



Centura
COLLEGE
ALLIED HEALTH & TRADES



The Enrollment Whisperers:

Secrets of High-Performance Admissions Teams

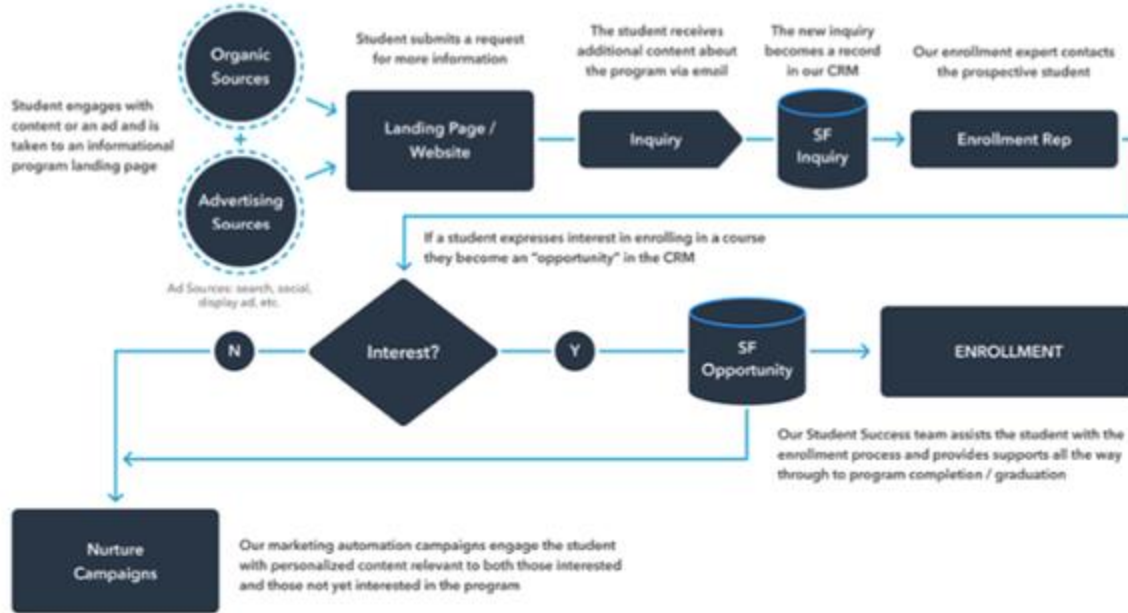


RUSTAM IRANI
PRESIDENT



SAMUEL THOMAS
CAMPUS EXECUTIVE DIRECTOR

Student Journey Mapping



Goal

Improve Top of funnel quality and experience

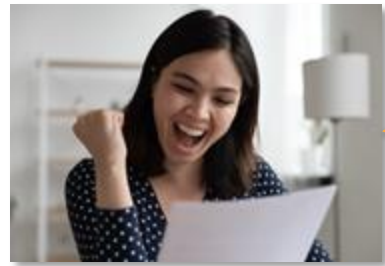


Create more enrollments with no additional marketing spend

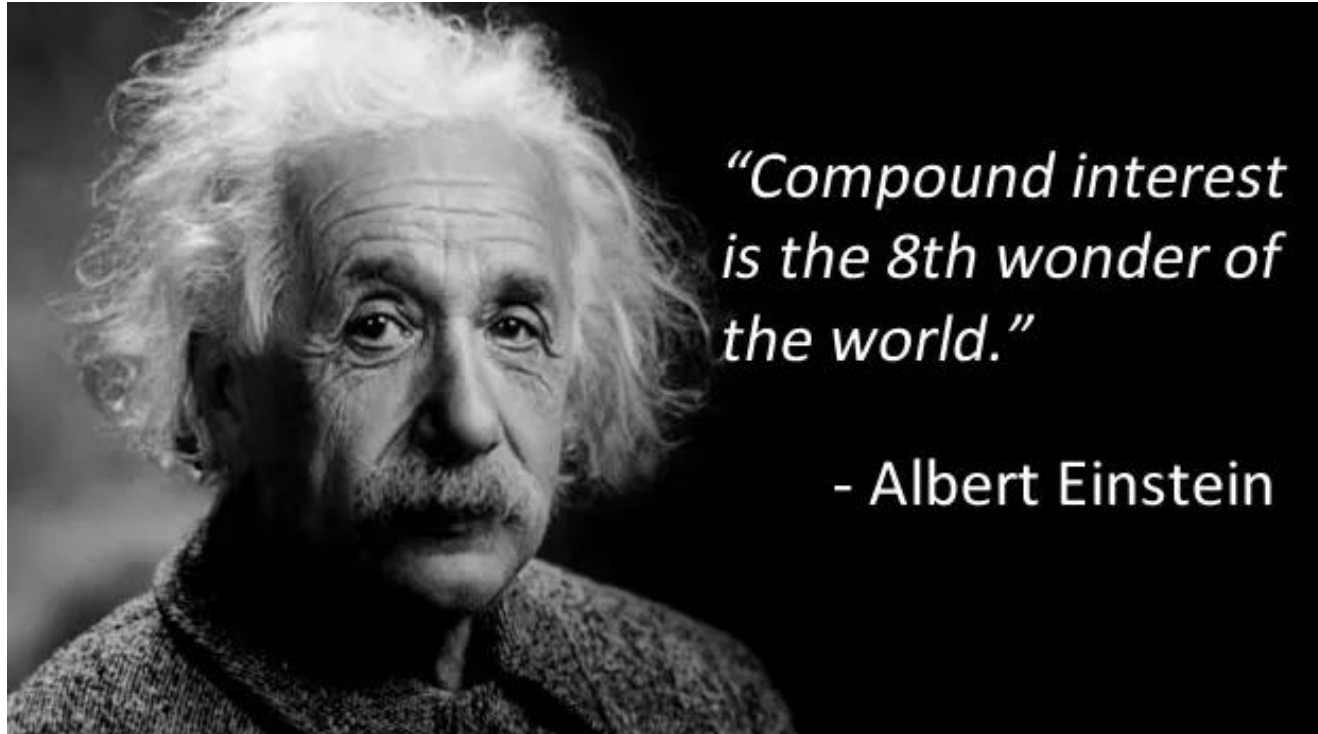
The Student Journey Funnel



Current Performance	
Impressions	100000
Clicks	4% (CTR) 40000 clicks
Leads	Conv rate 10% 4000
Contact Rate	Contact Rate 50% 2000
Enrolls	Enroll Rate 10% 200
Starts	Start Rate 80% 160
	5%
	168



The 8th wonder of the world





Branding - Impressions

Marketing

10 Ways to Improve Impressions for Education Marketing

- Leverage targeted social media advertising
- Create engaging video content
- Partner with local organizations
- Use retargeting ads
- Host virtual open houses or webinars
- Optimize website for search engines
- Utilize personalized email marketing
- Implement consistent content strategy
- Encourage student and alumni testimonials
- Invest in mobile-friendly advertising

Admissions



Experience — A motivated team that aligned with the culture will create a great experience

Share Opportunity — Don't just ask for referrals but share the opportunity

Transactional vs Transformational — Big difference between a transactional experience vs transformational



Branding - Impressions

*Key: Consistent Experience



Geotargeted Display Ad



Regional Landing Page



Consistent Email



