

Enrollment Resources iMarketing Services

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Get a world-class internet marketing department working for you on a performance basis for a fraction of the cost of staffing it yourself. Generate your own leads and say good-bye to portals & aggregators once and for all. *Learn more inside...*

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## ER's Internet Marketing Services

The average conversion rate on leads generated by third party lead providers in 2012 is less than 1%. That's a cost per start of over \$5,000.

It's pathetic.

Marketing leaders have complained for years about the poor quality, high return rates, and, frankly, dodgy nature of the leads that have been sold to them by many in the education "lead generation" industry. They've put up with it because they just couldn't generate enough on their own and, let's face it, it's easy.

No more.

At Enrollment Resources we've quietly built a stellar internet marketing team, perfecting the process for generating high quality, "exclusive leads." The campaigns are owned by our clients (not 'rented' as is the practice of most marketing firm and portals in the industry). Think of us like the marketing department down the hall without the hall.

Please take a few minutes to review the material in this information package and find out if we can help you get free of Portals once and for all.

Sincerely,



**Gregg Meiklejohn & Shane Sparks**  
Co-Founders, Enrollment Resources Inc.

### iMarketing Service

Testing

Web Optimization

Paid Search Mgmt

Remarketing

Mobile Marketing

Reputation Mgmt

SEO

“Six months ago we were buying hundreds of leads a month from an aggregator, with a conversion rate of under 1%. What a nightmare for my staff and our business. We were dependent on their leads, and stuck in a horrible cycle of buying any lead we could, just to keep my staff busy. Since working with ER, we now generate ALL our leads through our own marketing efforts. It’s been night and day. Our conversion rates are now WAY higher, my admissions team is happy and productive, and we’re hitting record enrollments. I strongly encourage any school leader, sick and tired of playing the lead game, to listen to the folks at ER. I did. And business has never been better.”

**Matt Jenkins**

*Corporate Director of Operations, Valley College*



# Internet Marketing's Dirty Little Secret

Many school leaders struggle with where to put their effort. Should you focus on SEO? Paid Search? Social Media? Website design? Blogging?

The answer, surprisingly, is none of the above *and* all of the above. Here's why:

## Do you want a side of SEO with that paid search?

The dirty little secret of internet marketing is this: Most marketing companies sell on an a la carté basis so each "service" is an up-sell opportunity for the agency. That is why every internet tactic is pitched and packaged as a separate and distinct effort.

The problem is that internet marketing is really a holistic process. It is interconnected. The real leverage comes from executing all these tactics together to create a better result.

## The Right Way to Market Online

At ER we work backwards. We create a monthly lead goal with the client, and set about to create a plan to meet that goal. Our fee is based on the results you get with total transparency and accountability. To achieve the goal we follow a holistic approach starting with the lowest cost tactics, and adding in higher cost ones as needed.

**First, we put in place accurate tracking systems to measure leads and provide a platform for testing.**

Marketing without testing and measurement is a WASTE OF MONEY. This is the critical first step.

After measurement and testing systems are in place, we...

- **Overhaul your website** to increase the conversion of visitors to leads. Most schools do a terrible job in this area, yet it represents the single biggest marketing opportunity for you
- **Implement a Paid Search Marketing Campaign** using Google Adwords and others to generate leads
- **Implement SEO changes** to your site to improve your ranking, and then run an SEO campaign to make sure you are positioned optimally to receive web traffic while not being blacklisted on any search engine
- **Remarket** via display ads to visitors to your website who have an interest by haven't request info yet
- **Target Mobile users** with a dedicated campaign
- Set up and help you **manage your Social Media** to drive referrals to your admissions team
- Safe guard your online reputation through a **Reputation Management campaign**

The result for you is increased enrollment through the generation of high quality, unique leads and reduced costs.

