



LANCASTER, PA | MARCH 4-6, 2020

CUPRAP

Don't Put the Cart **Before**
the Horse.

#cuprap2020

2020

Presented by

#cuprap2020



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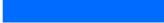
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The Top of the Cliff

Where the College Students Will and Won't Be

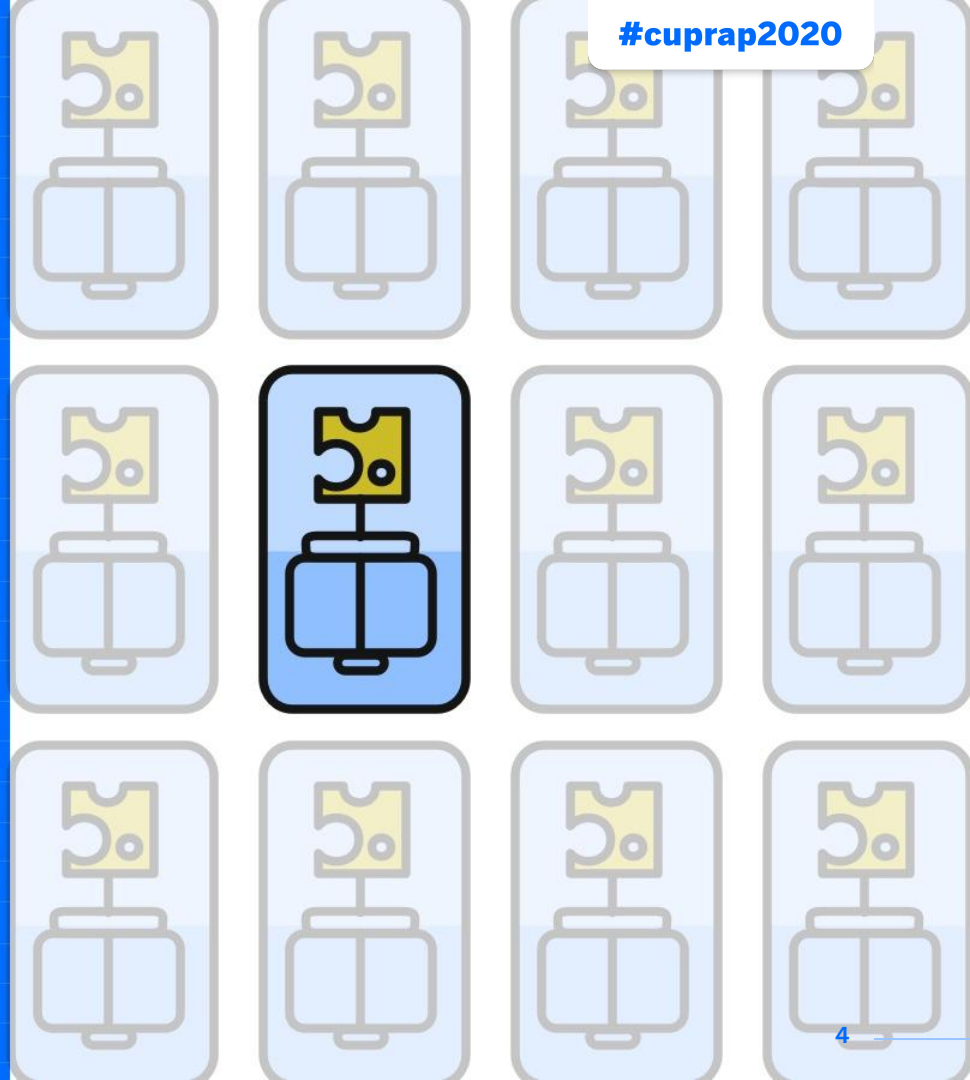
Projected change in number of college-bound high school seniors, 2012-2029

		Change in number of students	Percentage change
West South Central		7,365	2.3%
Mountain		3,429	1.8%
South Atlantic		-15,523	-3.3%
West North Central		-22,773	-11.3%
New England		-28,117	-24.3%
East South Central		-29,736	-20.2%
Pacific		-44,067	-9.4%
Middle Atlantic		-72,208	-17.9%
East North Central		-90,443	-21.6%

Source: Nathan D. Grawe, "Demographics and the Demand for Higher Education"

