



2020 MARKETING STRATEGIES GUIDE

Helping Colleges Grow **SINCE 1995**



DIGITAL
ADVERTISING



MARKETING
TECHNOLOGY



PRINT
PRODUCTION

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Let's talk!

Scan this code with your SnapChat app to get started.



Today, there are more challenges than ever facing the higher education sector. From the innovation in technology, the declining population of high school graduates, to the rise of OPMs as a viable add-on and alternative to traditional, ground-based education, we are all forced to reevaluate how to increase growth in unstable times.

Over the years, MDT has found success through its innovative approach to addressing environmental challenges like these. We're proud to offer this guide as insight into some of our latest marketing tests that have yielded positive results from higher education sector peers.

Thank you for getting to know us better. Please give us a call to assist you with any marketing challenges. I am confident you will enjoy the way we work!

To your future success,

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HANDWRITTEN PERSONALIZATION

180%

INCREASE IN INQUIRY TO STUDENT
CONVERSION RATES

What is the value: Send a simple, personalized handwritten note that significantly increases engagement with Gen Z and millennial prospects via an unsaturated, tangible medium.

Why it works:

- » Tangible: A tangible message shows a highly personal touch & invites response
- » Offline: Engage Gen Z prospects in a medium that stands out. Offline.
- » Handwriting technology: Scalable solution with natural-looking handwriting

How to make it work for you:



Handwritten Postcards

MDT internal. 2019 Test campaign to 10,654 new inquiries, with Florida based college.

LET'S GET PERSONAL



HANDWRITTEN POSTCARDS

Seeing is believing! ↓

Hi There,

Send personalized handwritten notes to all of your students, prospective students, and even potential employers for your graduates. We have automated the process with a revolutionary new font that looks handwritten! Give us a call to discuss (954) 764-2630

To Your Path Forward

Team MDT

| MDT Marketing | (954) 764-2630

ENROLLMENT OPTIMIZATION

24/7%

RETURN ON INVESTMENT. **14.8% INCREASE IN PROSPECT-TO-STUDENT CONVERSION RATE.**

What is the value: Boosts enrollment rates via omni-channel, automated nurturing campaign that hyper-personalizes its messaging based on prospect data.

Why it works:

- » Automated: runs 24/7. Never relies on a manual action.
- » Omni-channel: messaging deployed via text, email, direct mail, and more
- » Hyper-personalized: weaves prospect data through messaging to increase engagement
- » Standardized: All outbound messaging is pre-approved for legal & compliance

How to make it work for you:



EnrollBoost

MDT internal. Based on 3 month A/B test with N. Carolina based institute.

MDT ADVANTAGE PLAN

\$36K

AVERAGE ANNUAL SAVINGS IN MARKETING MANAGEMENT AND SOFTWARE.

What is the value: All-in-one marketing suite packaged specifically for budget-conscious institutions.

Why it works:

- » Generates traffic from new prospective students
- » Tracks & measures campaign performance
- » Strategy developed & applied by education marketing experts

How to make it work for you:



Landing Page Development



Internet Advertising Management



Lead Conduit

MDT internal. Based on average annual savings of MDT Advantage clients.

Digital Advertising

SNAPCODES

61%

INCREASE IN INQUIRIES VS STANDARD URL WHEN TARGETING GEN Z AUDIENCE.

What is the value: Snapchat codes provide a response mechanism that speaks directly to a Gen Z audience.

Why it works:

- » Gen Z's are fluent in the use of Snapcodes
- » A unique way to drive offline traffic to online content
- » Makes connecting with your brand online easier & faster

How to make it work for you:



Landing Page Development



Internet Advertising Management

MDT internal. Test based on applying Snapcode & standard URL in offline media for national institutions.

YOUTUBE BRAND LIFT

43.9%

INCREASE IN BRAND AWARENESS.

What is the value: Increases awareness of your institution with your target audience in specific geographic areas.

Why it works:

- » Leverages YouTube's dominance as go-to video platform
- » Measures market awareness specifically with target audience
- » Increases inquiry traffic across multiple online sources

How to make it work for you:



Landing Page Development



Internet Advertising Management

MDT internal. Based on 12 month campaign in Orlando FL.

Digital
Advertising

OTT ADVERTISING

45.4%

INCREASE IN RESPONSE RATE WHEN RUN CONCURRENTLY WITH DIRECT MAIL.