# iMarketing Campaign Overview



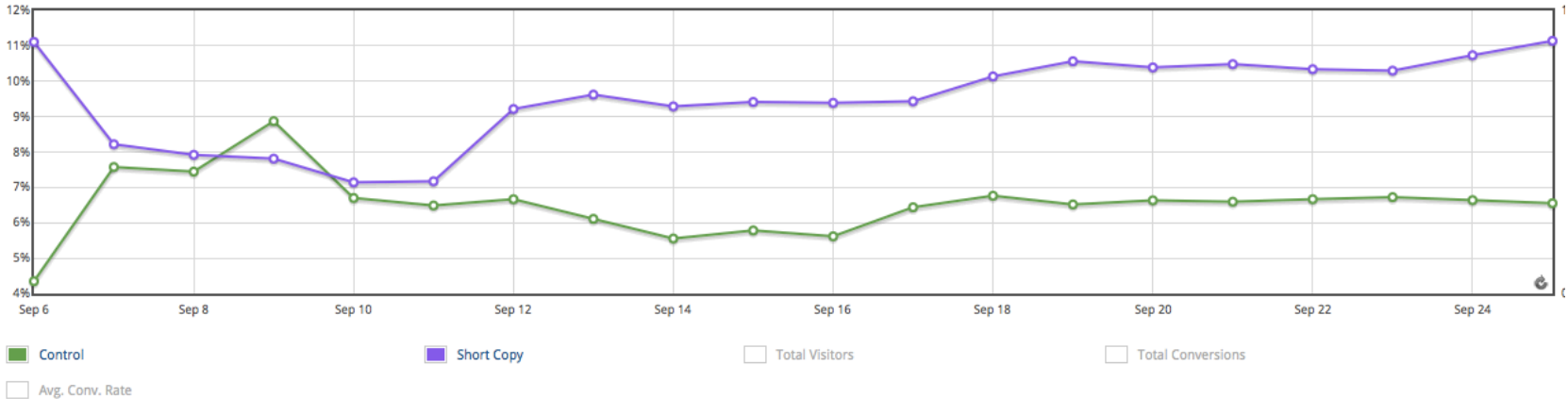
## 3 Questions to Ask BEFORE Hiring a Marketing Firm

**1. Who owns the campaign?**  
Many clients hire a company to manage their Adwords campaign only to find that when they cancel service the account was actually set up in the vendors' name. At ER, we always set up all accounts in your name so YOU control the asset, even after we part ways.

**2. Are you working for my competition?**  
The education industry is big but it's not so big that agencies don't get themselves into conflicts of interest. Do you really want to share a campaign with your direct competition? Since we are a boutique company that only works with a select group of schools at any time (spanning North America and even Europe), we won't take on new clients that directly compete with existing clients.

**3. Is your vendors' proprietary "secret sauce" software designed to tie you to them indefinitely?**  
In the age of abundant open source and low-cost software there is almost no reason to get tied into a vendors' software platform. Yet some companies still use proprietary content-management, email marketing, or other systems that make it tough to exit a relationship. At ER we have a strict "no-proprietary software" policy. And if needed will steer you toward widely adopted software that can be handled by any number of suppliers should we part ways.

# The Critical Importance of Testing



Despite what any “expert” will tell you, the only way to truly know what works is through rigorous, ongoing testing.

Enrollment Resources uses a non-proprietary, transparent testing platform to conduct A/B and multivariate tests on all our campaigns. This gives us quantitative insight into the highest converting tactics. Whether it is a paid search landing page, website, or advertising copy, we test everything to ensure clients get the highest possible ROI on their marketing efforts.

Summary Table

Variations (visitors)	Conversion Rate	% change
Control (763)	6.55%	% change
Short Copy (727)	11.14%	+71%

This test resulted in a 71% increase in click to lead rates. Improving lead volume while decreasing costs.

# Why ER has **NEVER** aggregated a single lead. Ever. Plus a few other things you should know about us...

The major problem with Aggregation is simply one of knowing where your bread is buttered.

A prospective student can only enroll in one school, and so if a marketing company sells you leads that are also going to your competitors, then your agency essentially *becomes* your competitor. It just seems crazy for an agency to compete against its clients since you are ones paying their bills. That's why we've **never aggregated a lead** in our history, and never will. We appreciate our clients' business far too much.

That's not the only reason to partner with ER. Here's a few others...

## **Limited Client Base**

We have a small, select group of client partners. We only accept new clients that fit our criteria *and* only when we know we have the internal capacity to service them.

Here's why: Finding and keeping good people is the biggest challenge in an expertise business. Some agencies have as high as a 77% employee turn over rate – that's expertise and

knowledge about YOUR business that walks out the door every day. It leads to huge frustrations and inefficiency.

The team we have today is world-class, treated well, and paid competitively. So rather than constantly recruiting, training new people, and stretching our resources in the name of growth, we've chosen to limit the number of clients, and staff accordingly so you receive excellent service and leadership.