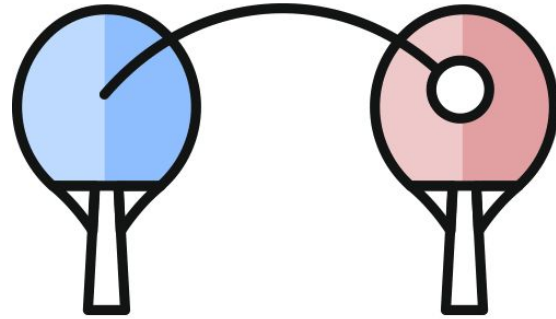


Building a better mousetrap

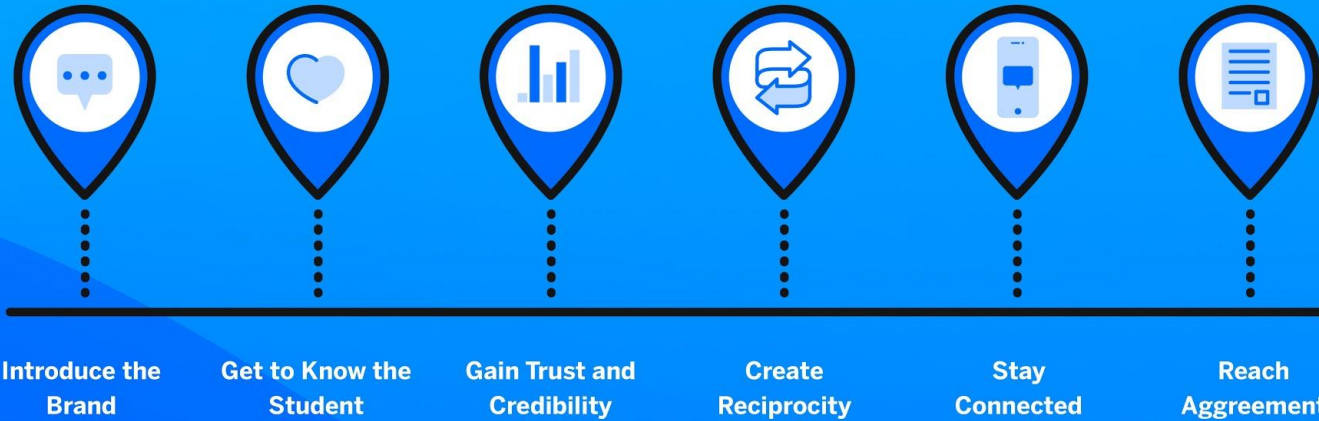




**Hiroji
Sato
Will
School
You.**



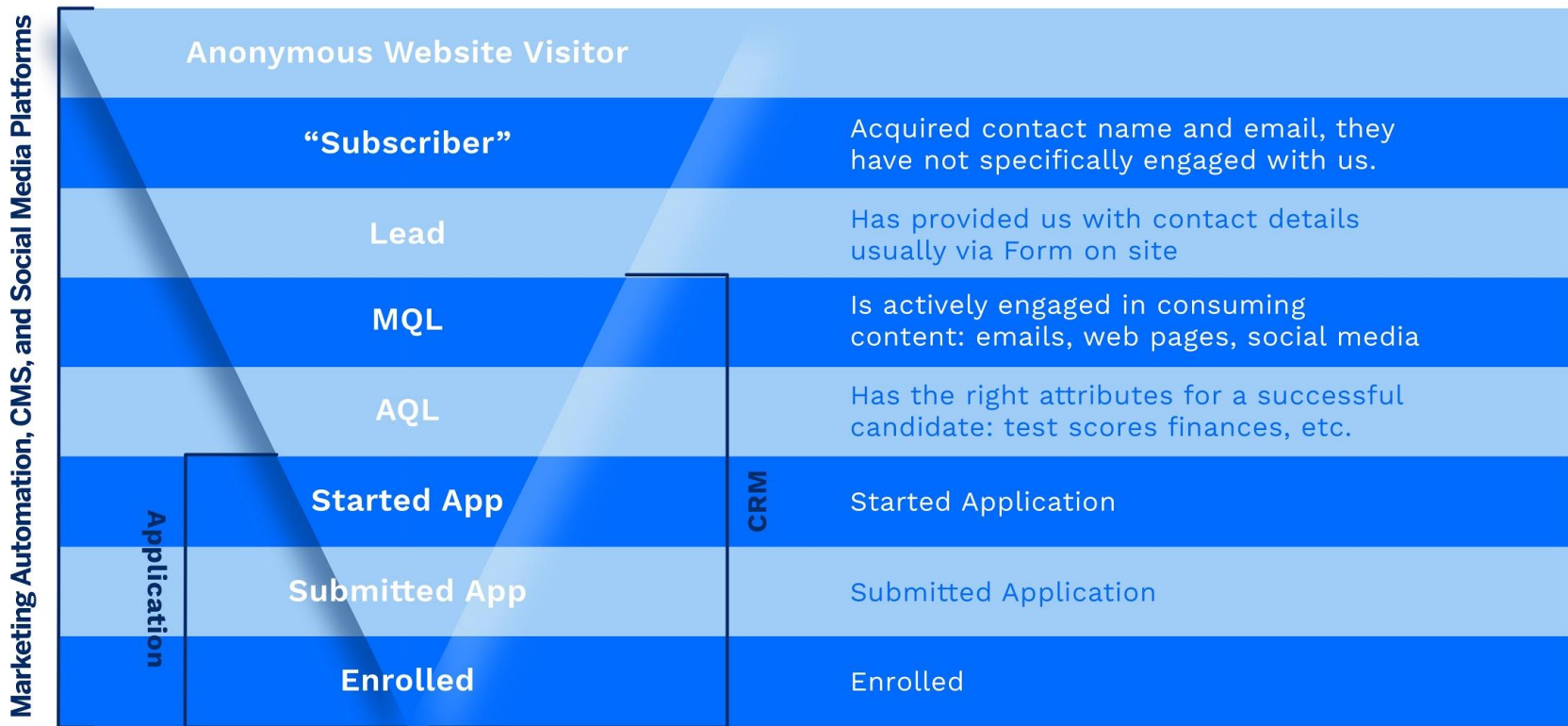
Iterative Innovations within Your Funnel–



