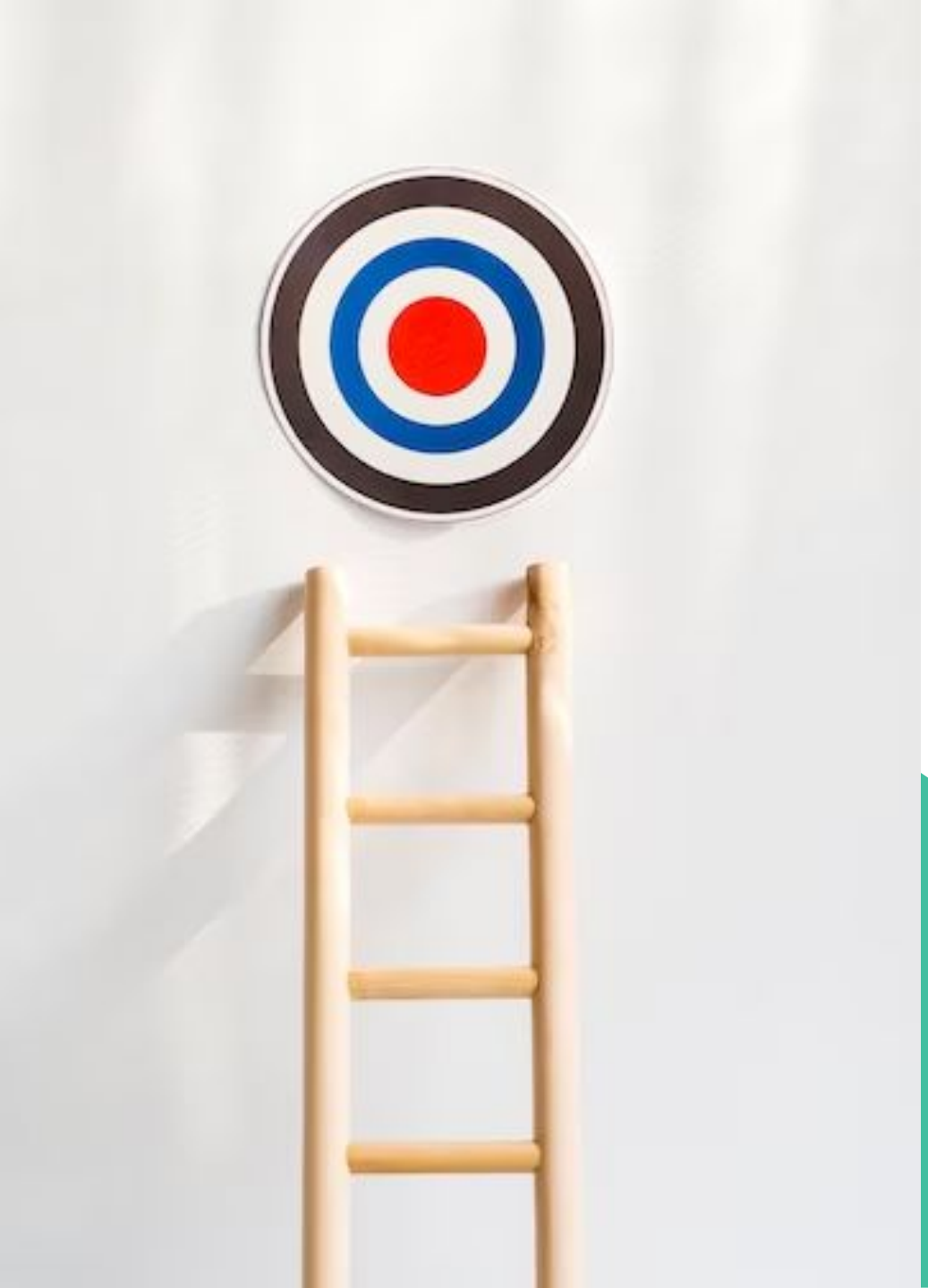
65%

Percentage of online applicants who click on sponsored links when searching for information.

67%

Percentage of applicants who use search engines as their first source of information.

Reference: https://rdwgroup.com/blog/higher-education-statistics/



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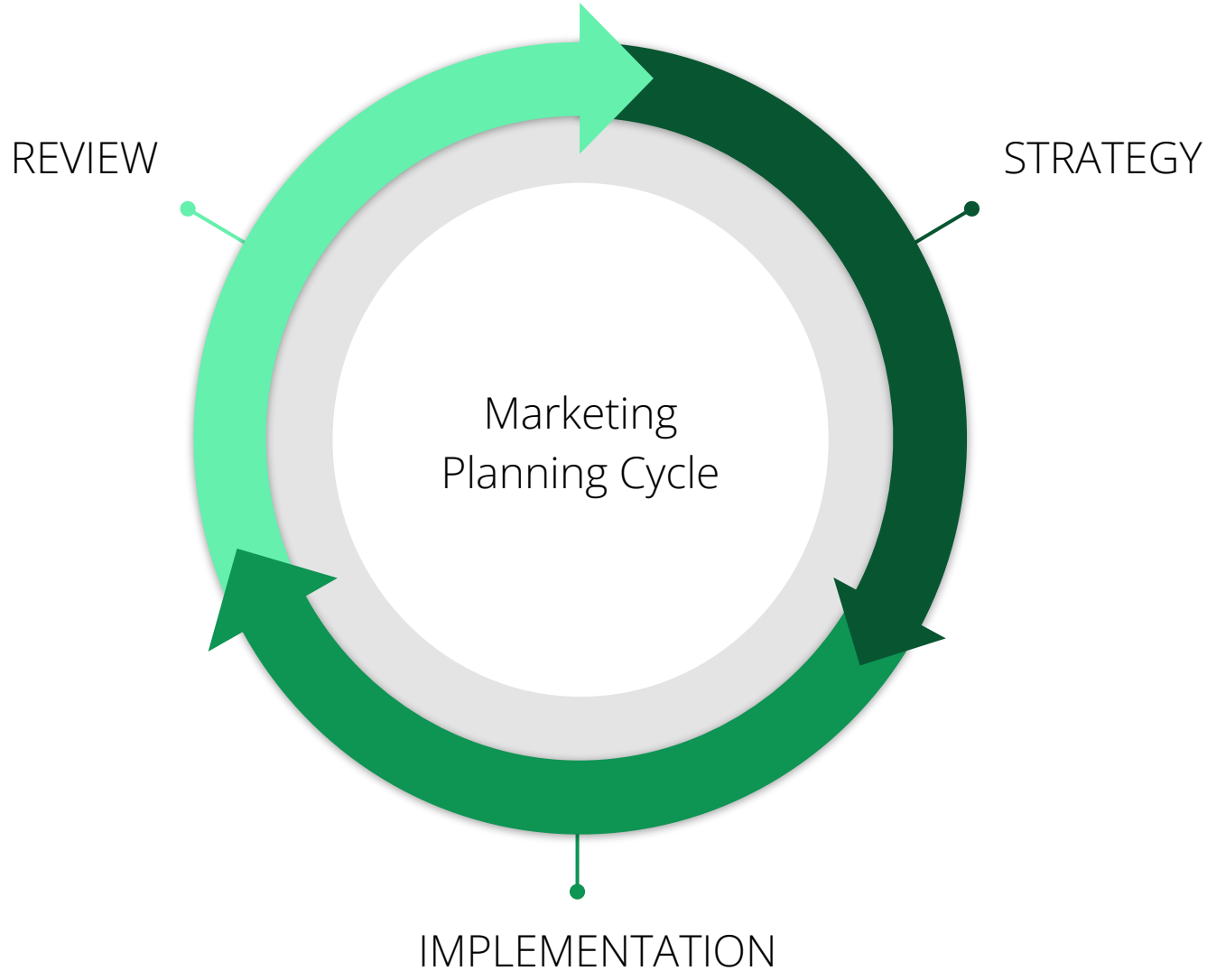
What do we want from Marketing?

GOALS

- Increasing Brand Awareness
- Generate high-quality leads
- Acquire new customers
- Increase revenue

ROI



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Important Marketing Assets for RTOs

Brand Equity

The value premium that a company generates from a RTO with a recognisable name when compared to an equivalent.

Competitive Advantage

The advantage an RTO has at any given moment that can't be recreated, done similar or better in the short-term.

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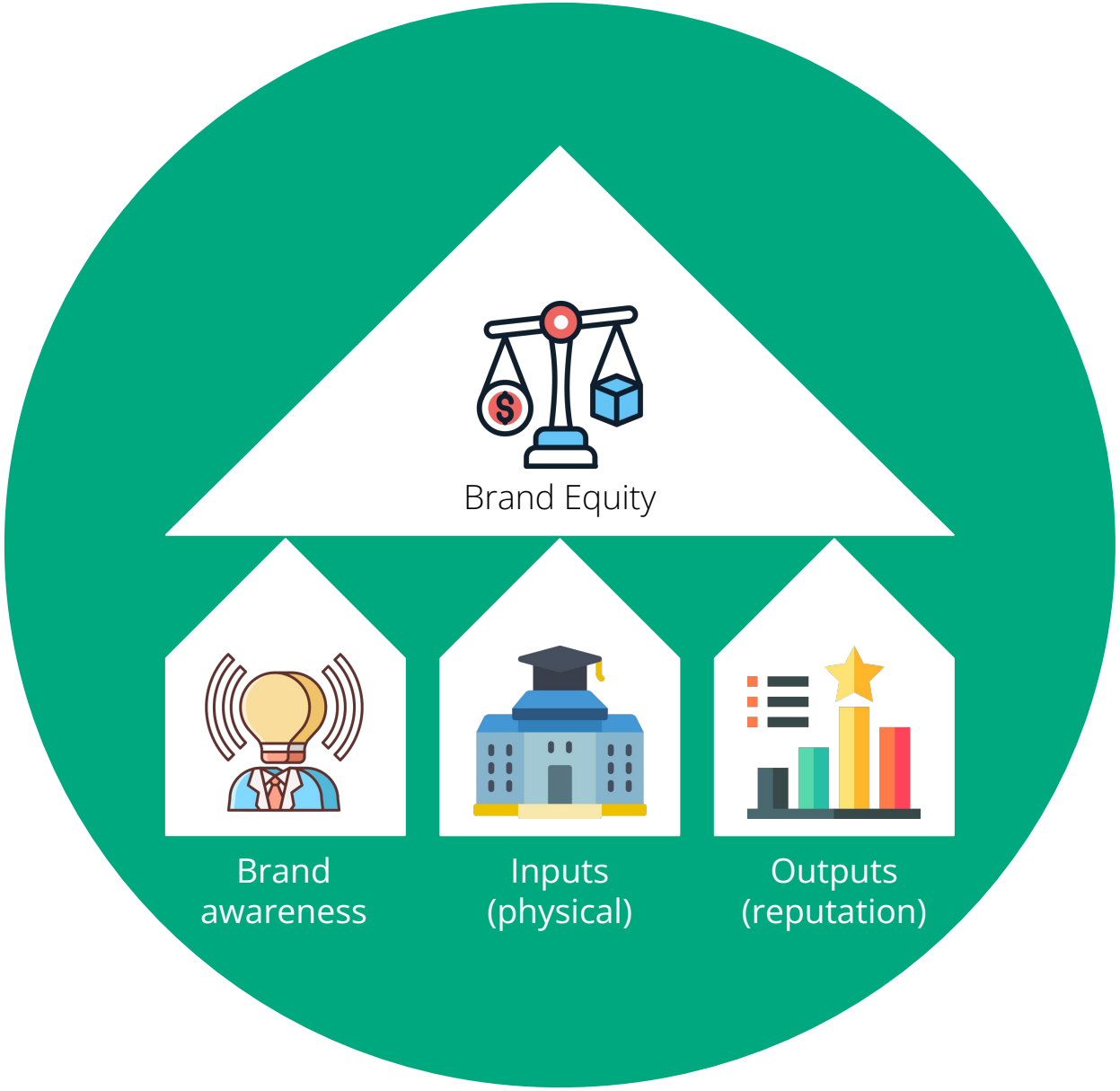
Keller's Brand Equity Model in Education



