

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

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

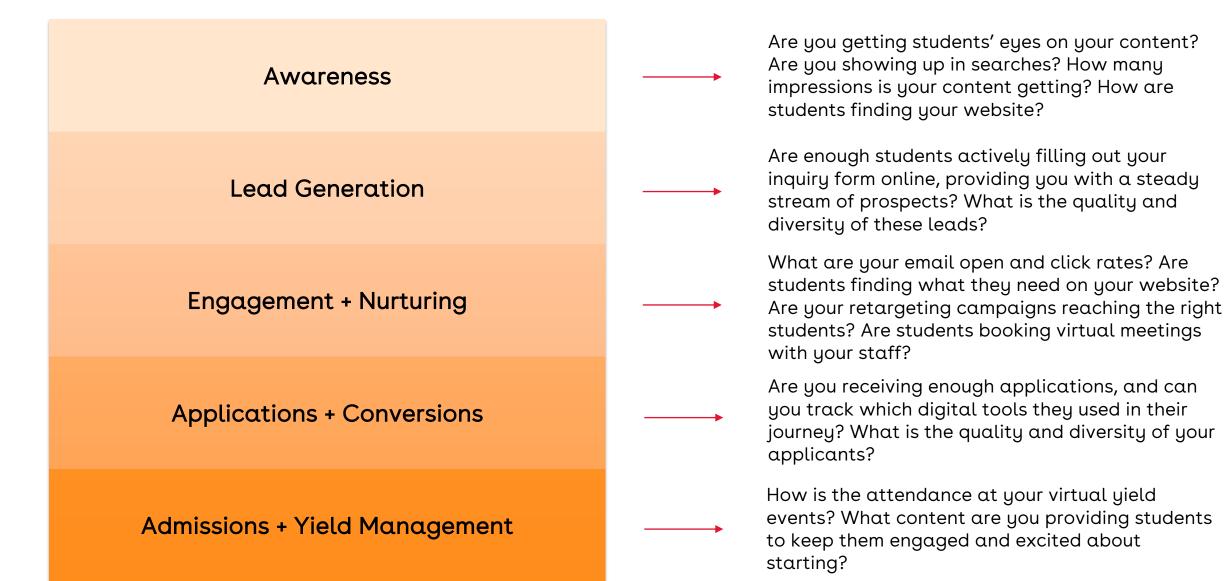
<u>Four Actions Enrollment Professionals Can Take to "Survive the Storm"</u>, International Educator Magazine

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

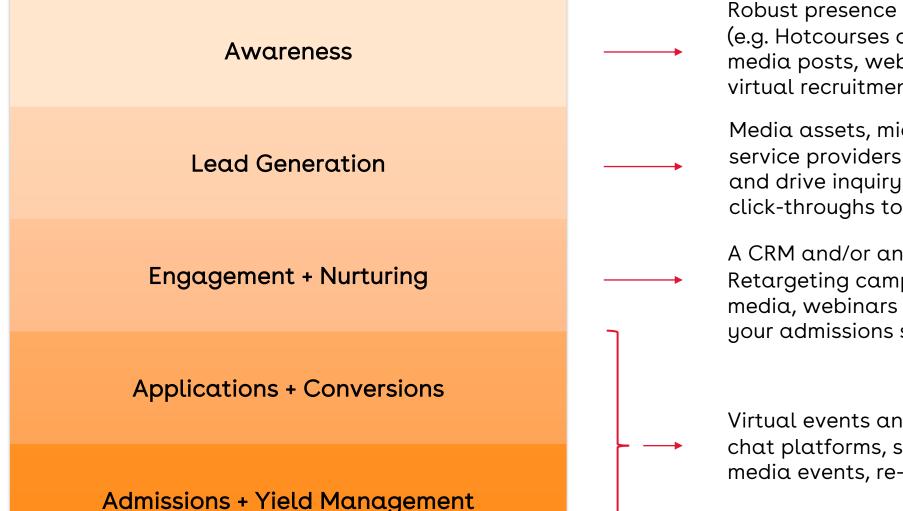
NAFSA Admissions and Credential Evaluation Network

NAFSA Recruitment, Advising, Marketing, and Admissions Network

QUESTIONS TO ASK WHEN BUILDING YOUR DIGITAL ECOSYSTEM



WHAT TOOLS CAN YOU LEVERAGE IN EACH STAGE?



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

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

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

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