Higher-Ed ❤️ Loves Acronyms



Lifecycle View of Marketing Admissions Funnel



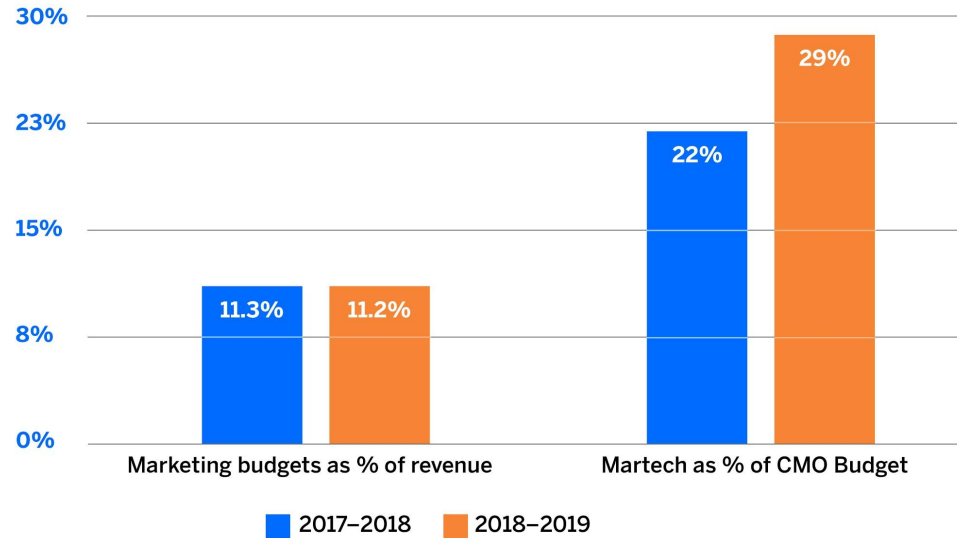
Helps to deliver appropriate & targeted content | Identifies friction points and new opportunities | Exposes data gaps the we can work to fill