Discovery

of Provider via different marketing platform, including provider's public website

Enquiry

Capture contact details and interests of interested learner

Nurture

Interactions with enquiry to covert to obtain Application / Enrolment

Application

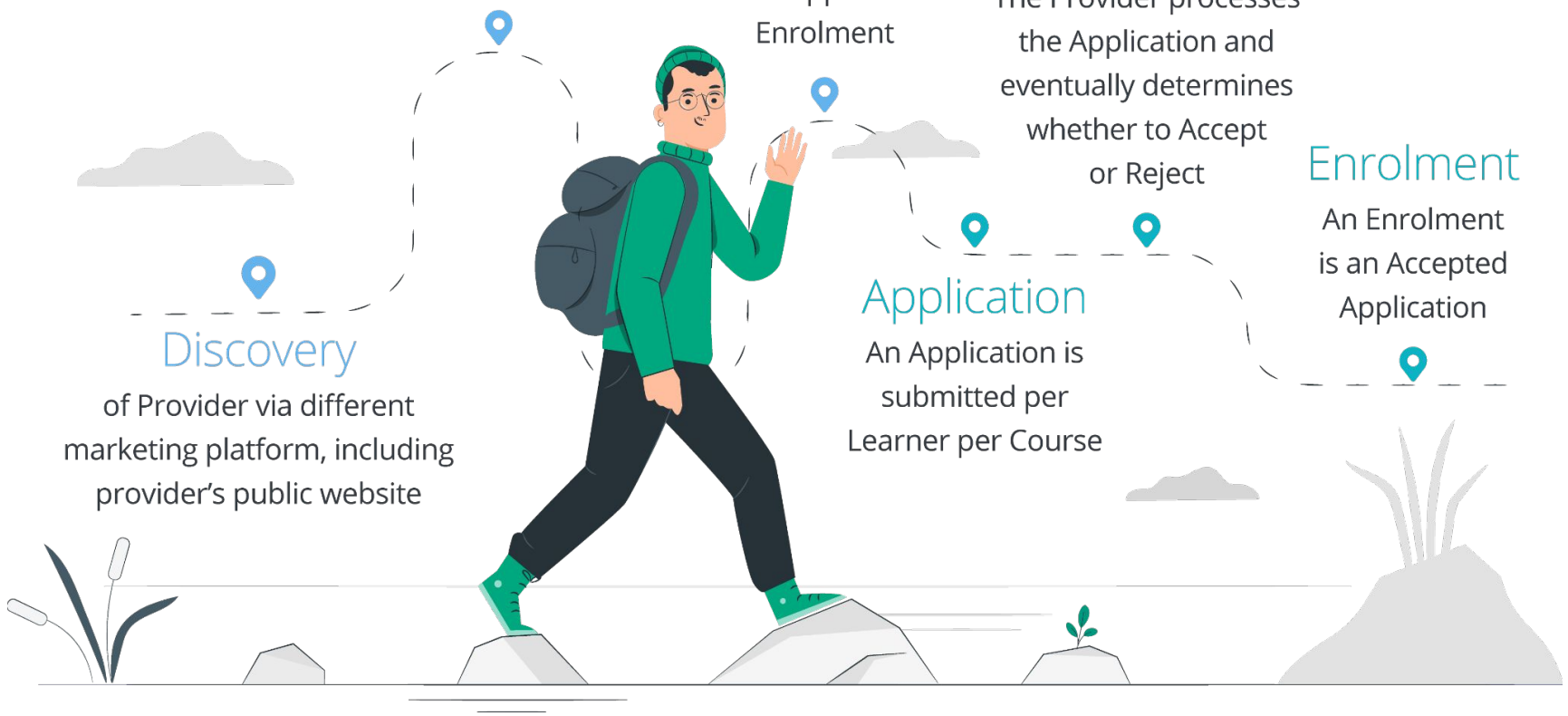
An Application is submitted per Learner per Course

Review

The Provider processes the Application and eventually determines whether to Accept or Reject

Enrolment

An Enrolment is an Accepted Application



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Have drop-off for valid reasons

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Brand equity is a result of trust

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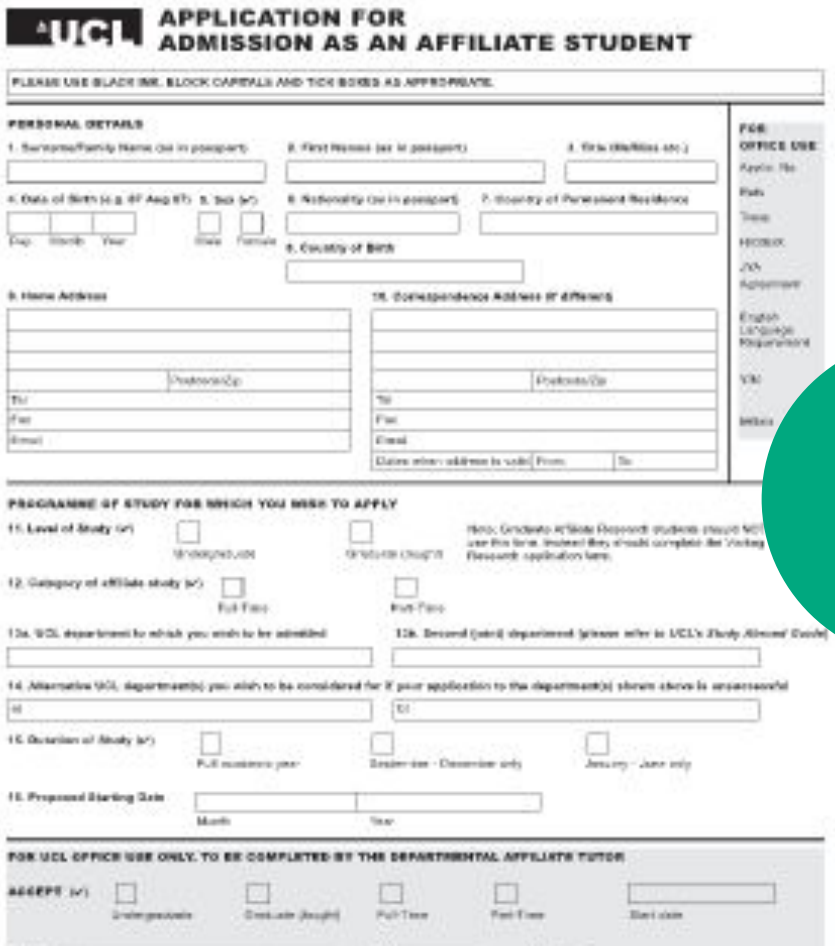
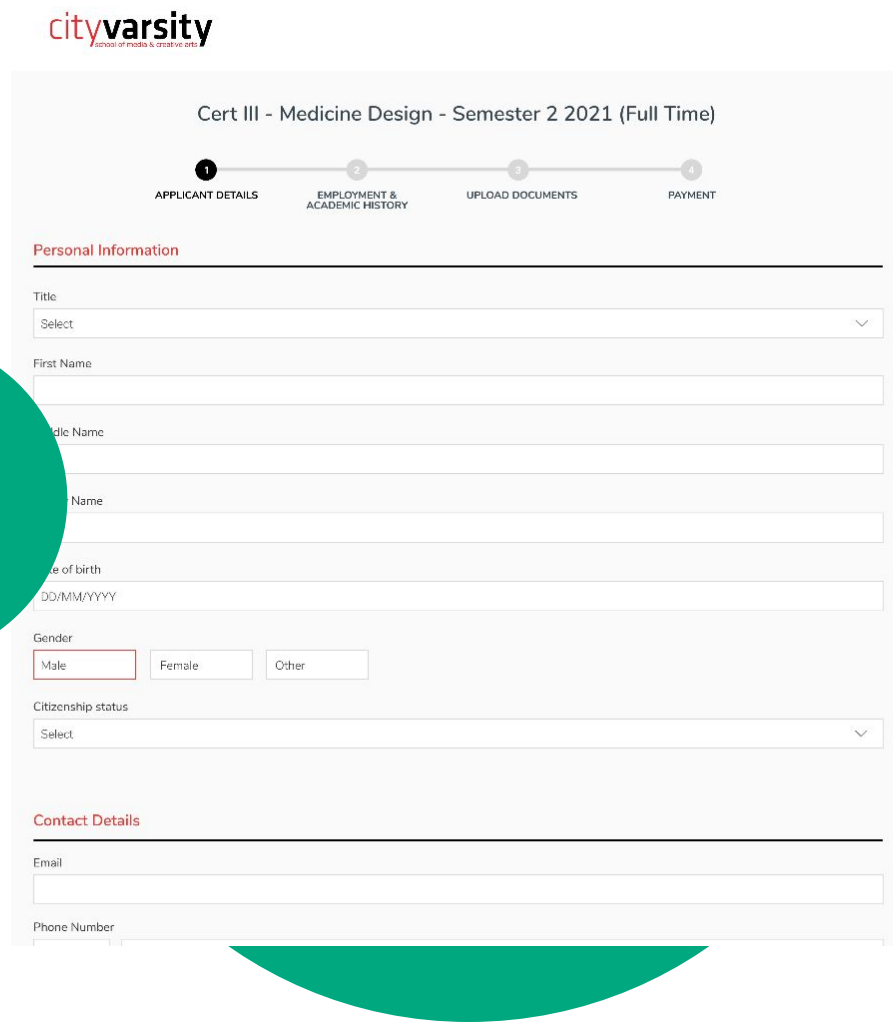
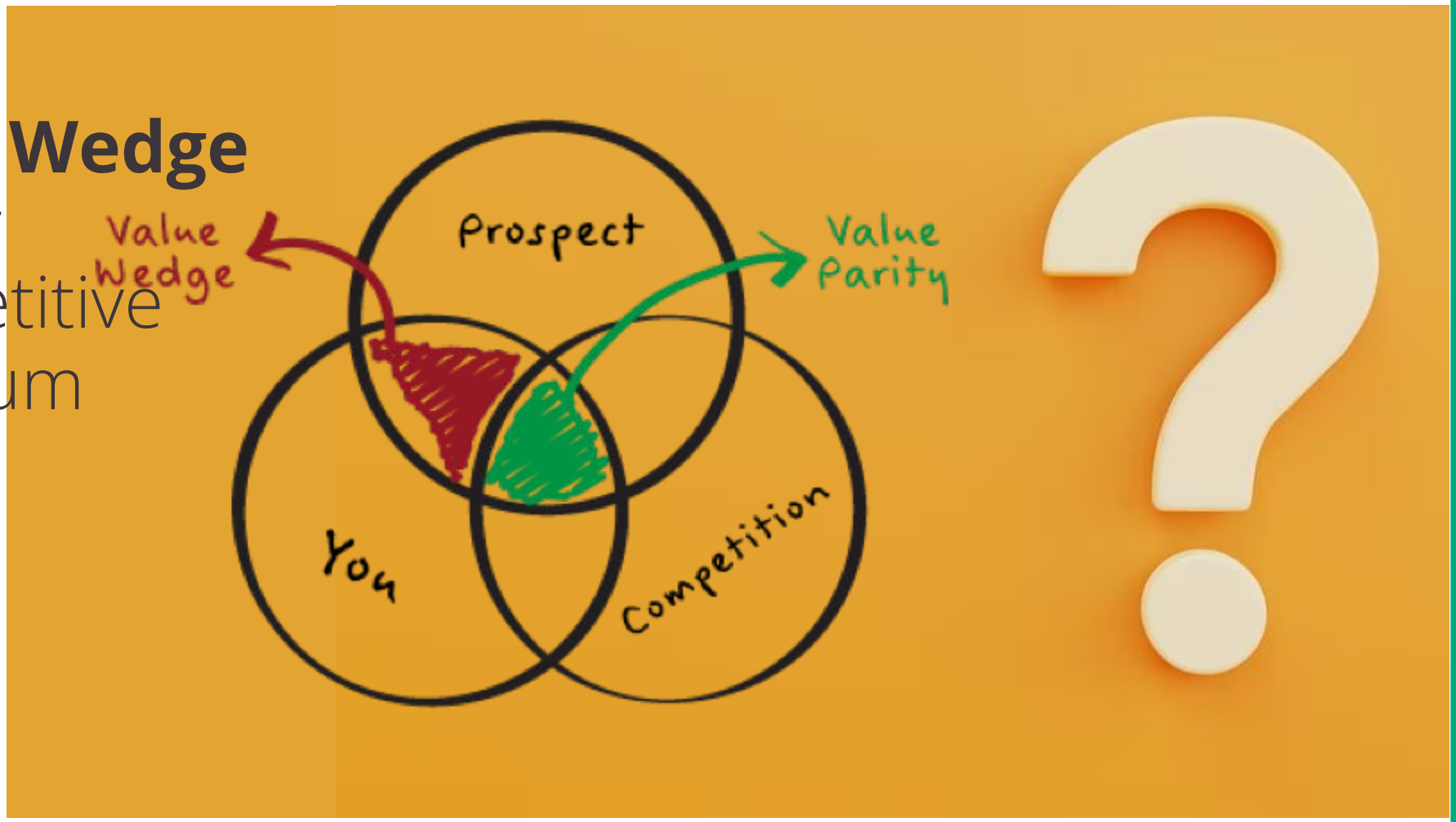
The right data at the right time, when you need it



