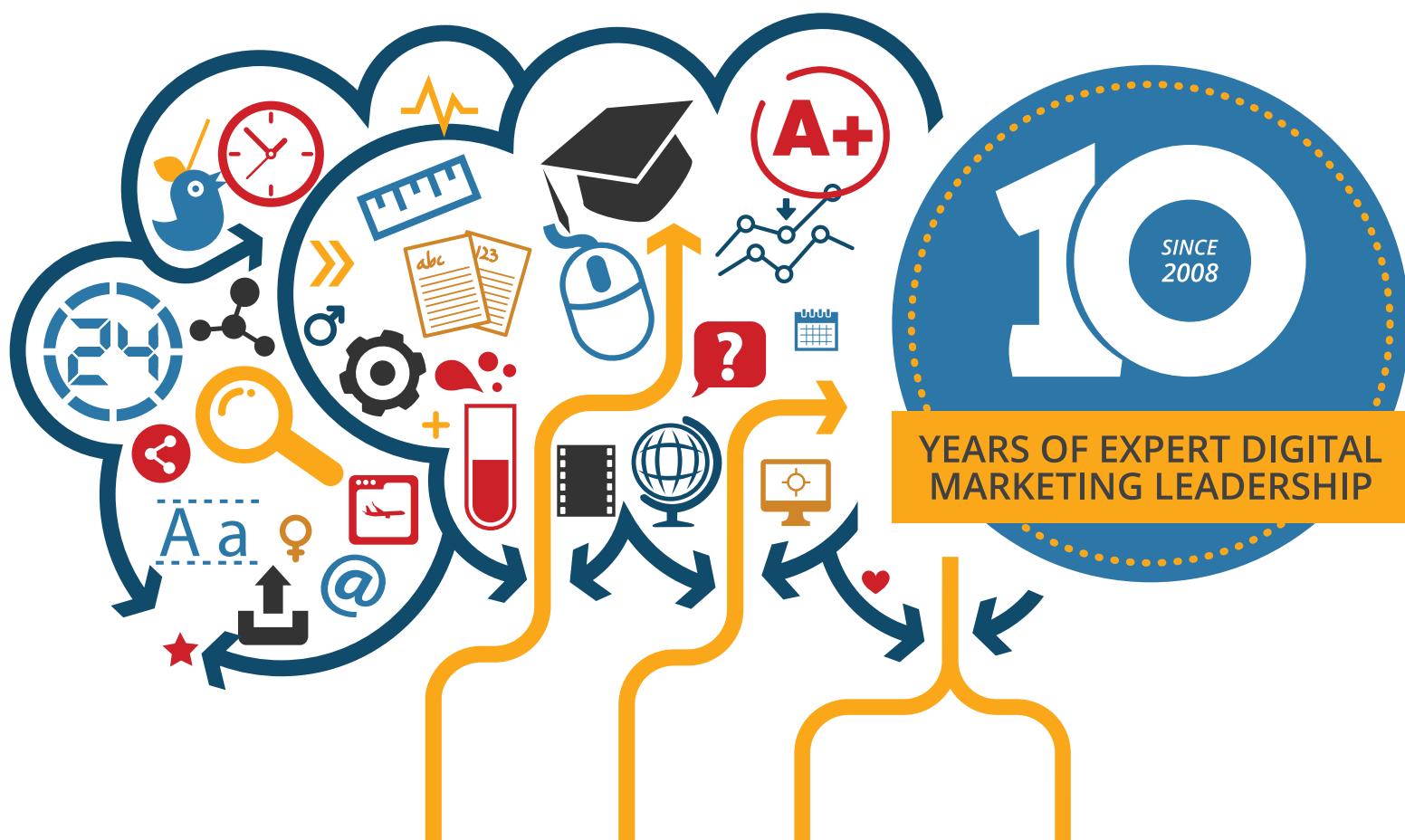




Higher Education Marketing

Inbound Marketing Self-Assessment

CHECKLIST 



Cost-effective, wide reaching, and built to last, inbound marketing can be the ideal fit for schools. By focusing on providing relevant, valuable resources and solutions to prospects at every stage of the enrollment journey, institutions can use inbound to build trust and cultivate a vibrant and sustainable online presence.

This checklist will help you assess whether you are covering all your bases in planning, implementing and measuring your inbound marketing campaigns.

Targeting Your Student Personas

YES NO

1. Do you know the age, gender, socioeconomic status, and geographic location of your most important target audiences?
2. Do you understand the specific personal, academic, and professional motivations that prompt students to apply to your institution?
3. Do you know which concerns will most likely deter students from inquiring about or enrolling in your institution?
4. Can you define the individuals who are most likely to influence your prospective students during the decision-making process?etc.) and a process to align them with your social media initiatives?
5. Do you understand the online search behaviors of your student personas (which websites they use, which social media channels they prefer, etc.)?
6. Have you consulted with your admissions and recruitment team and school faculty to develop your student personas?
7. Have you surveyed your students to confirm you've identified the right target personas, and correctly defined their key characteristics?