Joined at the hip. Marcom & Martech

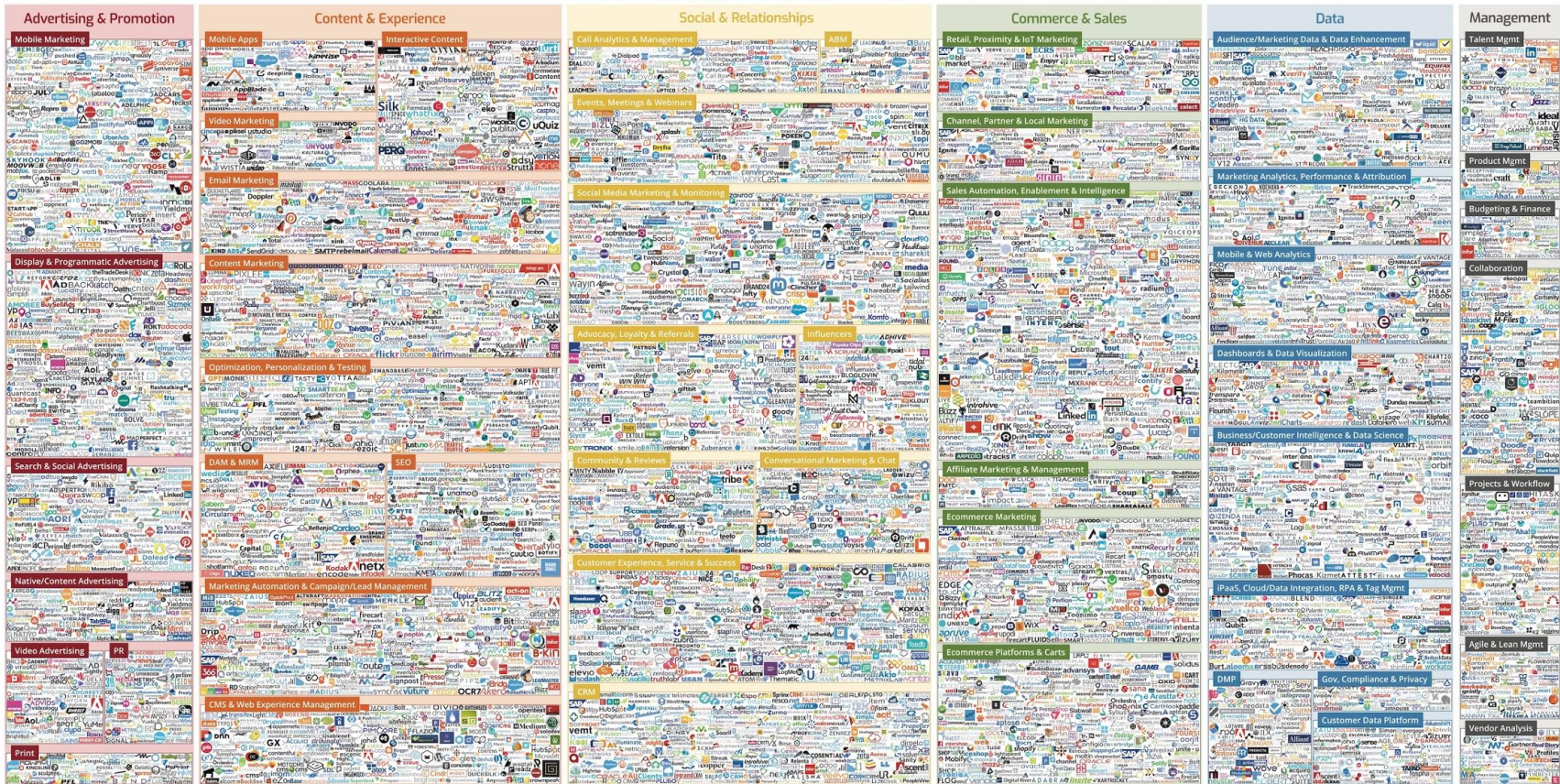
Martech: Flexing its Muscles in 2019

Table 1: Martech spending gets a boost in 2018-19



Source: CMO Spend Survey 2018-2019, Gartner

The Marketing Tech Landscape is **Immense**
and **Confusing**.



