

BARTON CARLYLE RESOURCES

Top Tips #6 EFFECTIVE RECRUITMENT COMMUNICATION

Turn your recruitment trips and other marketing efforts into applications and enrolled students.

Recruitment is only effective with proper follow up strategies. Communication with prospective students is key to turning enquirers into applicants, and eventually members of your campus international community.

1. **Follow up quickly.** Communicating immediately following an event, fair, recruitment trip, or other marketing initiative lets students know that you are keenly interested in them.
2. **Create a specific communication flow for each market and level of study following on from your initial contact.** Research your markets and promote programs and opportunities for enrollment based on the needs and behaviours of students in those countries and study levels.
3. **Create strategic messaging.** What are the key messages for your institution? Which of these messages can be differentiated from other institutions to make you stand out? How should these messages best be communicated?
4. **Create a communication flow for different admissions requirements.** Understand the different cohorts of students who might apply to your institution, the information they might need, and when. Do they need pre-sessional English study? Will they need support in securing a visa? Are they government sponsored?
5. **Promote campus programs that provide international student support and acculturation.** Create specific messaging to let students know that your campus is welcoming and supportive to international students. This way, your recruitment messaging helps guide students and sets expectations of their experience.
6. **Make it personal.** Use your recruitment information (geo-demographics) to personalize messaging to your students, and build a relationship. Don't forget to include a communication plan for students' influencers: parents, counsellors, sponsors, agents, and other important people who will help the student decide on the best institutional fit for them.
7. **Use social media** to advertise and promote your participation in in-country events, dovetailing this with your overall message strategy around targeted marketing of programs and services. Use appropriate social media to follow up, creating an ongoing connection with your institution.
8. **Use technology that students use every day, in language that is familiar to them.** Mobile applications are easy to navigate and make your institution accessible 24/7. Clear, well-written and jargon-free content reflect an institution that is approachable and friendly.
9. **Translate content.** Make sure you keep your enrollment funnel full by speaking to students in both English and their native tongue.
10. **Keep your prospective student's attention** Use a range of 'voices' in your creative communications processes (Faculty, current students and alumni), alongside a range of communication tools. Build layers of messaging which supports the student in their decision-making journey, however long or short.

Check out these extra resources:

<http://monitor.icef.com/2016/06/social-channels-major-factor-chinese-research-study-abroad/> ICEF Monitor article on social media in China.

"Creating a Sustainable International Education Sector : A Manifesto for Intelligence-Led Marketing and Recruitment of International Students". Hobsons Solutions, May 2016, www.hobsonssolutions.com #HobsonsInsights

Barton Carlyle consults regularly on international student recruitment strategies, offering advising, training and presentations worldwide. Contact us to see how we could support you: Email pamela@bartoncarlyle.com