Defining Your Goals

8. Can you define by how much you want to increase inquiries from online channels over a specific period?
9. Can you define by how much you want to increase website traffic from organic search over a specific period (and from which source countries or cities)?
10. Have you clearly defined goals for social media (awareness, engagement, lead generation, etc.)?

11. Does your website have a blog section?
12. Do you publish fresh blog content each week on themes that are most relevant to your student personas?
13. Do you create original infographics on topics your personas will appreciate?
14. Do you regularly collect student testimonials, alumni success stories, and faculty interviews to post online?
15. Have you collected high quality visuals of your current students, alumni, faculty, campus grounds, classrooms, academic resources, professional partners, etc.?
16. Do you have resources to create original content in multiple languages if relevant to your target audience?
17. Have you created high quality videos showcasing your school?
18. Do you use the content cluster methodology to plan your content?

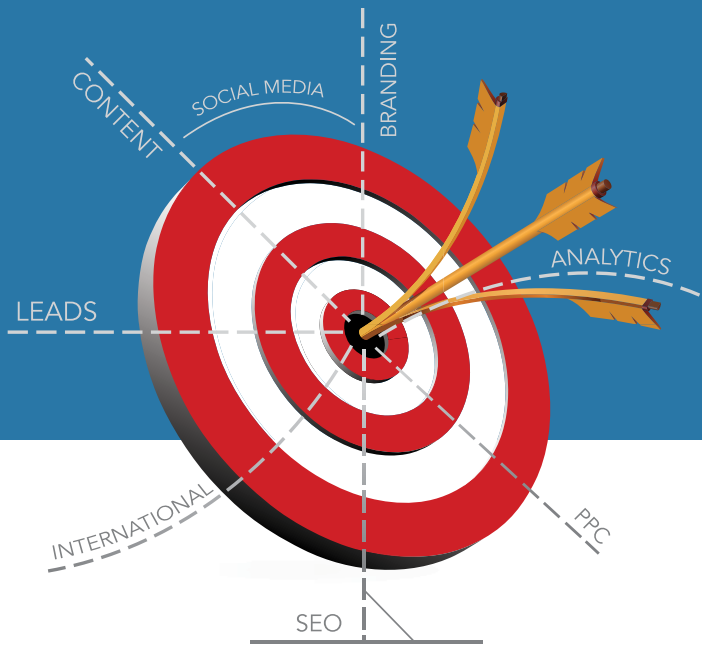
Social Media Marketing

19. Do you have social media profiles on your personas' favourite social channels?
20. Do you share and promote every blog post you publish on your website?
21. Do you curate content from other websites to share on social media, and connect with your student personas?
22. Do you routinely share testimonials on social media?
23. Do you run contests on social media?
24. Do you integrate hashtags into your social media posts?
25. Does your institution have a branded hashtag?
26. Do you include visuals with every social media post?
27. Do you have a staff member who is responsible for responding to fans' comments or questions in under 24 hours?
28. Do you livestream your events on social media?
29. Do you regularly post stories on Facebook and Instagram?

- 30. Have you done keyword research to identify how your institution ranks in search engine results for relevant queries?
- 31. Do you update your list of branded, non-branded, program-specific, and location-specific keywords every month?
- 32. Are the title tags of your web pages optimized to include relevant keywords?
- 33. Do you incorporate relevant keywords and phrases into your page headings?
- 34. Do you incorporate relevant keywords into your blog posts?
- 35. Have you integrated social media buttons on your website header or footer?
- 36. Is your website responsive/mobile friendly?
- 37. When creating content based on specific topics, do you link those posts back to other relevant posts?

Measuring Your Results

- 39. Do you track traffic to your website by channel and geographic source?
- 40. Do you track inquiries submitted/leads generated through online channels (not including paid content)?
- 41. Do you track and analyze your social media traffic by channel?
- 42. Have you set goals in Google Analytics to measure your most important inbound conversion events?
- 43. Are you measuring social media engagement, such as shares, re-tweets, comments, likes, new followers, etc.?
- 44. Do you analyze your social media engagement to continuously refine your content and connect better with your target audiences?



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DATA-DRIVEN STUDENT RECRUITMENT SOLUTIONS

Request a FREE Assessment of Your Online Presence Today!

- Google Analytics
- Organic Search
- Social Media
- Paid Search
- Email Marketing
- Calls-to-Action
- CRM integration



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