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Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands). **blue green**



Navigating Marketing **Technology.**

Current Environment: Frankenstein Runs Amok



The cost in time, money, resources of current state

Resources	Platforms and Usage	Investment	Time
Implementation Specialists	CRM	50,000	
In-house marketers	Marketing Automation	30,000	
Usually outsourced	Analytics	30,000	
In-house & outsource	Integrations	50,000	
In-house or outsource	Comms Development	60,000	
in-house	Campaign Implementations	50,000	
		250–300k	18–24 months

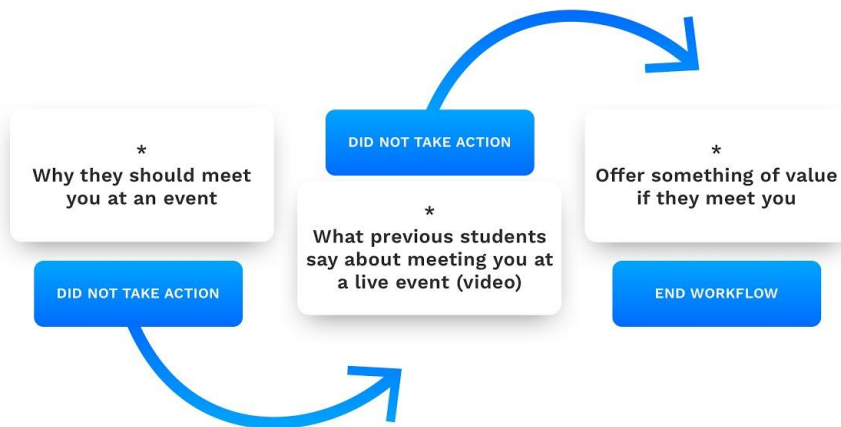
Start Small

Next Steps Create Segments

- 👉 Full-time MBA Domestic
- 👉 Full-time MBA International
- 👉 Full-time MBA High Achievers

Simple Workflows

Email #1	Email #2	Email #3
February 25	March 9	March 16



Avoid the **800 lbs Gorilla**

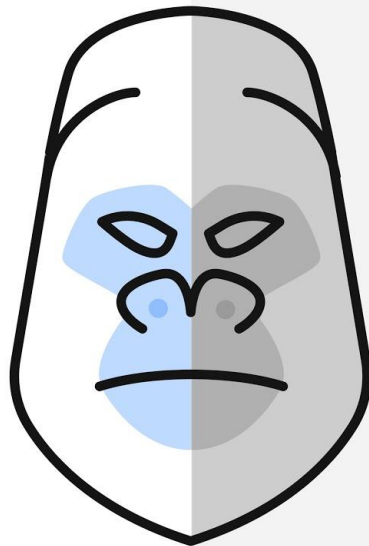
Complex



marketing cloud

Salesforce Marketing Cloud

Salesforce Marketing Cloud is a provider of digital marketing automation and analytics software and services.



Simple



Mailchimp

Mailchimp is an American marketing automation platform and an email marketing service.



If you can't measure it, you can't **improve** it.

“

Peter Drucker

Content Scorecard

ecityinteractive Content Scorecard

1. Answer each question by rating how well your brand does each of these things on a scale of 1-5. Be sure to enter the right number in the right place; if you're average at having a clear, documented editorial pillars, enter a '3' in the '3' category. If you're excellent, put a '5' in the '5' category. And so on.

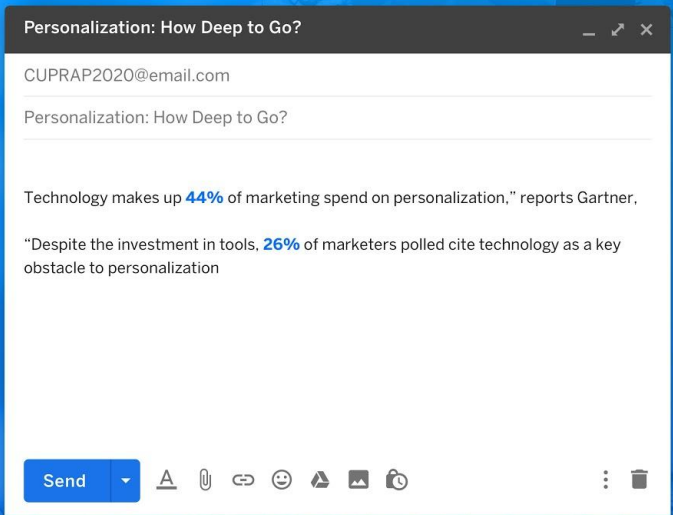
2. You can track your score in each section as you move through this quiz; you'll see both the total number of points you get out of the possible number of points in that category, as well as a percentage score. Think of that percentage score as you would a school grade: 90-100 is an A; 80-89 is a B; 70-79 is a C; anything below that, well, you know...