Social Ads



Engagement - Clicks

Secrets to Boost Ad Performance



- **Attention grabbing** — Cut through the noise. In a sea of content, stand out or get scrolled past
- **Emotional connection** — Trigger feelings, drive action. People buy on emotion, justify with logic
- **Message retention** — Stick in their minds. Great visuals make your message unforgettable
- **Brand recognition** — Build familiarity fast. Consistent, quality creatives burn your brand into memory

It's not always what you think. The Student is the hero of the story....not you or your team.



Engagement - Clicks

Key: Always Test and Measure
It's not always what you think

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Gain a master's degree in 12 to 18 months and develop skills that will position you to work in evolving systems and to enhance [See more](#)

Take your Nursing career to the next level

- 12 month BSN to Master's of Science in Nursing
- Small cohorts allow for extensive personal coaching
- Accelerated hybrid model, 3 consecutive semesters

Advance Your Nursing Career [Learn more](#)

Performance

- \$0.30 CPC
- 2.84% CTR
- 8% CVR

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TRANSFORM YOUR NURSING CAREER IN JUST 12-18 MONTHS

ADN to MSN | BSN to MSN
Family Nurse Practitioner Certificate
NEW! Psychiatric Mental Health Nurse Practitioner Certificate

Request Info to Get Started [Learn more](#)

Performance

- \$0.98 CPC
- 1.71% CTR
- 5.3% CVR

We changed the CTA and saw a

3.5% CTR
9.6% CVR

Which CTA is more impactful?
Who came up with the idea?



