

RECRUITMENT MESSAGING IDEAS

Responding to inquiries

To create a community with your prospective students (i.e., your inquiries), then building a relationship with them is critical. When selecting a school, student feedback shows that students want the school to reach out to them, answer their questions, and be expedient. If you don't respond to them in a very timely manner, they will look elsewhere. The competition is too great across the globe. So, interact with your prospective students. Here are ideas how:

- 1. Autoresponder:** If you can't reply immediately to inquiries, pay for a Study in the USA autoresponder. An autoresponder is an automatic email that is sent out immediately to student inquiries. We work with you to create an effective email response that will include your contact information.
- 2.** If you have a CRM, add a **drip campaign** to send the student bits of interesting information. For instance, educate them over time in 5–11 emails about your school, academics, housing, and activities.
- 3.** Students want to learn how a class is *really* facilitated and taught, so have a professor/instructor **create a video** that highlights the quality of your program.
- 4. Use the student's choice of communication** whether it's WhatsApp, email, etc. Ask them how they prefer to communicate.
- 5.** Add a human feeling to your responses by **signing off with a person's name** (even if it's an auto-response).
- 6.** Peer-to-peer recruiting is very effective. **Use your student ambassadors to email** the students in the student's language.
- 7.** Send **personal videos** — open rates for video can be 65% higher than regular emails. Examples include: welcome videos, ones explaining the application process, or how to get a visa — any subject that would be interesting and informative to the prospective student. (Tip: A GoPro is a great tool to make activity videos.)
- 8.** Contact your inquiries and **invite them to a webinar session** on a topic they might be interested in.
- 9.** Use social media for a **Facebook or Instagram Live session**. Contact your inquiries and let them know you'll be "on."
- 10.** Group students by country and **have an assigned student ambassador be their guide**. The student ambassador can answer questions or facilitate webinars or sessions.
- 11.** If you're participating in a **virtual fair**, notify your inquiries you'll be participating, and invite them to it.
- 12.** If you're traveling, **invite your inquiries and their parents** to join your session.
- 13.** For **parent communications**: How are you messaging the parents? After all, they are normally the decision makers. Have a separate messaging strategy for decision makers, parents, and/or sponsors.
- 14.** Response time is crucial. If a student actually responds, **respond within hours, if possible**.