VS



The **Value Wedge** is your competitive premium



Do you want to be a price setter, not a price taker?

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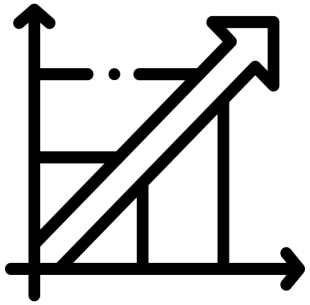
Reducing the friction...

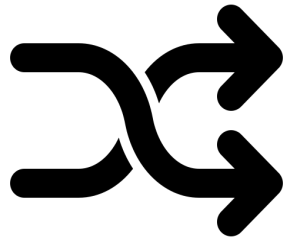
Purchase friction occurs when learners get stuck between the awareness stage and the purchase stage.

- Cluttered or crowded layouts
- Too much copy
- Poor site structure & navigation
- Poor form design
- Asking too much too soon
- Weak feedback mechanisms

What you need to eliminate friction



Scalability



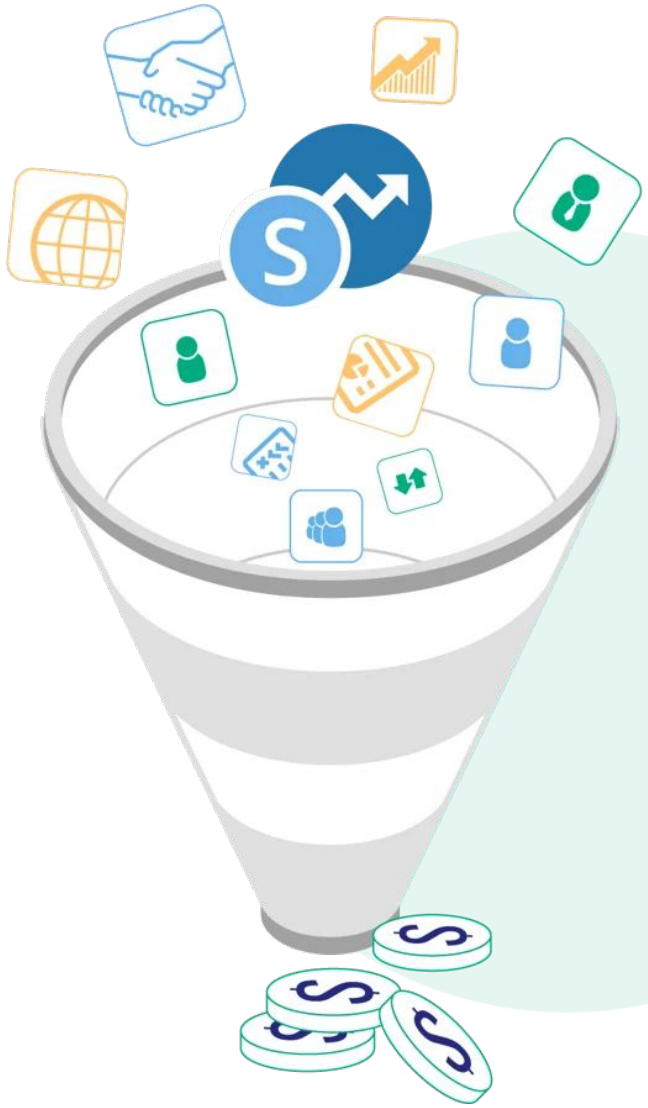
Automation

Configuration

Styling

Billing & Payments

DX in Marketing in 3 Simple Steps

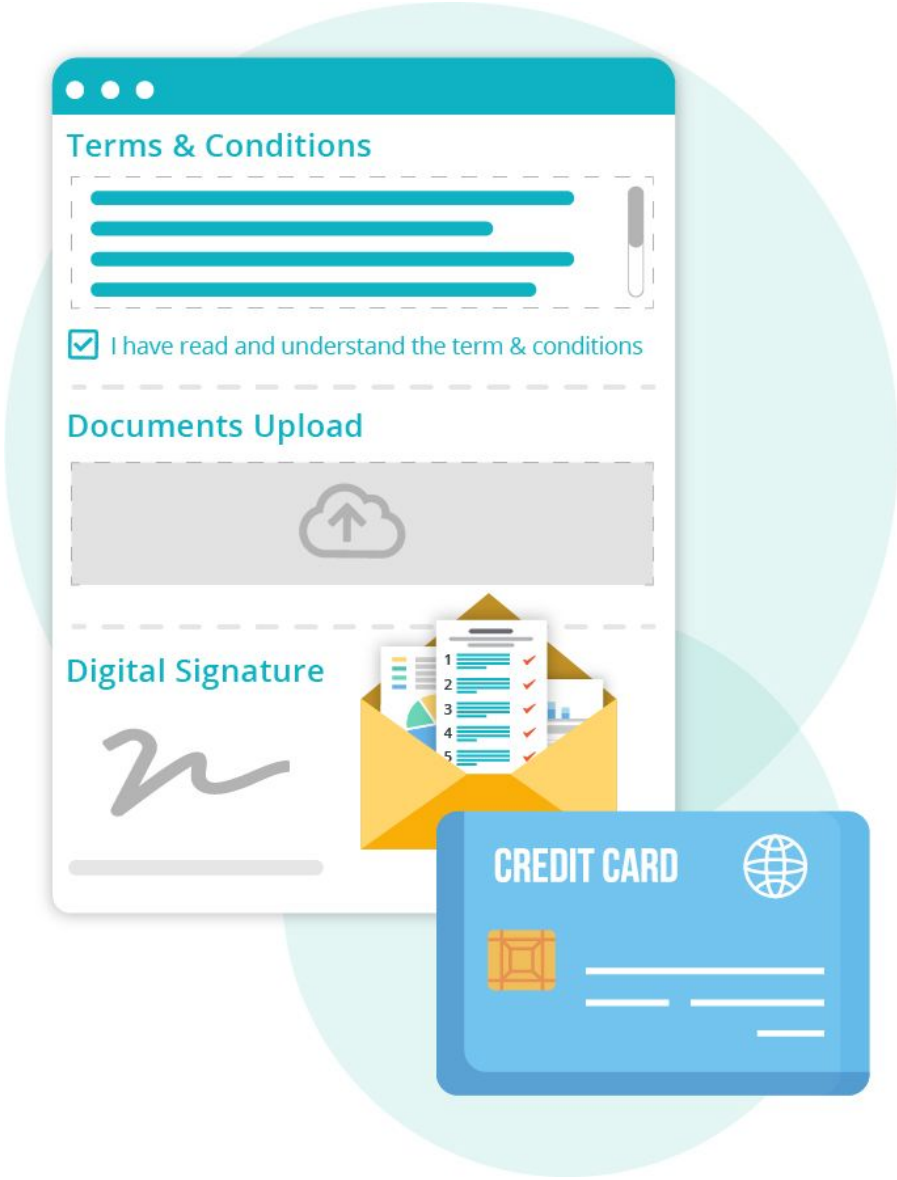


1. Design Forms
2. Publish Courses
3. Manage Submissions

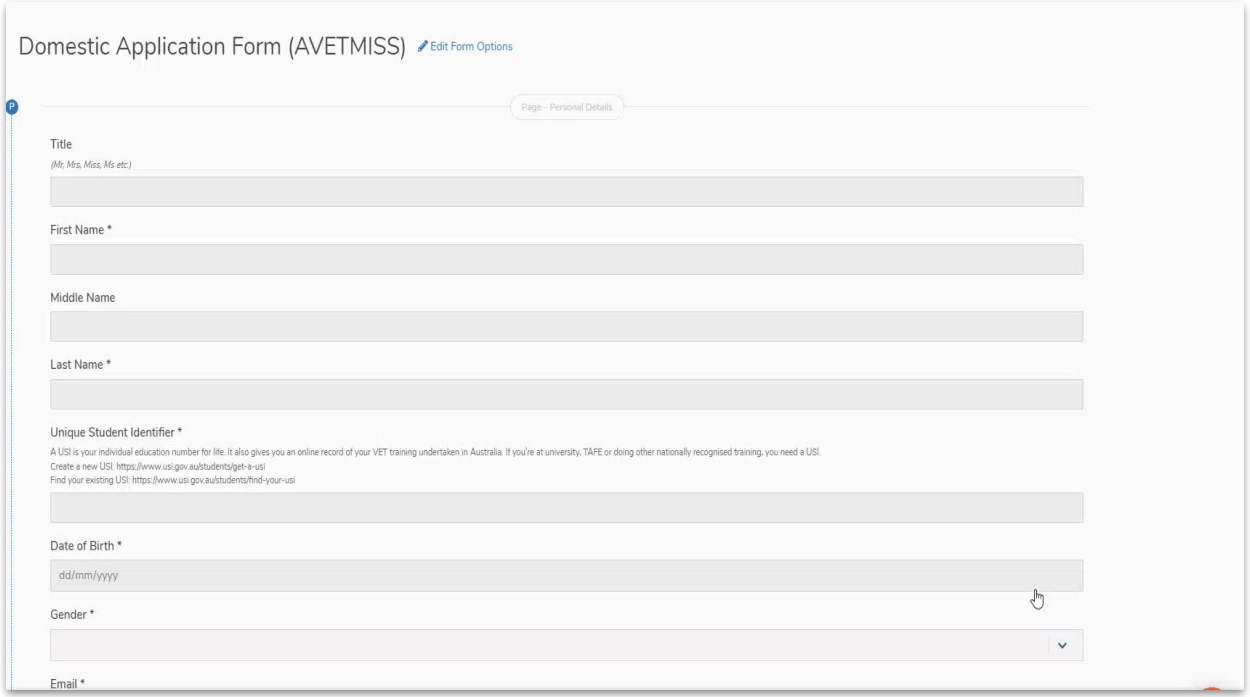
DX in Marketing in 3 Simple Steps

Step 1: Design Forms

- Configure Custom Fields
- Configure Custom Logic
- Configure Custom Styles
- Configure Custom Labels
- Configure Custom Pages & Panels