Conversion - Leads

Improving Conversions – Leads

10 Ways to Improve Leads for Education Marketing

Offer valuable gated content

Implement website chatbots

Create targeted landing pages

Use lead magnets (e.g., mini-courses)

Optimize contact forms

Implement robust CRM system

Use social media lead gen ads

Offer virtual campus tours

Develop a referral program

Use exit-intent popups

Admissions



- **Qualified Candidates**— Who are they? Understand what a successful student looks like
- **Student First**— Put students' interest first. Understand their motivations.
- **Information**— Are we giving them all of the information?
- **Asking the Right Questions**— Are we asking the right questions?



Data Driven Decisioning

Even the most relevant Keywords may be costing you.



Details Matter

- Analyze your most relevant searches for performance
- Balance expensive keywords and track back to enrolls
- Work with your team and review terms with admissions

Keyword	Match type	Cost	Conversions	Cost / conv.
lmhc certification	Broad match	\$1,239	1	\$1,239
doctorate in marriage and family therapy	Broad match	\$1,035	1	\$1,035
phd in marriage and family therapy	Broad match	\$1,020	1	\$1,020
mba accounting courses	Broad match	\$969	1	\$969
online mba in accounting	Broad match	\$889	1	\$889
mba nonprofit management	Broad match	\$1,712	2	\$856
online schools for psychology	Broad match	\$854	1	\$854
masters in nonprofit management online	Broad match	\$7,355	9	\$817
best mba accounting programs	Broad match	\$799	1	\$799
psyd schools	Broad match	\$768	1	\$768
organizational psychology phd programs	Broad match	\$1,535	2	\$768
mba management accounting	Broad match	\$702	1	\$702
online psych	Broad match	\$679	1	\$679
[brand]	Exact match	\$658	1	\$658
online mba accounting programs	Broad match	\$1,292	2	\$646



Data Driven Decisioning

How is this schools SEO doing?



New Site Launch



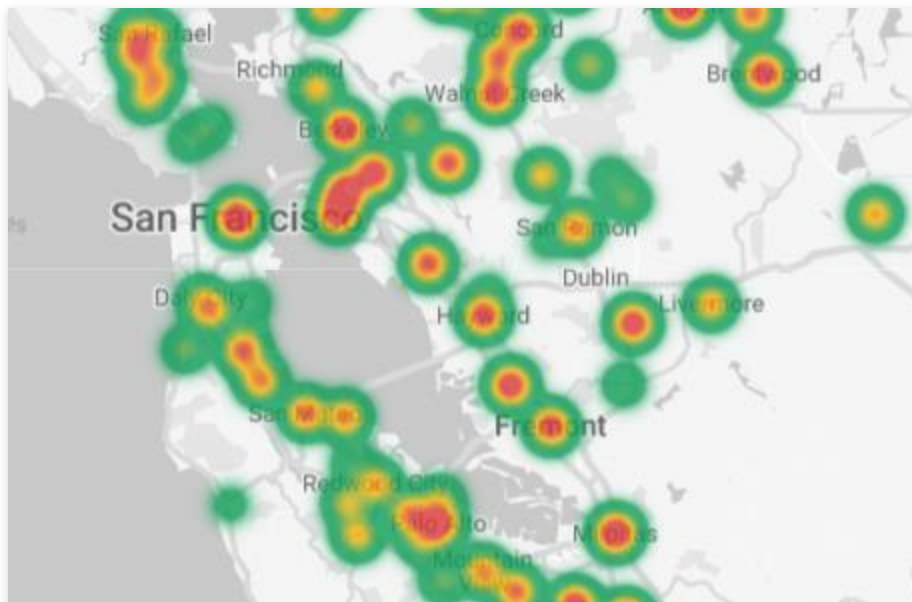
Quality over Quantity

- New Website
- **30% decline in traffic**
- Many blog pages driving non-relevant traffic
- Pages with old programs and posts
- **10%+ increase in qualified SEO leads**



Conversion - Leads

Heat map of enrollments



Sometimes it's not what you think

ie. The Perfect Zip Code:

Admissions gave us insight into why a perfect Zip Code was not so perfect.