What is the value: Over The Top (OTT) Advertising gets your video ads served directly to the TV sets of your prospect database.

Why it works:

- » Hyper targeted: can target by home address
- » Target big and small screens
- » Merges traditional media with digital
- » Ran in conjunction with direct mail campaign, reinforcing message

How to make it work for you:



Landing Page Development



Internet Advertising Management

MDT internal. Based on direct mail performance when coupled with OTT campaign to same database. Stat is based on national average.

REAL-TIME DATA APPENDING

73%

AVERAGE APPEND RATE ON REAL-TIME DATA APPENDING CAMPAIGNS.

What is the value: Maximize your ability to engage with prospective students by augmenting their existing/self-provided data.

Why it works:

- » Increases number of available communication channels
- » Cleans & corrects errors from manual data entry
- » Can run in real time, or on an existing database

How to make it work for you:



Lead Conduit



DataAppending

MDT internal. Based on 6 month campaign test with national college appending mailing addresses. Appending rate varies by type of data being appended.

Marketing
Technology

FACEBOOK MESSENGER CHATBOT

127%

INCREASE IN ENROLLMENT RATES.

What is the value: Enhances engagement & brand recall with inquiring prospective students that ultimately leads to increased enrollment rates.

Why it works:

- » Replaces generic forms with a conversation
- » Runs 24/7, 365
- » Direct integration with Facebook's user data

How to make it work for you:



Lead Conduit



Internet Advertising Management



Chatbot

MDT internal. Based on 6 month campaign test with national college.

what we do in **production**



PRINT PRODUCTION



PERSONALIZED BOOKLETS

Personalized booklets offer your prospects and students relevant information and resources while optimizing engagement with your institution.



VARIABLE DATA PRINTING (VDP)

Broaden your audience with targeted and personalized mailers that offer potential students a different way to interact with your brand.



HANDWRITTEN POSTCARDS

Stats page 2

An automated, scalable solution for personalized handwritten postcards. Admission can focus on the relationship building, not handwriting.



ENROLLBOOST

Stats page 4

An automated, hyper-personalized, omni-channel lead nurturing campaign that uses a combination of direct mail, text messaging, social media, and email to nurture your inquiries. Learn more at: www.growwithmdtcom/enroll-boost/

what we do in **digital**



DIGITAL ADVERTISING



INTERNET ADVERTISING MANAGEMENT

Stats pages 5-10

From Google Ads to Facebook Ads and beyond, our pay-per-click services are focused on yielding high returns on your marketing dollars. Learn more at: growwithmdt.com/internet-advertising/



SEARCH ENGINE OPTIMIZATION (SEO)

Stats pages 6-10

Receive expert consultation on content creation based on keyword and competitor analysis and local citation management to build a specific plan tailored to your goals.



PAID LEAD MANAGEMENT

MDT proudly does not sell leads. However, we do have a long history of helping clients navigate the complicated and confusing world that lead aggregators have built for us.



LANDING PAGE DEVELOPMENT & CONVERSION RATE OPTIMIZATION (CRO)

Stats pages 5-8

Our digital marketing experts ensure your landing pages generate conversion and track that conversion so you know where your students are coming from.

what we do with **technology**



MARKETING TECHNOLOGY



DATA APPENDING

Stats page 9

Process of referencing one piece of prospect data (phone, address, etc.) to obtain associated data for a more complete file for that unique record.



INSIGHT REPORTING

Cloud-based dashboard that is fully automated and integrated for up-to-the-minute reports on marketing initiatives, providing full clarity of campaign ROI.
Learn more at: www.growwithmdt.com/insight-reporting-demo/



LEADCONDUIT and Ztrac

Stats pages 9-10

A complete lead tracking and management solution that captures, organizes, validates, delivers, tracks, and reports on contact data as it moves from your advertising sources to your business.



CHATBOT

Stats page 10

Automated 24/7 chat software to optimize engagement with social media prospects. Learn more at: www.growwithmdt.com/chatbot/

what is your **marketing challenge?**

Since 1995, MDT Marketing has been a leader in the delivery of student recruitment, retention, & career placement campaigns via advanced digital advertising & marketing technology solutions built exclusively for colleges & universities.

Let's talk!



your **marketing hub**

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