Design Application Process



- Define the application process and streamline collection of data
- Customise form layout and control flow
- Define custom fields and logic
- Design specific forms and flows for different customer segments

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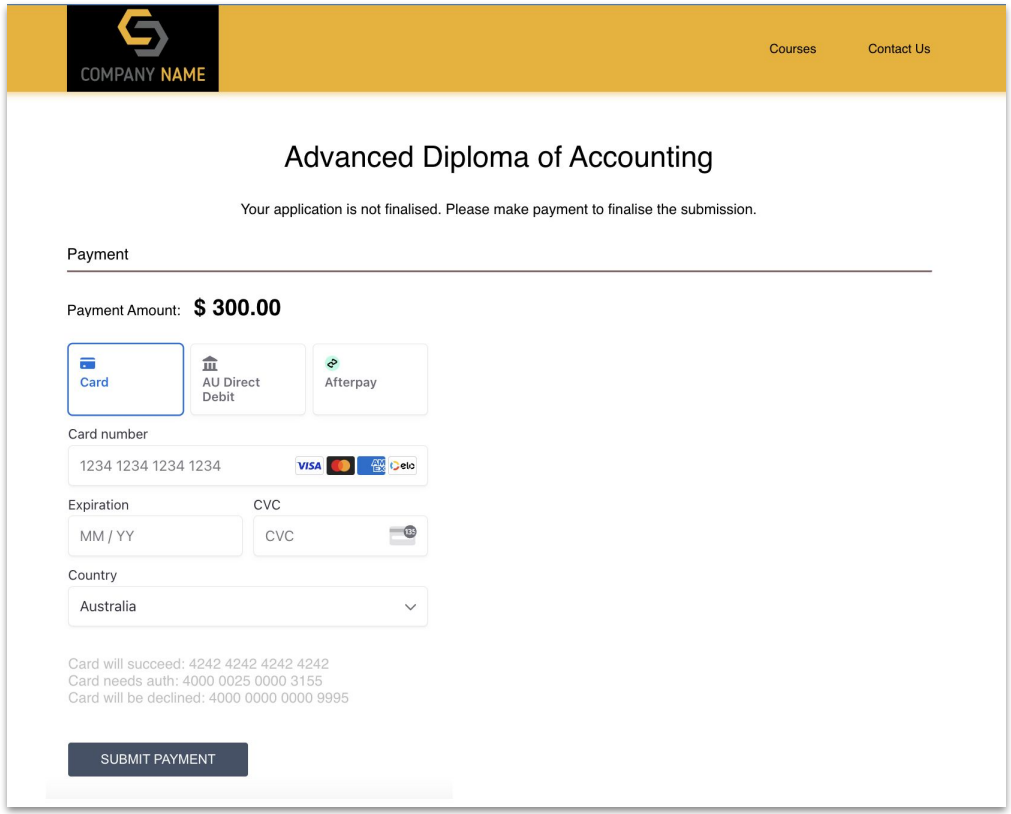
Integrated Payment Gateway

- Make seamless transactions
- Low merchant fees
- Scheduled direct deposits
- Clear and concise reports for financial reconciliation



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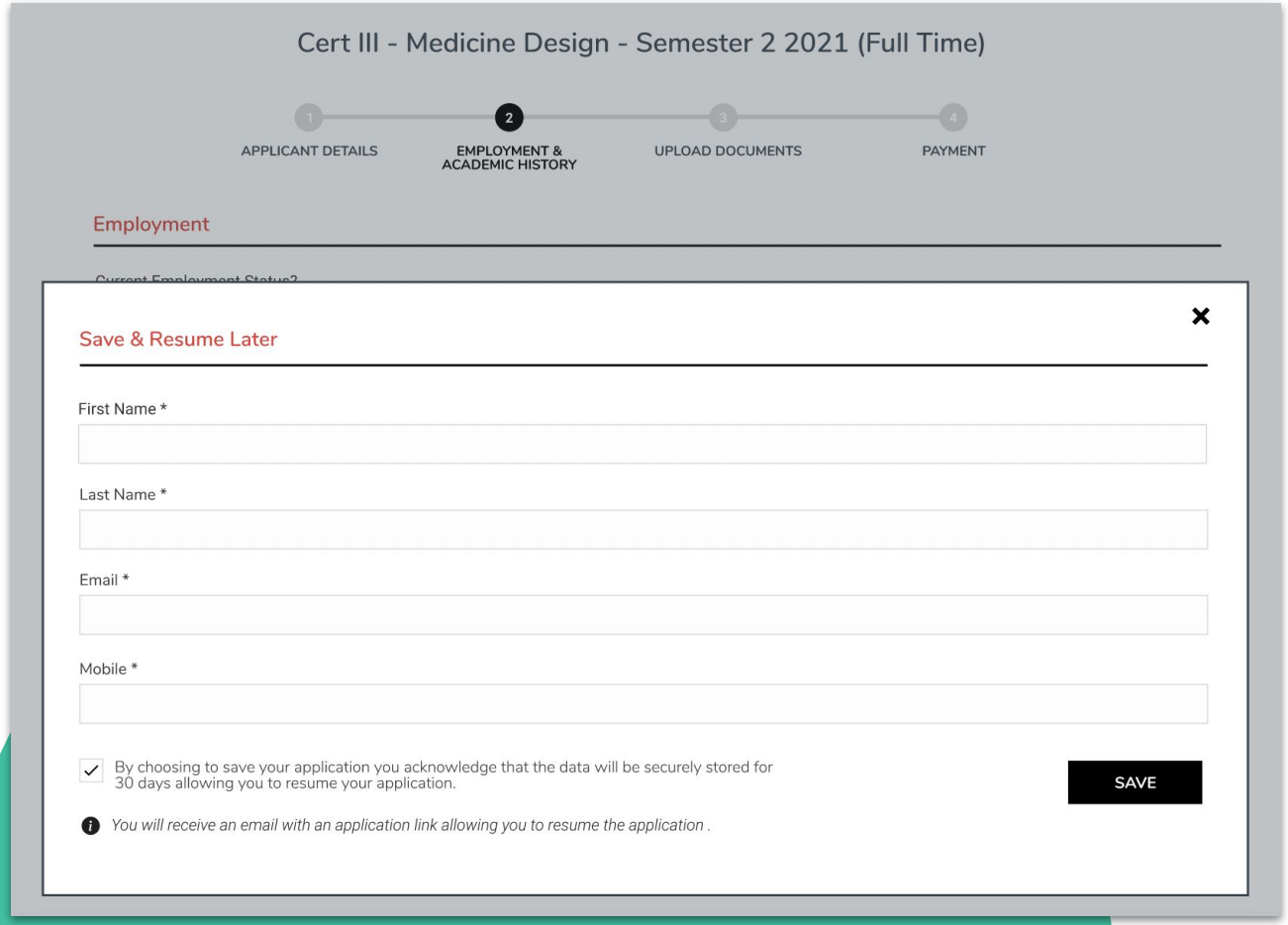
Resuming Saved Applications



- Resume saved applications at will
- Easy to re-access without signing up for an account

Protect data privacy

- Not accessible until identity is verified
- 2 step verification
- Data deletion

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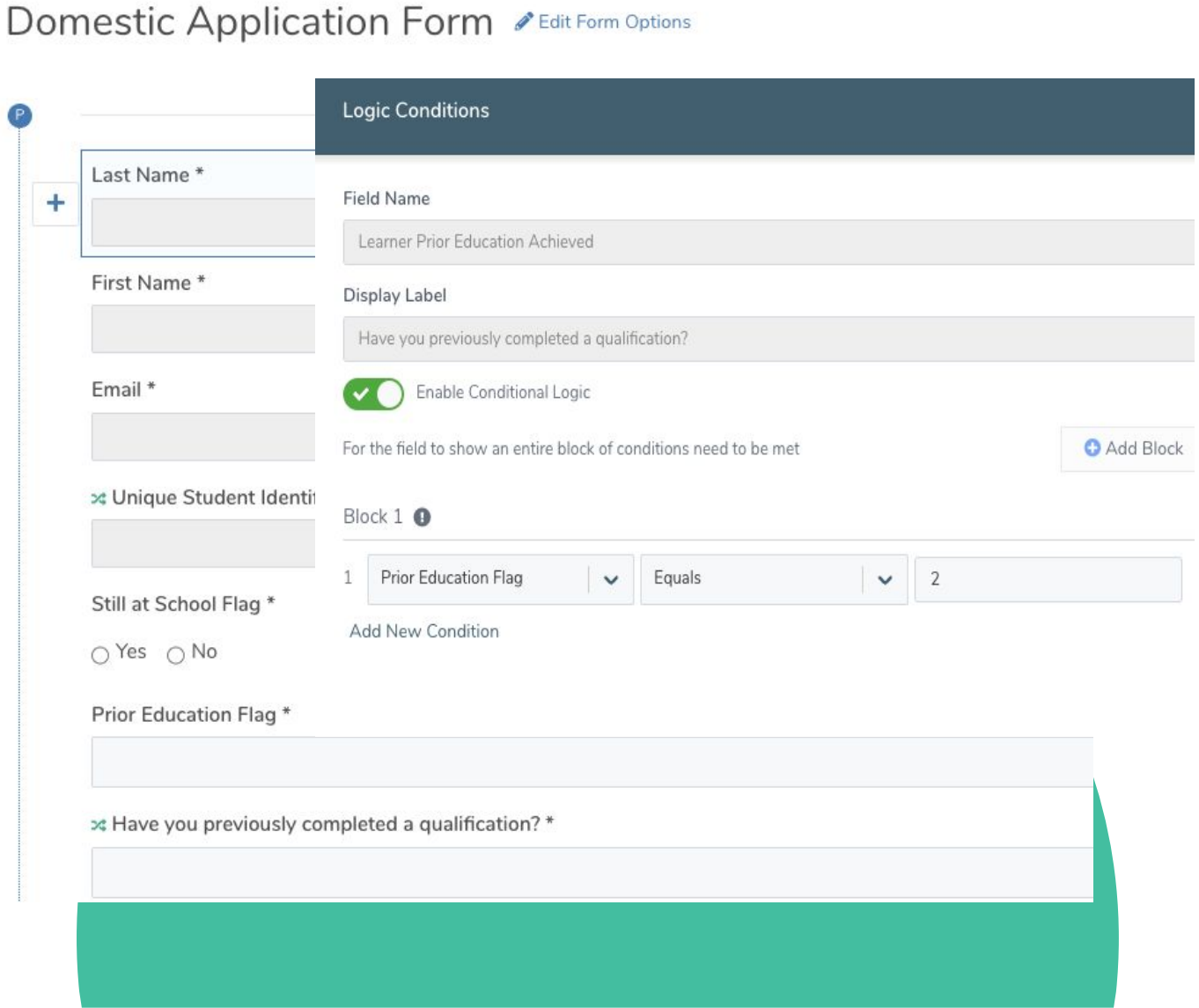
Conditional Logic



- Hide and show fields based on conditional logic.

Example:
Have you previously completed a qualification?

- ❑ Yes
- ❑ No

If yes, then what are the qualifications?