Contacts – Qualified Applicants

Marketing

10 Ways to Improve Contact Rate on Leads for Education Marketing

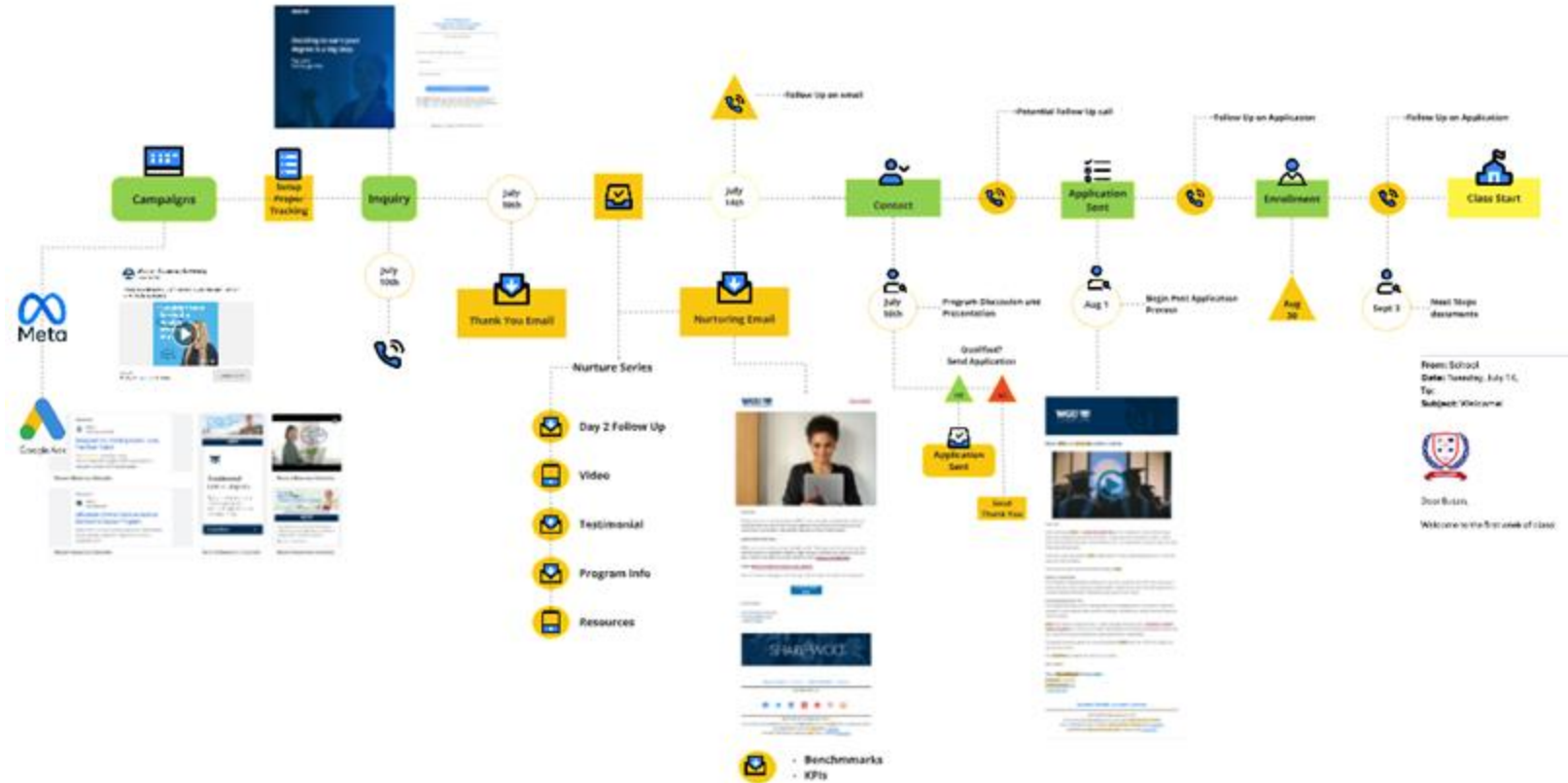
- Implement rapid response system
- Use multi-channel approach
- Personalize outreach messages
- Schedule varied follow-up times
- Train staff in effective communication
- Use AI-powered chatbot
- Implement lead scoring system
- Offer self-scheduling options
- Use retargeting ads
- Create engaging nurture campaign

Admissions



- **Interdepartmental Relationships** — Important for engagement
- **Stitch in Process** — What teams are getting involved
- **New Experience** — Many students have no clue and are intimidated. Realize this.