## **Thought Leadership**

We get a little embarrassed tooting our own horn, but company founders — Shane Sparks and Gregg Meiklejohn — are recognized thought leaders in higher education circles. They are regularly invited to present at industry conferences, publish articles, and are frequently called upon to share insight on trends, best practices, and emerging issues. They are smart, respected guys who are available to help you sort out the big picture.

## **Dedicated Marketing Team**

You have access to a dedicated team of Direct Marketing specialists with subject expertise in higher education. Our team regularly participates in skills development training,





and are up to date on trends and regulatory issues affecting the industry and our clients. The team is comprised of:

- Certified Google Adwords/PPC Management
- Direct Response Copywriting
- Graphic Design
- Web programming
- Project Coordination
- SEO / Reputation Management
- Market Research

### **An R&D Stream**

At any given time, ER is testing multiple elements within campaigns and uncovering innovation that can be shared with clients. For example, we've recently tested:

- How graphic applications increase conversion
- How call to action language affects conversions
- Copywriting innovations
- Social media as a lead generation tool

### **Legitimate Innovation**

The byproduct of testing is innovation. For example, a recent landing page redesign has improved conversion for a client from 8% to 18%, a wild success.

But innovation doesn't stop there. Everyone on our team is driven to research and contribute to our collective knowledge. We are consistently importing and testing best practices from other industries, researching ideas on your behalf and growing our knowledge.

### **Non-Competitive Clients**

We once delivered a workshop where a number of attendees from the same state brought in ads for critique. Half the schools had the same ad with the only change being the logo and phone number. Turns out they all had the same Ad Agency! While we use best practice formulas, our small client base ensures your marketing is fresh and unique to your market. By choosing to restrict our client base we avoid conflicts of interest. The cosmetology school in San Diego is not worried about the allied health school in Philadelphia, so to speak. This allows everyone to benefit.

### **Best Practices Consulting**

ER created a best practices consulting process called the **EMScorecard™** that has been field tested with over 500 schools. As a consulting service we charge a very high hourly rate yet still regularly get rave reviews from our clients and industry leaders alike. Through it we've found million of dollars a year in opportunities for clients. The Scorecard service is available to you for free to our marketing clients.

**Finally, since 2003 we only work with schools.** We have insight into your world, share the same values, and a vested interest in supporting our industry.





# The **Kaizen** Continuous Improvement Methodology

## **KAIZEN**

Continuous Improvement Process

Enrollment Resources has adopted the **Kaizen Continuous Improvement Methodology** as the basis for our approach.

**Kaizen** is Japanese for “many small improvements.” Kaizen is part of the Lean Management School established by Edward Deming in the 1950s in Japan during the post World War Two reconstruction. It refers to a philosophy that focuses on making very small continuous improvements to many business processes resulting in continuously improving an organization’s effectiveness. By improving standardized activities and processes, Kaizen aims to eliminate ‘business waste.’ A typical example of business waste in the Private Post Secondary field might be unnecessary advertising.

## Google Adwords Certified



Enrollment Resources was the first company in the higher education space to become a **Google Adwords Certified Partner**.

Google has emerged as the biggest advertising platform in the world. As a Certified Adwords Partner, we are committed to being in the forefront of marketing innovation and best-practices.

“Enrollment Resources has been instrumental in helping our school market to our advantage. After using multiple firms in the past to no avail, we have finally found a company who understands how to market schools. We are excited about the changes we are making (with their guidance) to finally capture our market share. I cannot recommend them more highly.”

**Sandra Olson-Meyer, President**  
*Construction Industry Training Council*





## Are You a Candidate?

Before we take on a client, we make sure we have a good fit. Failure does not benefit either of us (obviously).

We will complete a thorough review of your current marketing effort, including an objective analysis of your Paid Search accounts, your Website, and your SEO effort. If there is an opportunity to help we will tell you so. If you are doing a great job (or working with current vendors that are doing a great job) we will also tell you so.

Based on the findings of our assessment, we will create an achievable plan for you. It's simple. Straight forward. Analytical. Proven.

To learn more, call 250-391-9494 or email [admin@enrollmentresources.com](mailto:admin@enrollmentresources.com)

“As a result of Enrollment Resources work, we have received more leads in the the last 60 days than the last 9 months combined”

**Bob DeColfmacker**  
*CEO, The Landing School*

**The Landing School**   
*Educating Future Leaders for the Marine Industry*

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