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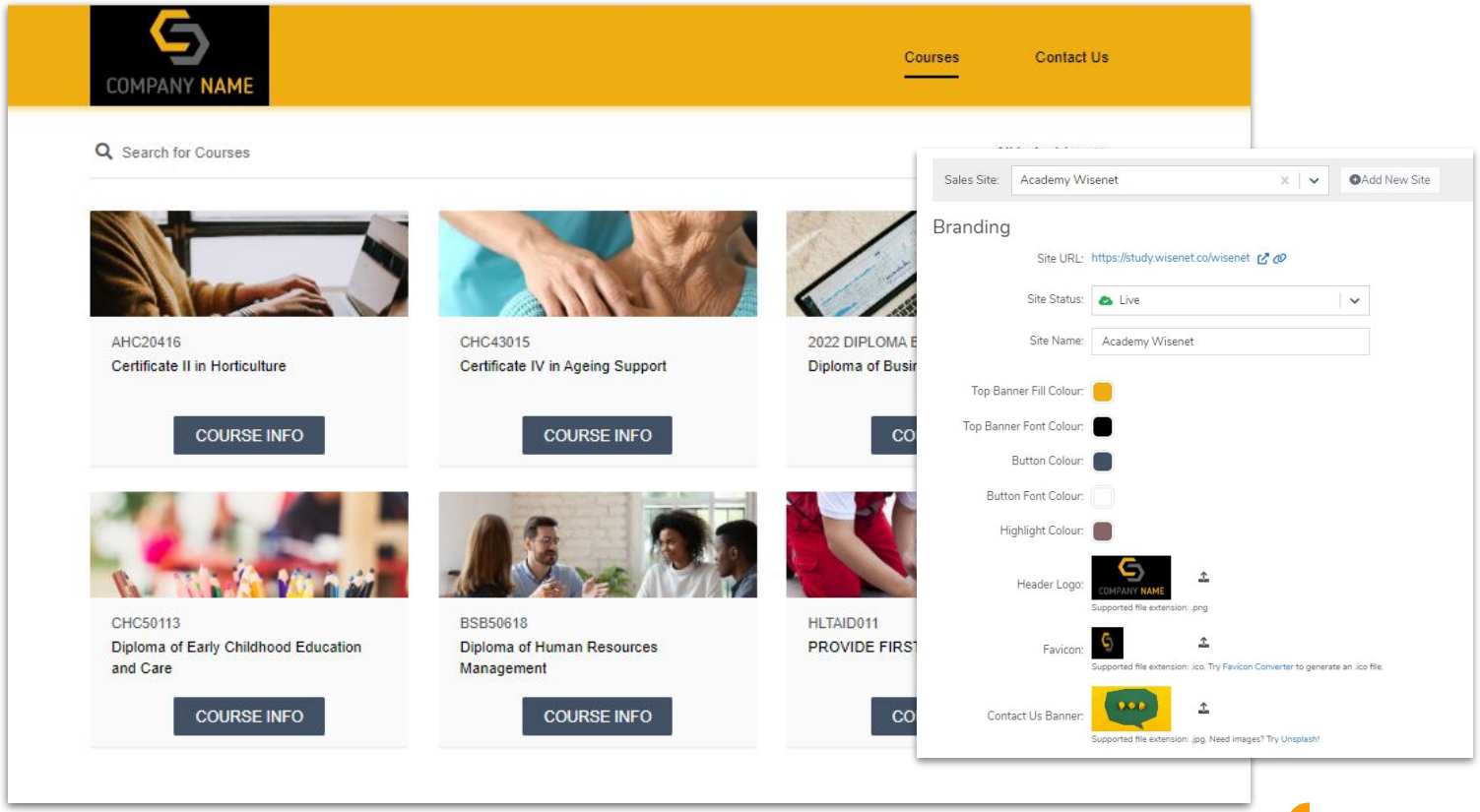
DX in Marketing in 3 Simple Steps

Step 2: Publish Courses

- Configure Branding & Styles
- Configure Application Options
- Publish to one or more Websites
- Generate QR Codes
- Generate Application Links

Effective Site Branding

- Drive traffic to website using effective site branding
- Use distinguishable colors, logos and terminology
- Create multiple sites for product differentiation or partnerships



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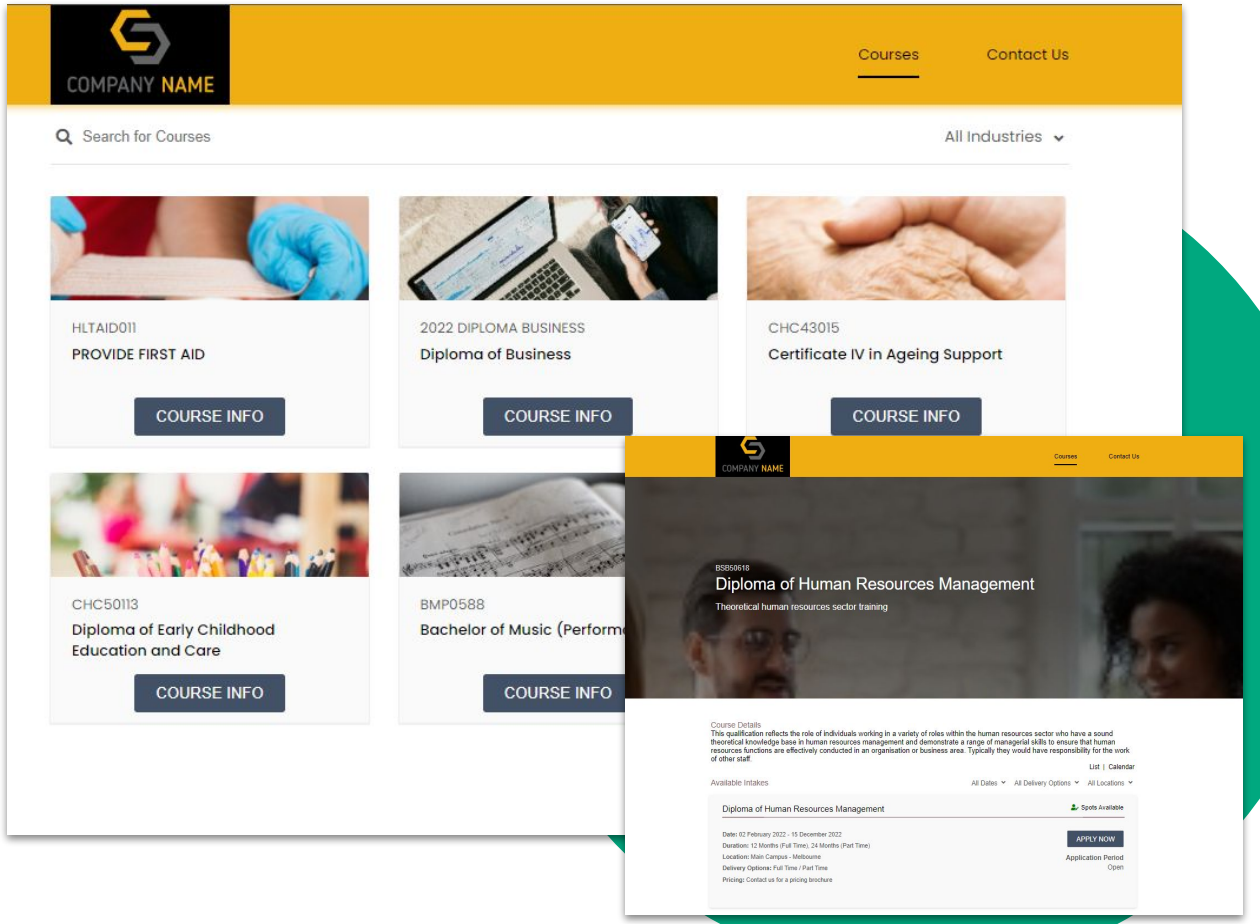
Agile Site Deployment

- Internally control changing factors - locations, vacancies and intakes
- Make changes quickly and easily to keep information up-to-date
- Remove IT barrier



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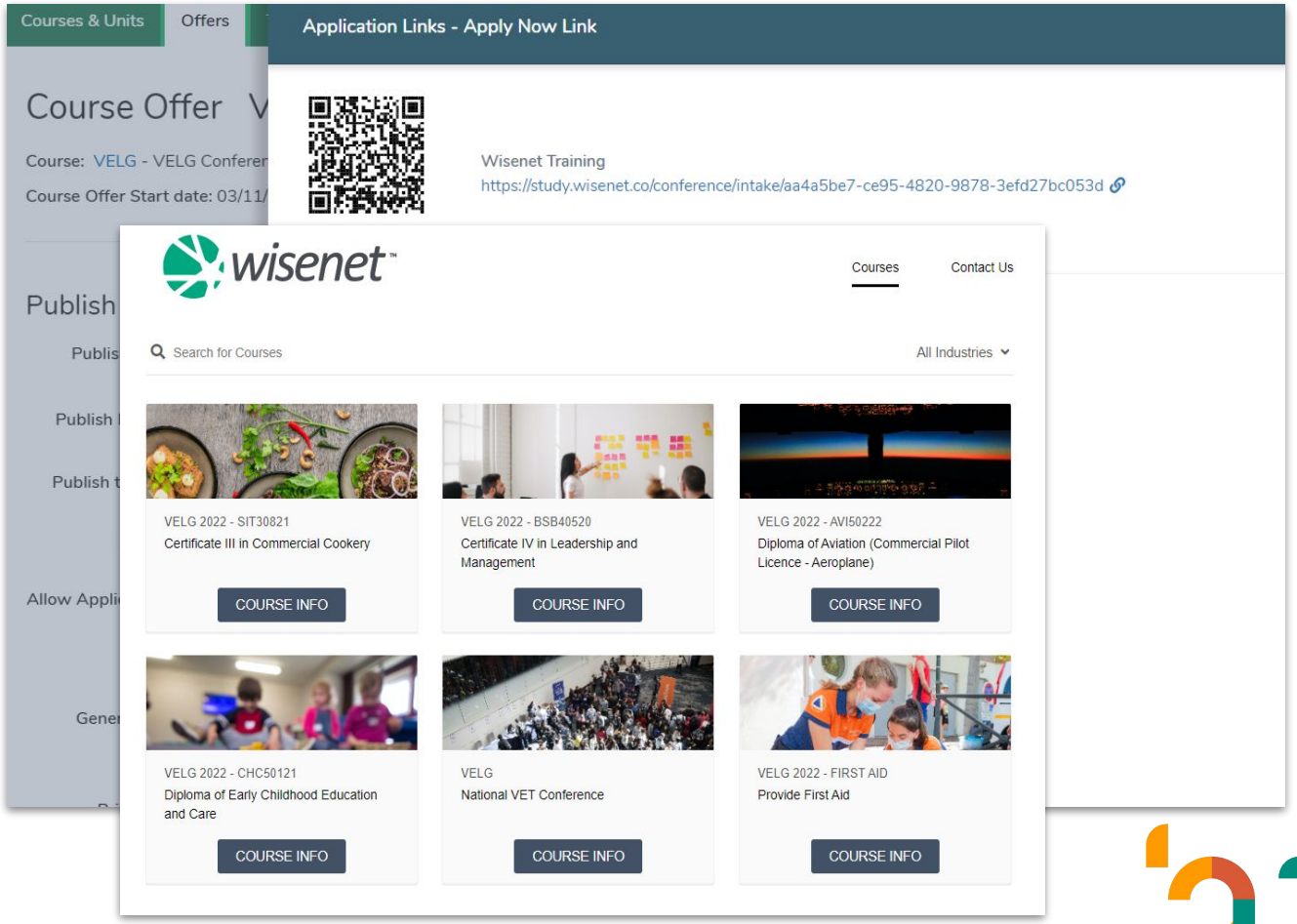
Enhance Customer Experience