Mapping the Student Journey





Enrolls

Marketing

10 Ways to Improve Enrollments for Education Marketing

- Streamline the application process
- Offer virtual campus tours
- Implement personalized follow-up strategies
- Highlight unique program features
- Showcase student success stories
- Provide flexible learning options
- Offer financial aid guidance
- Create engaging social media content
- Develop partnerships with high schools
- Implement early decision program

Admissions



- **Team Culture** — Important for engagement
- **Empathy** — Understand what your team and prospects may be going through
- **Education** — Alignment on programs and opportunities



Starts

Marketing

10 Ways to Improve Enrollment to Start Rate for Education Marketing

- Implement robust onboarding program
- Offer pre-enrollment orientation sessions
- Provide clear and frequent communication
- Assign personal advisors to enrollees
- Create peer mentorship program
- Address financial concerns proactively
- Offer early engagement activities
- Develop countdown-to-start campaign
- Use technology for seamless process
- Conduct regular check-ins with enrollees

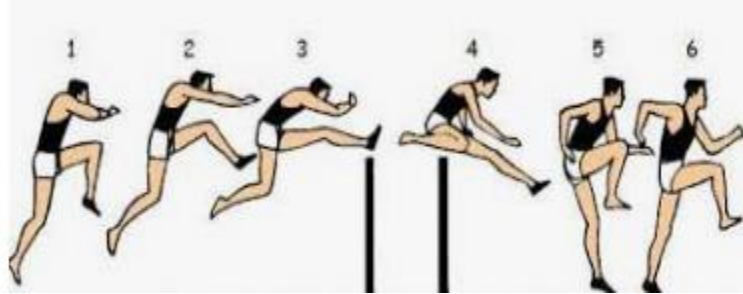
Admissions



- **Relationships** — Key to having successful outcomes
- **Process** — Do they understand the process
- **Nurture**— Spend time with students

Keys for High Performing Teams

Overcoming Hurdles



- Admissions Team – Building Relationships
 - Cultivating culture of continuous improvement
 - Change will happen
 - Learning how to Adapt
 - Actionable strategies and tactical insights
 - Overall outcomes – Higher conversion rates
- Remove Obstacles
 - Key to Leadership
 - Mindset
 - Anticipate Challenges
 - Who are your partners
 - Ongoing Training Development
 - Conflict Resolution
 - Losing and Winning

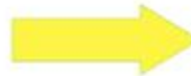
The 8th wonder of the world



Current Performance	Efficiency Increase	Projected Performance
1000000	(5%) →	1050000
4% (CTR) 40000 clicks	(5%) →	4.2% CTR 44100 clicks
Conv rate 10% 4000	(5%) →	Conv rate 10.5% 4630 leads
Contact Rate 50% 2000	(5%) →	Contact Rate 52.5% 2430
Enroll Rate 10% 200	(5%) →	Enroll Rate 10.5% 255
Start Rate 80% 160	(5%) →	Start Rate 84% 214

5%

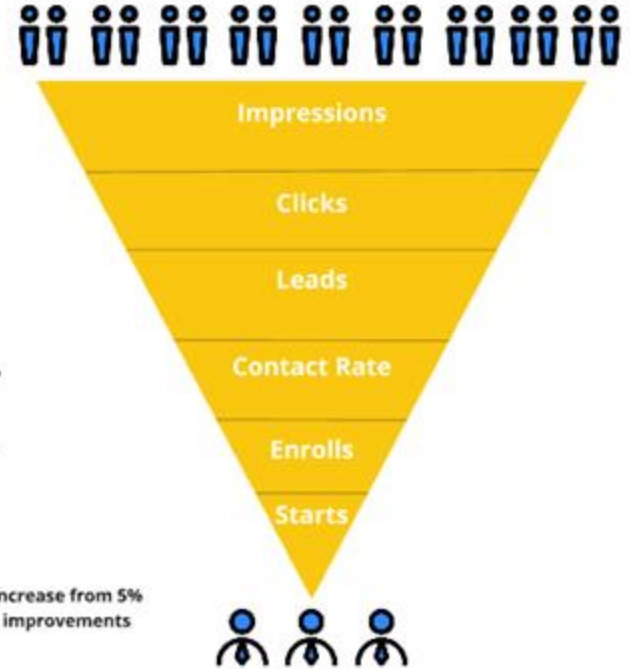
168



27%

214

Increase from 5% improvements





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Thanks!

Contact Info:

Rustam - rustam@rgiconsulting.net

Samuel - sthomas@aviationmaintenance.edu



RUSTAM IRANI
PRESIDENT



SAMUEL THOMAS
CAMPUS EXECUTIVE DIRECTOR