3. You'll see your total points and percentage score at the bottom of the scorecard; that's the overall grade for your content strategy & execution—as judged by yourself!

How to use this content scorecard —

Content Strategy & Implementation						
Audience Understanding	1	2	3	4	5	
College or university has a documented content strategy with business-directed goals and a broad understanding of its intended audience						
College or university has clear, documented editorial pillars						
College or university has a clear target audience and user personas						
There is a clear concept of how the college or university will use various content at different parts of the user's journey						0 out of 20 = 0.00%
Execution & Governance						
College or university has defined editorial process that governs ideation, production & analytics						
College or university relies on a central calendar document or platform for publishing content						
Planning calendar maps strategic pillars and personas to each piece of content						
Social promotion is planned based on user journey respective to platform						0 out of 20 = 0.00%
Qualitative Content Elements						
Voice/Tone	1	2	3	4	5	
Content is on-brand and aligns with brand's voice						
Content uses the right tone for the audience the purpose of the content (top-of-funnel, bottom-of-funnel, etc.)						
Substance						0 out of 10 = 0.00%

Personalization:



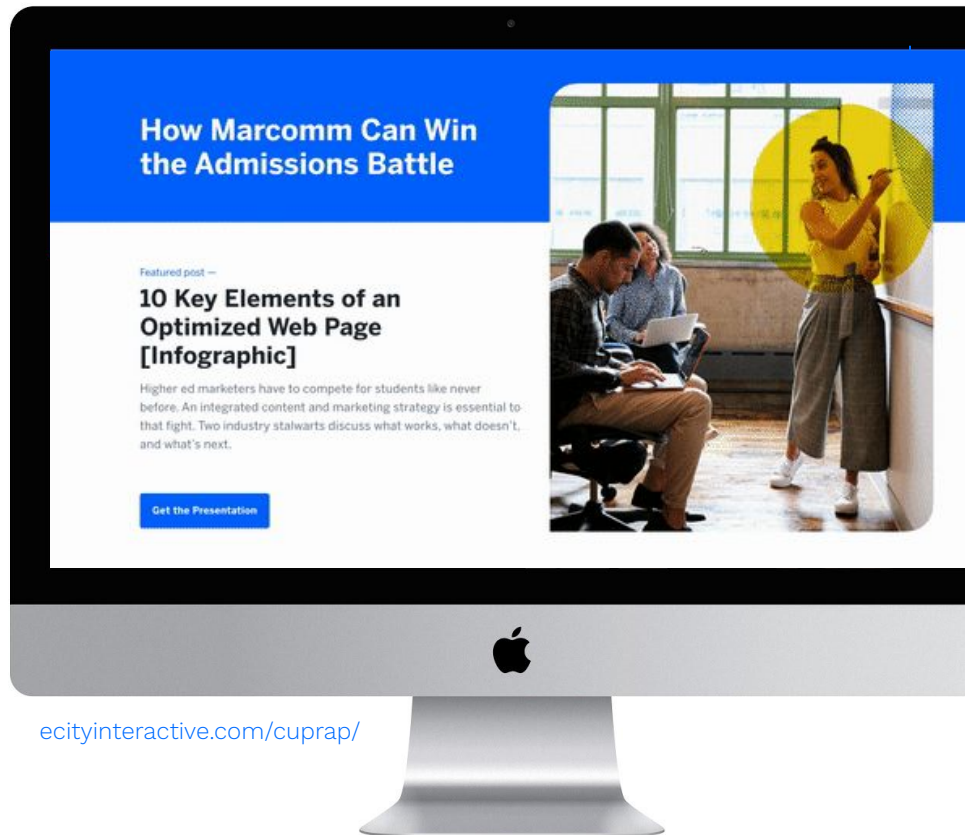
How Deep to Go?

Our Parting Gift

Recommended marketing automation providers

Sample content scorecard

Stay in touch regarding new advances in martech



ecityinteractive.com/cuprap/

Let's Wrap This Up



Choose Simplicity



Avoid Shiny Object
Syndrome



Measure



Learn and Iterate

Let's Wrap This Up



Choose Simplicity



**Avoid Shiny Object
Syndrome**



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Measure



Learn and Iterate



Thanks a **Bunch**