- Mobile-responsive platform which is also readily available on desktop
- QR code generation functionality
- Clean, modern catalogue for managing discovery



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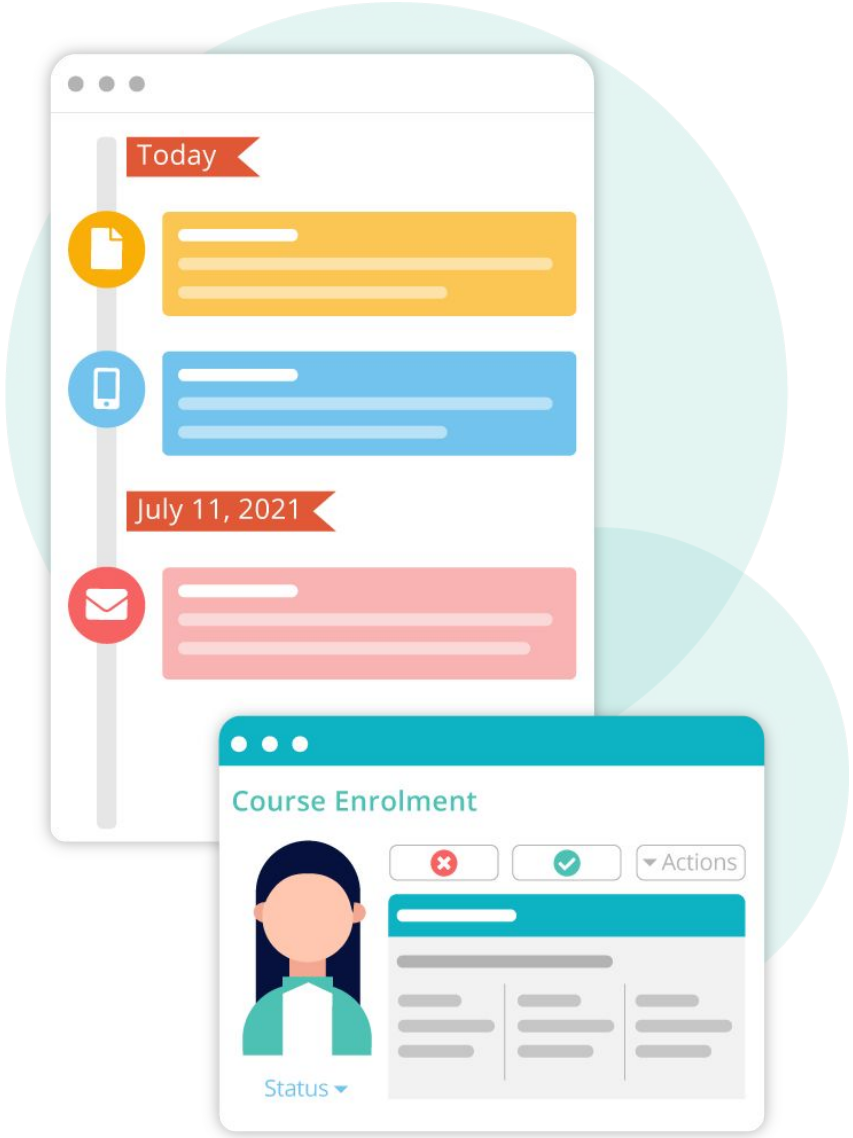
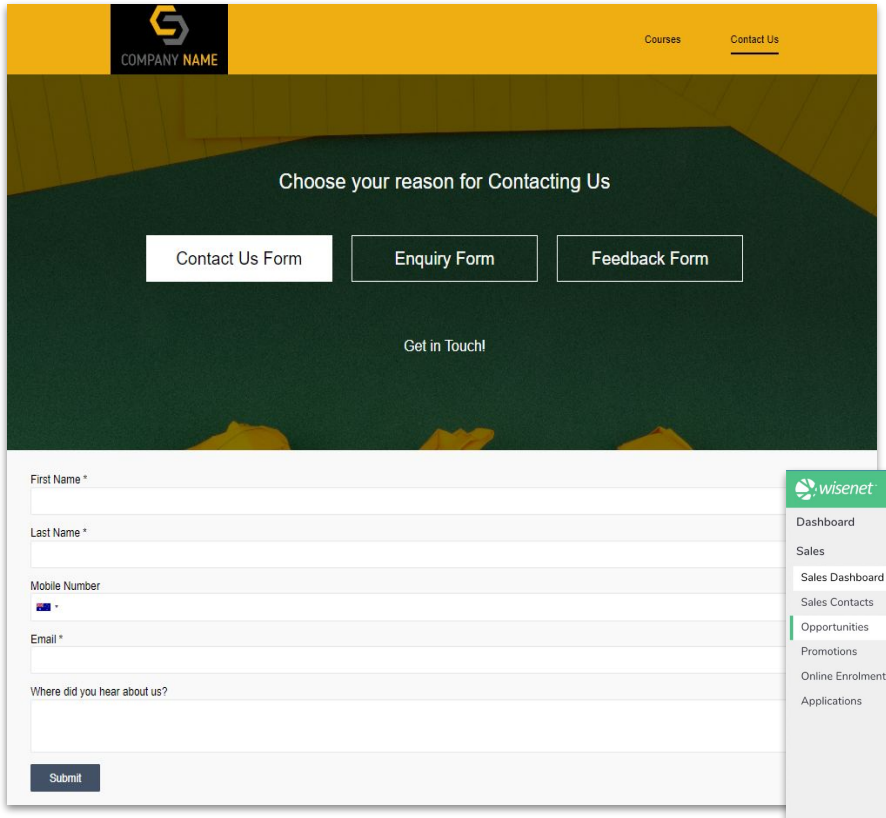
DX in Marketing in 3 Simple Steps

Step 3: Manage Submissions

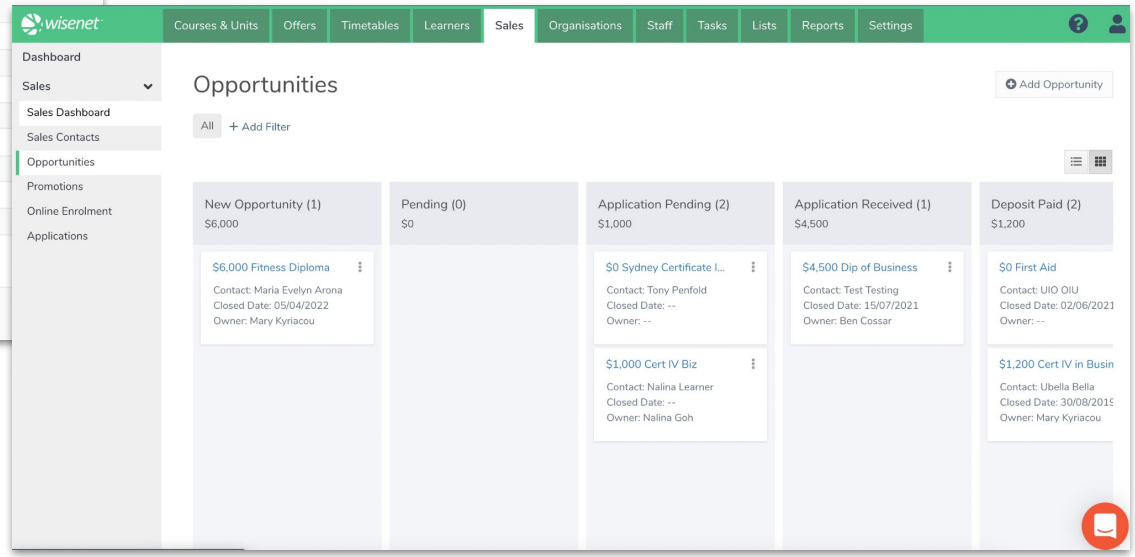
- Configure Message Templates
- Design Documents & Contracts
- Configure Workflow Automation
- Accept / Reject Applications
- Monitor Metrics



Centralised Data Repository



- Source of truth for collected data
- Sales and marketing, student applications, enrolments, alumni, financial and learning data
- Reporting to identify and drive future strategies
- Enhance communication between departments



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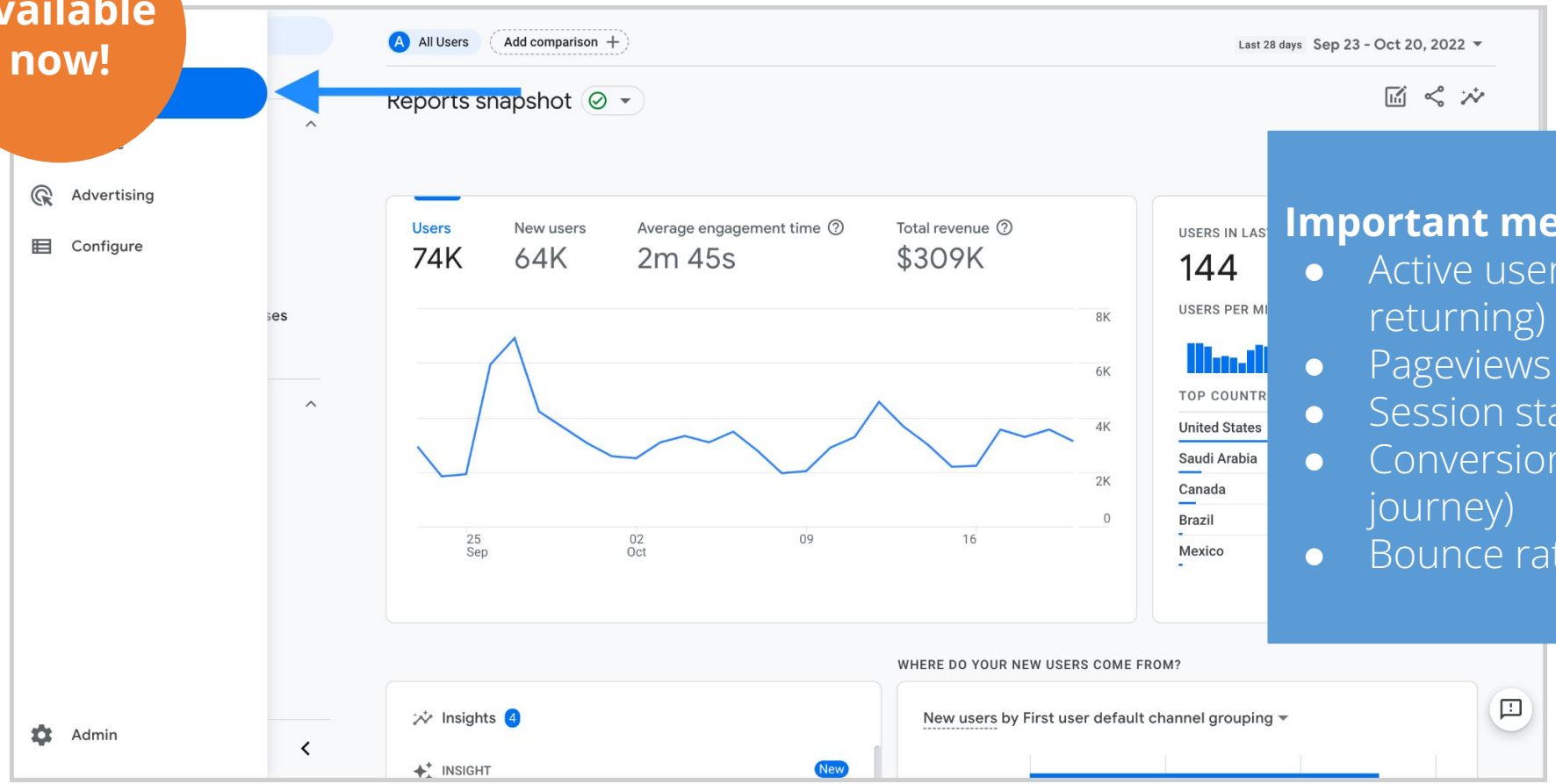
Google Analytics 4

Available now!



