PICU Student Acquisition Hub

Poinsette International Christian University

Doctoral Candidate Lead Generation & Recruitment Strategy Center

Overview

This repository serves as the central intelligence hub for identifying, attracting, and enrolling prospective doctoral candidates at **Poinsette International Christian University (PICU)**. The strategies documented here are designed to locate individuals actively seeking online doctoral degrees in Christian ministry, theology, counseling, and entrepreneurship.

Repository Established: January 20, 2026
Phoenix Global Nexus Intelligence Division

University Profile

Attribute	Details
Institution	Poinsette International Christian University (PICU)
Website	poinsettechristianuniversity.com
Phone	1-877-712-PICU (1-877-712-7428)
Email	info@poinsettechristianuniversity.com
Format	100% Online
Accreditation	Christian College Accreditation Commission International (CCACI)
Program Duration	6-36 months

Doctoral Programs

Doctorate Degrees

Program	Tuition	Application Fee
Doctor of Divinity (D.Div.) in Chaplaincy and Pastoral Care	$6,400	$95
Doctor of Philosophy in Christian Entrepreneurship	$6,400	$95
Doctor of Philosophy in Practical Ministry	$6,400	$95

Hybrid Dual Degrees (Including PhD)

Program	Tuition	Application Fee
MA in Christian Counseling & PhD in Christian Leadership & Business	$7,500	$95
M.Sc. in Practical Ministry & PhD in Christian Counseling	$7,500	$95
MA in Theology (Divinity) & PhD in Practical Ministry	$7,500	$95

Repository Structure

```
PICU-Student-Acquisition/
├── README.md                          # This file
├── docs/
│   ├── university-profile.md          # Detailed university information
│   ├── lead-generation-strategy.md    # Comprehensive lead gen playbook
│   ├── social-media-channels.md       # Platform-specific strategies
│   ├── seo-keywords.md                # Search optimization targets
│   └── competitive-analysis.md        # Market positioning
├── data/
│   ├── target-demographics.md         # Ideal candidate profiles
│   ├── lead-sources.md                # Where to find candidates
│   └── forums-communities.md          # Online discussion venues
├── campaigns/
│   ├── google-ads-strategy.md         # PPC campaign framework
│   ├── facebook-ads-strategy.md       # Social media advertising
│   └── email-sequences.md             # Nurture campaign templates
├── automation/
│   ├── weekly-tasks.md                # Recurring activities
│   ├── monthly-tasks.md               # Monthly review items
│   └── quarterly-tasks.md             # Strategic reviews
└── CONTRIBUTING.md                    # How to contribute
```

Quick Start

Finding Prospective Students

1. **Social Media Monitoring** - See `/docs/social-media-channels.md`

2. **Forum Engagement** - See `/data/forums-communities.md`

3. **SEO/SEM Campaigns** - See `/docs/seo-keywords.md`

4. **Email Outreach** - See `/campaigns/email-sequences.md`

Target Audience

The ideal doctoral candidate is a working professional aged 30-55 who is seeking flexible, faith-based education. Primary segments include:

- Ministry leaders and pastors seeking credentials
- Chaplains (military, hospital, prison, sports)
- Christian counselors pursuing licensure
- Faith-based entrepreneurs
- International students seeking US-accredited degrees

Lead Generation Channels

Tier 1: High-Intent Sources

Channel	Priority	Notes
Google Search Ads	Critical	Target "online doctoral degree" keywords
LinkedIn Groups	High	Professional networking
Education Directories	High	PhDportal, GradSchoolHub listings

Tier 2: Community Engagement

Channel	Priority	Notes
Facebook Groups	Medium-High	Ministry leader communities
Reddit	Medium	r/theology, r/GradSchool
DegreeInfo Forum	Medium	Active degree-seeker discussions

Tier 3: Partnership Development

Channel	Priority	Notes
Church Networks	Medium	Denominational partnerships
Ministry Organizations	Medium	Chaplaincy associations
Christian Influencers	Medium	Podcast/YouTube collaborations

Continuous Improvement Strategy

Weekly Activities

- Monitor social media groups for degree-seeking posts
- Engage authentically in forum discussions
- Review and respond to inquiries
- Track lead source performance

Monthly Activities

- Host webinars and information sessions
- Update directory listings
- Analyze conversion metrics
- Refine ad targeting

Quarterly Activities

- Partnership outreach campaigns
- Competitive analysis refresh
- Content strategy review
- Budget reallocation

Metrics Dashboard

KPI	Target	Tracking
Website Visitors/Month	5,000+	Google Analytics
Lead Form Submissions	200+	CRM
Email List Growth	15%/month	Email Platform
Application Starts	50+	Admissions System
Enrollment Rate	20%	Admissions System
Cost Per Lead	<$25	Ad Platforms
Cost Per Enrollment	<$500	Finance

Contact

Poinsette International Christian University
Phone: 1-877-712-PICU
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Website: https://poinsettechristianuniversity.com/

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