Important metrics

- Active users (organic vs returning)
- Pageviews (all devices)
- Session start (session start ID)
- Conversions (customer journey)
- Bounce rate (non-engagement)

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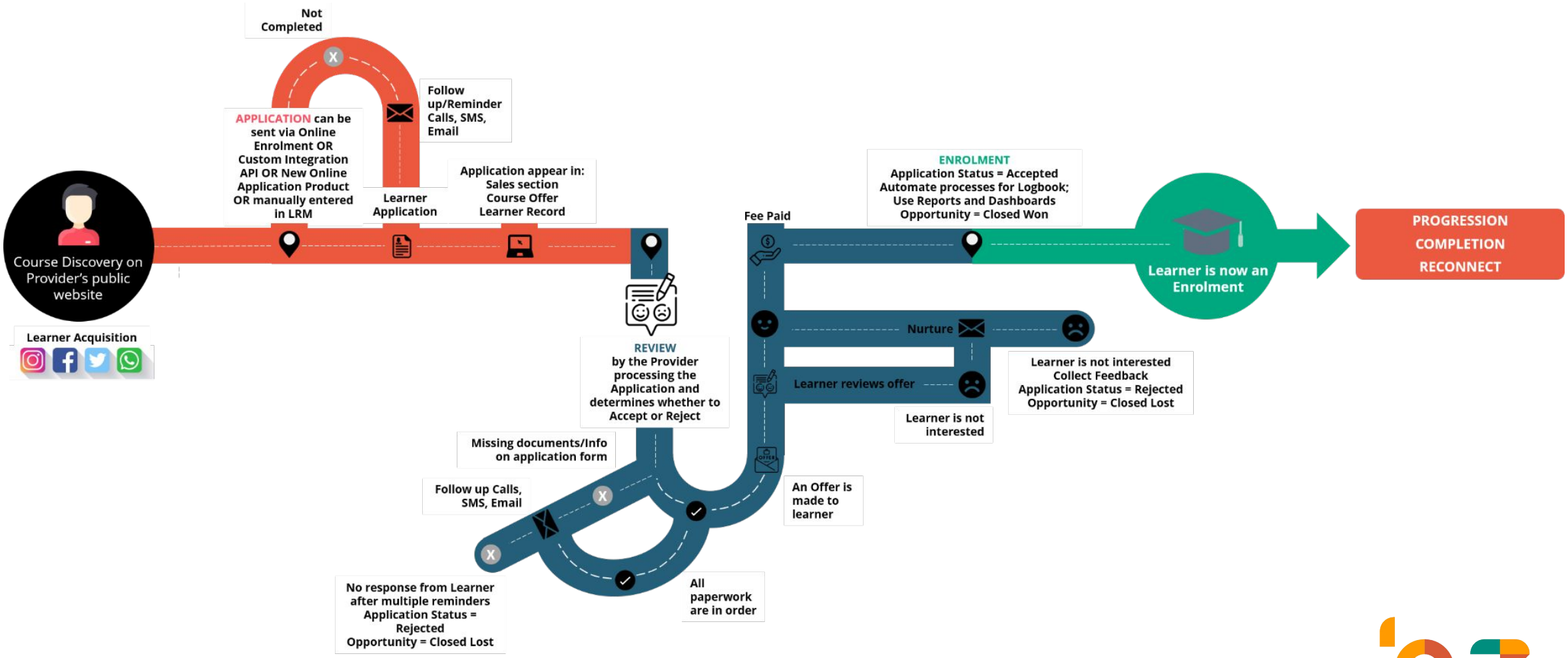
Enrolment Process



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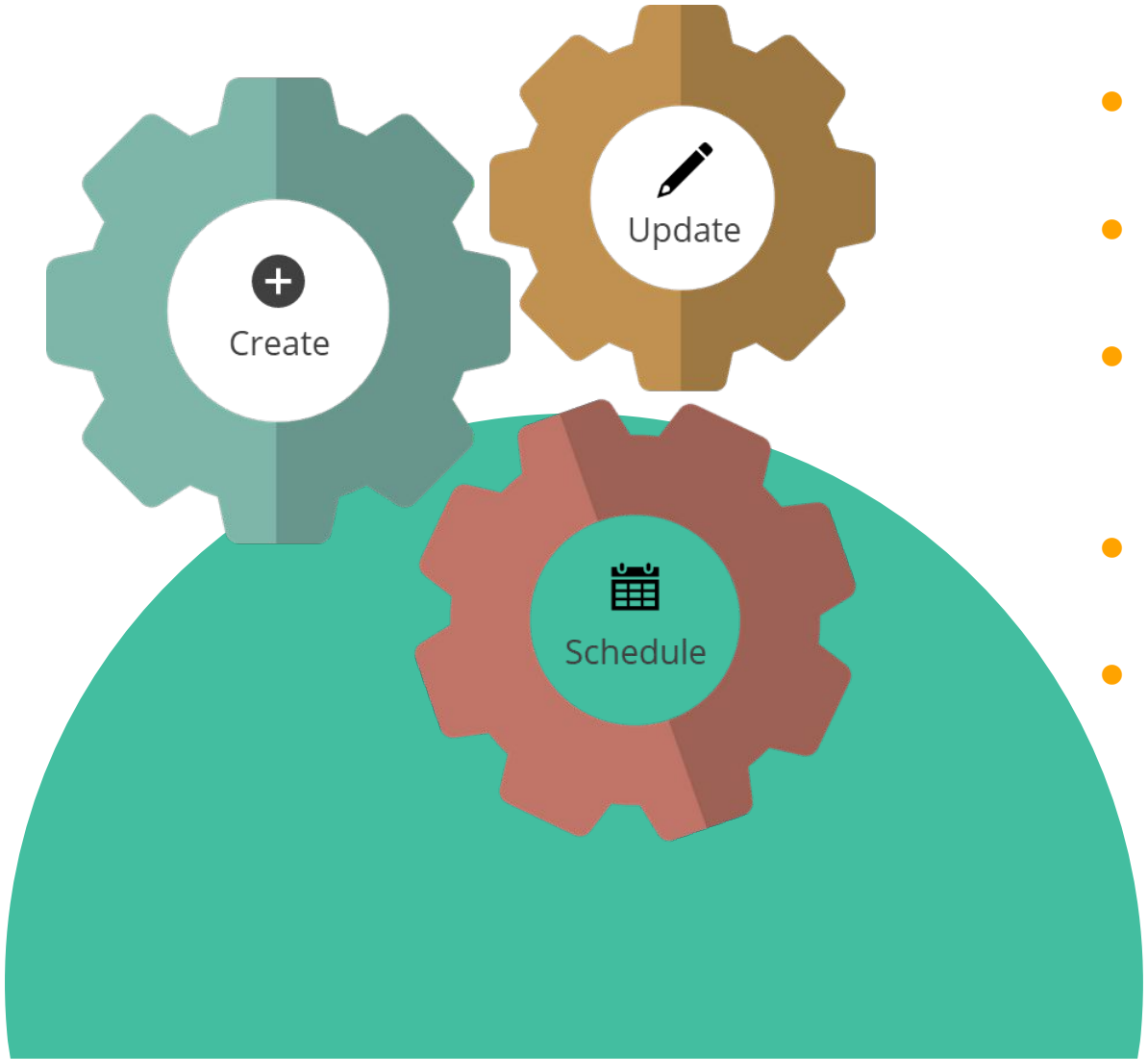
Using Automation to Engage



- Create immediate and scheduled mailer series
- Precise communications via SMS
- Automate documents, communications and enrolments
- Task follow-ups and interviews internally
- **NOTHING BEATS PERSONALISED INTERACTION**

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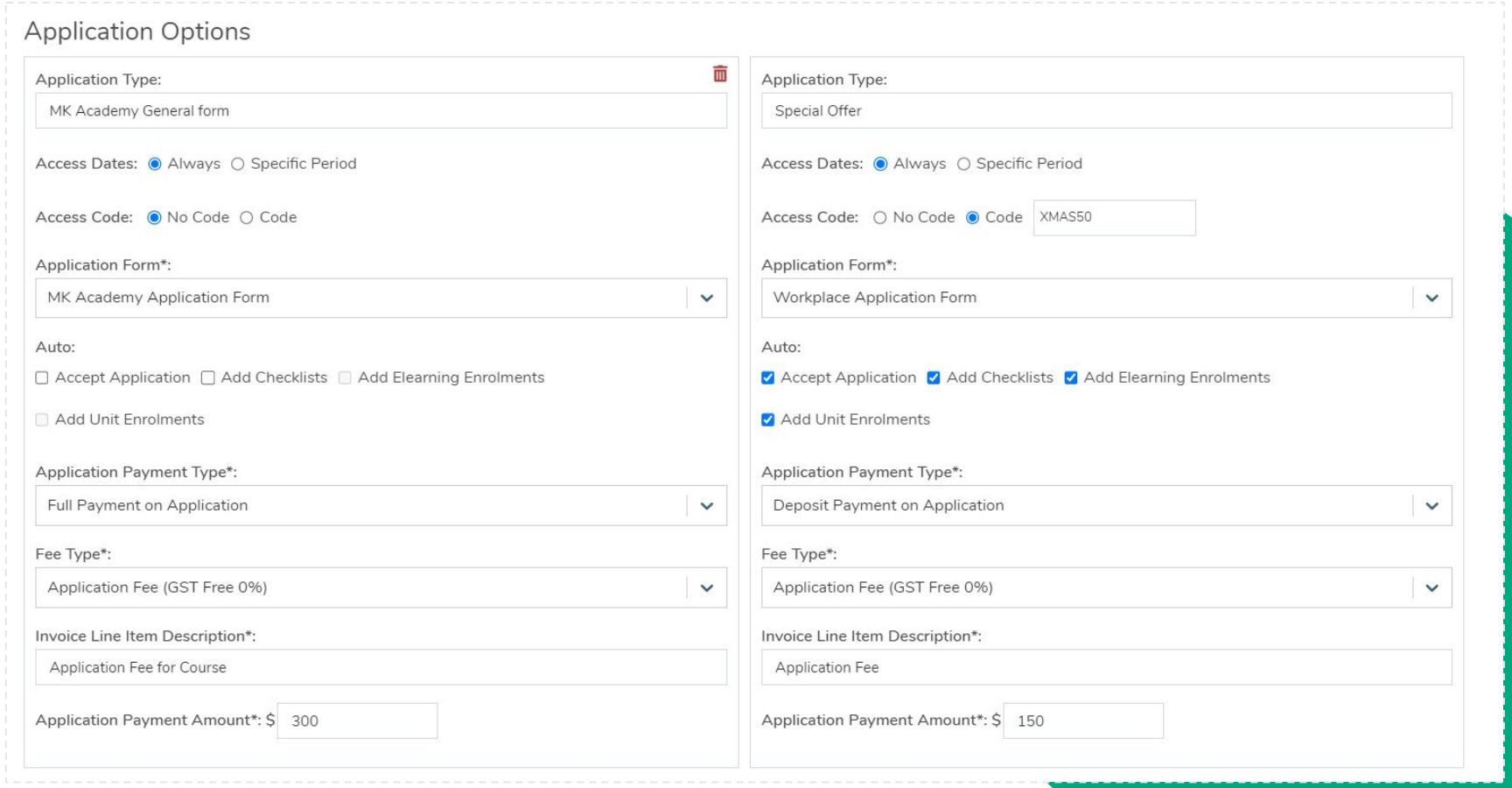
“Auto” Options with Sales+



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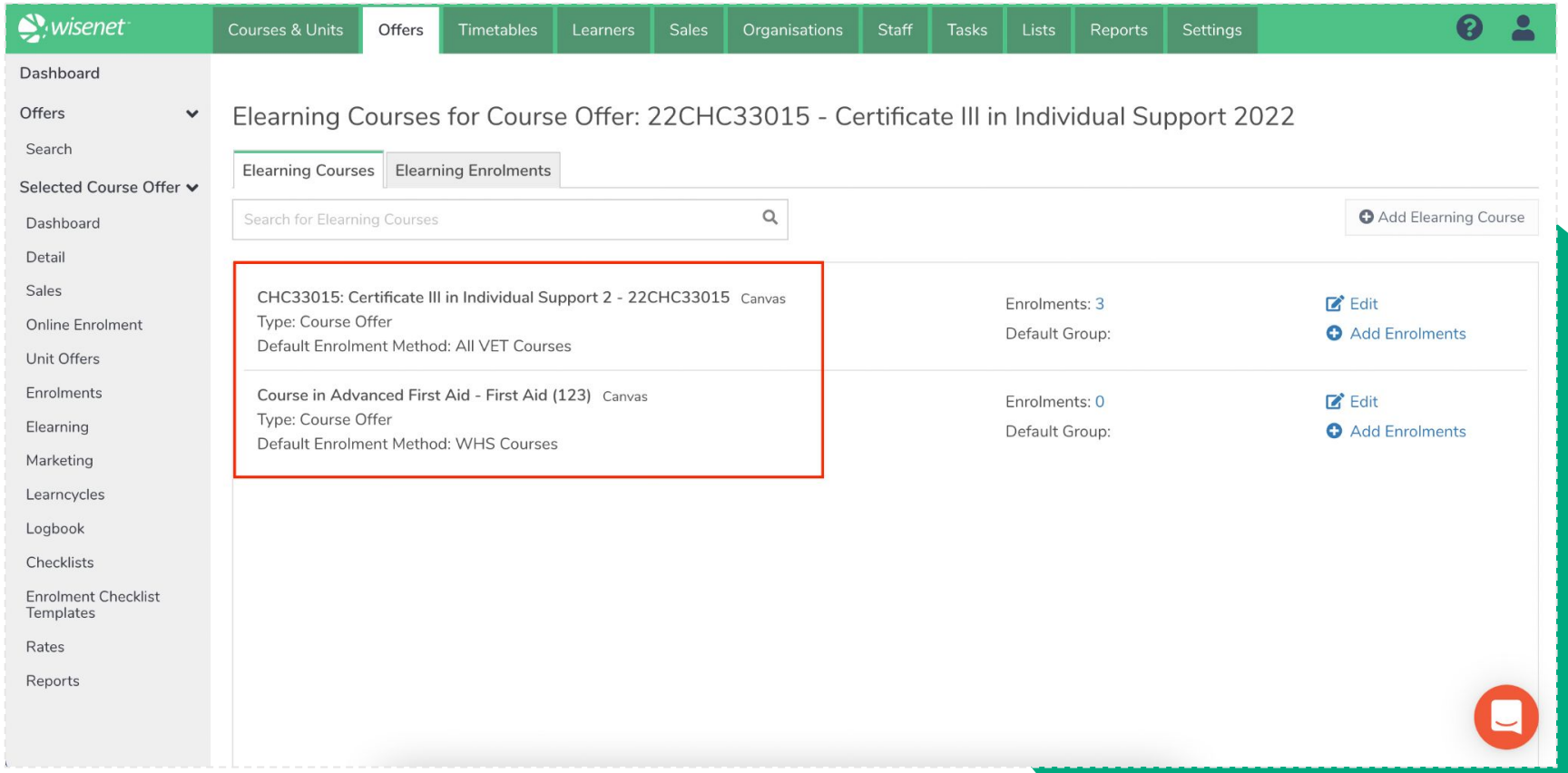
Auto enable elearning access



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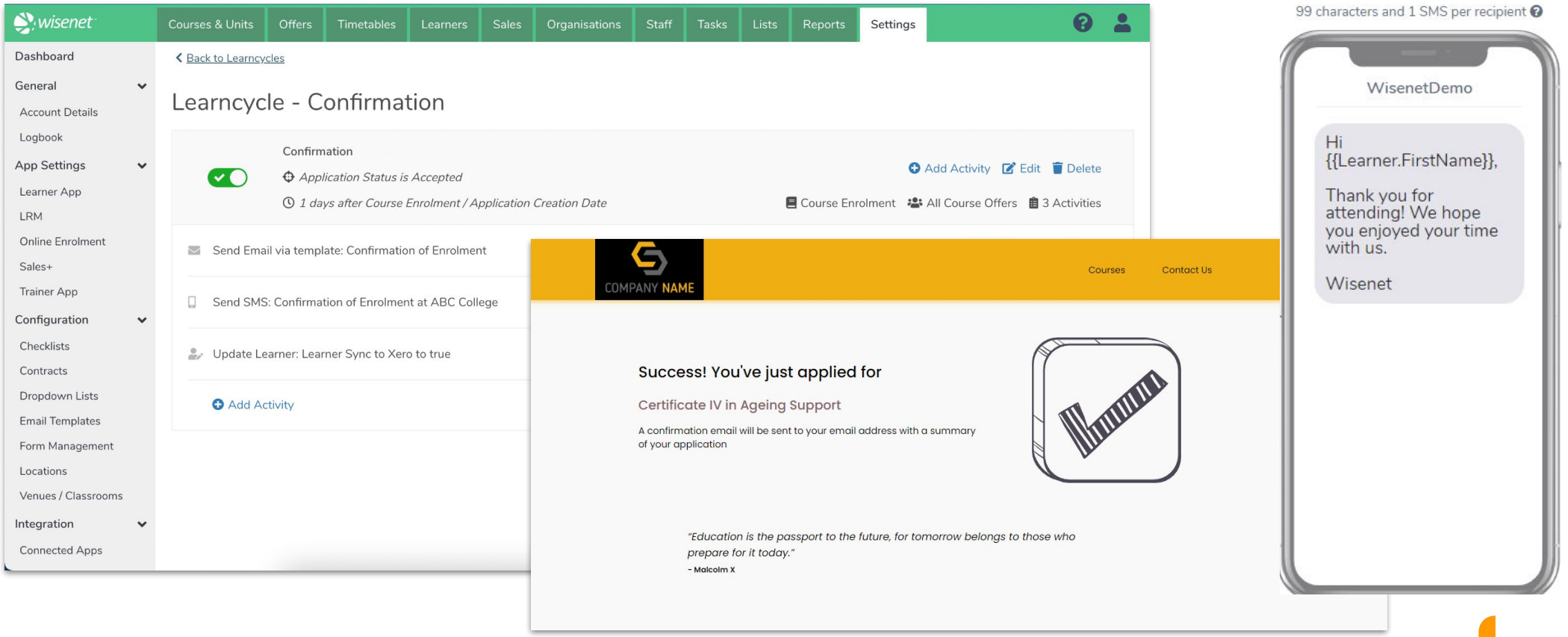
Automated Email/SMS Confirmation



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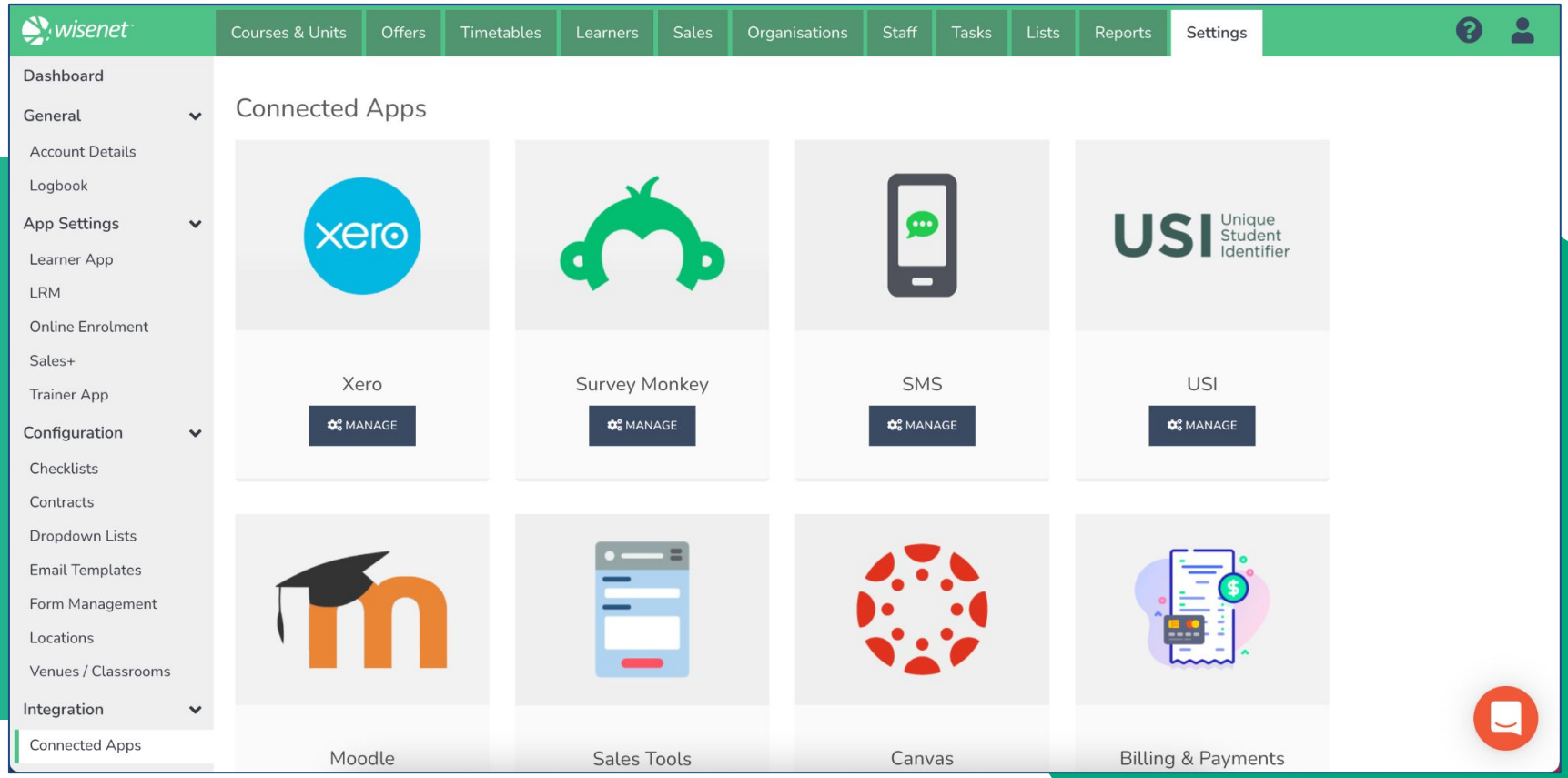
Connected Apps



Application Management

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Activity

Pre-Enrolment

Post-Enrolment

Workshop Activity

ESSENTIAL DIGITAL ASSETS FOR SUCCESSFUL DX IN MARKETING

UP-TO-DATE WEBSITE

EDUCATION-SPECIFIC CRM

CAMPAIGN MANAGER

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TAKEAWAY

“You got the enrolments, now what?

Don‘t work in silos, consider the entire learner experience from discovery to graduation.”

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THANK YOU