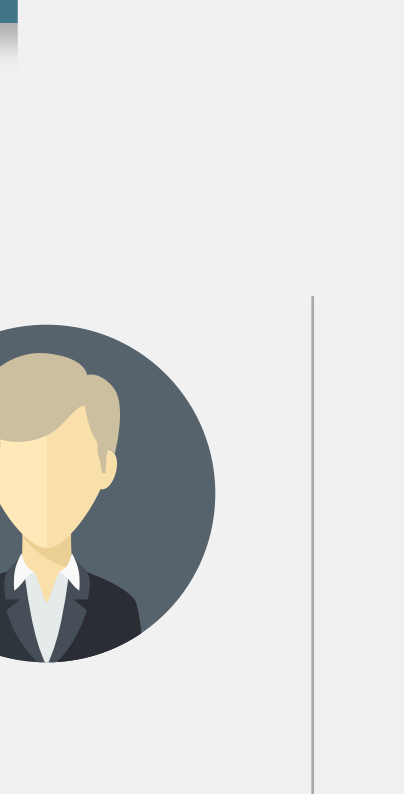


How do you Compare with Fellow Student Recruitment Marketers in 2018?

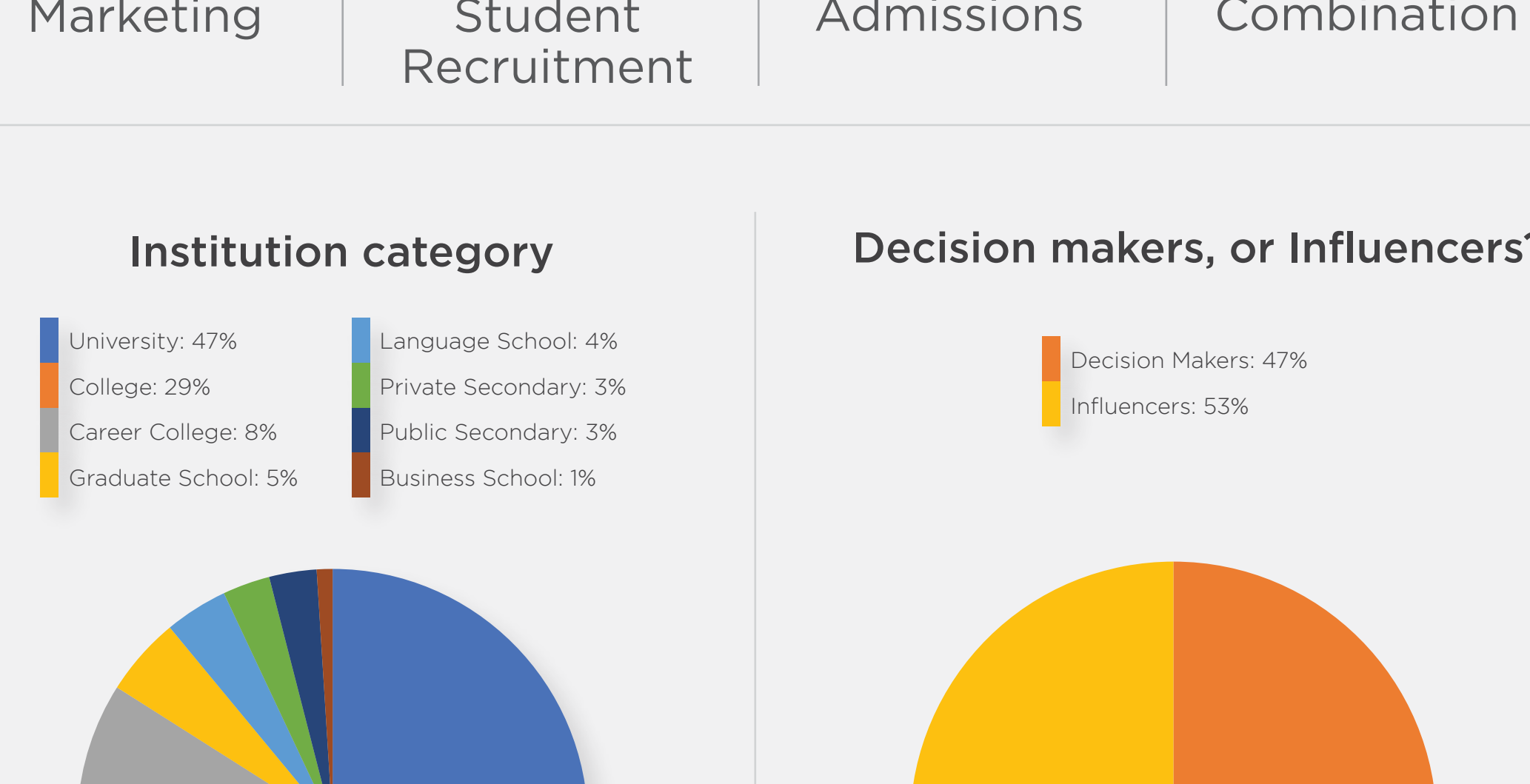


The SchoolFinder Group wanted to know more about the mindset, challenges and trends facing **student recruiters** and **marketers** in **2018**, so we set out to find out more via our **Student Recruitment Marketing Survey**. We gathered responses from **125 professionals** working in the industry. How do you compare with your fellow colleagues and competitors?



Who took the survey?

Institution roles



Institution category



Decision makers, or Influencers?



Student Recruitment Marketing Strategy at a Glance

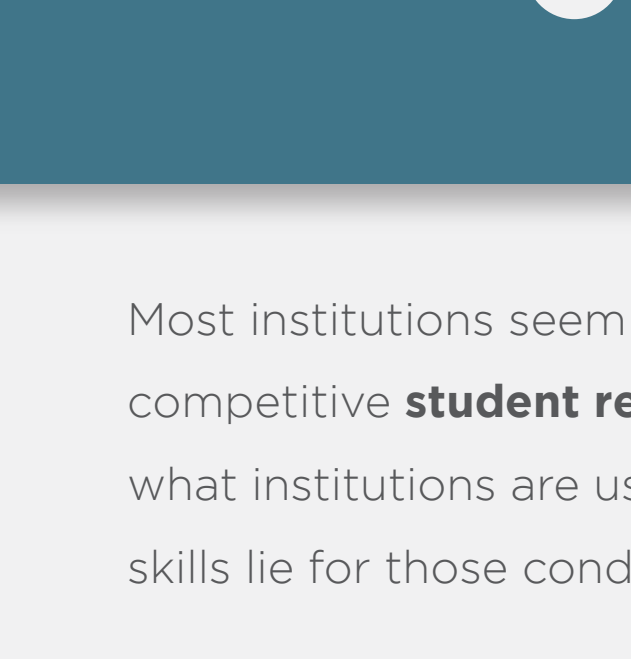


Institutions have specific strategies for:



Top 3 most important recruitment activities based on institutional importance and amount spent:

We asked survey respondents to **rank 6 recruitment activities** based on institutional importance and amount spent annually. These activities included high school visits, digital marketing, on-campus events, off-campus events, traditional advertising and lead generation.



The Role of Digital Marketing in 2018

Most institutions seem to understand the importance of **digital marketing** in the competitive **student recruitment landscape**. We wanted to know more about what institutions are using it for, its success, and where gaps in knowledge and skills lie for those conducting digital marketing activities. **This is what we learned:**

1 Brand Awareness is the primary use for digital marketing

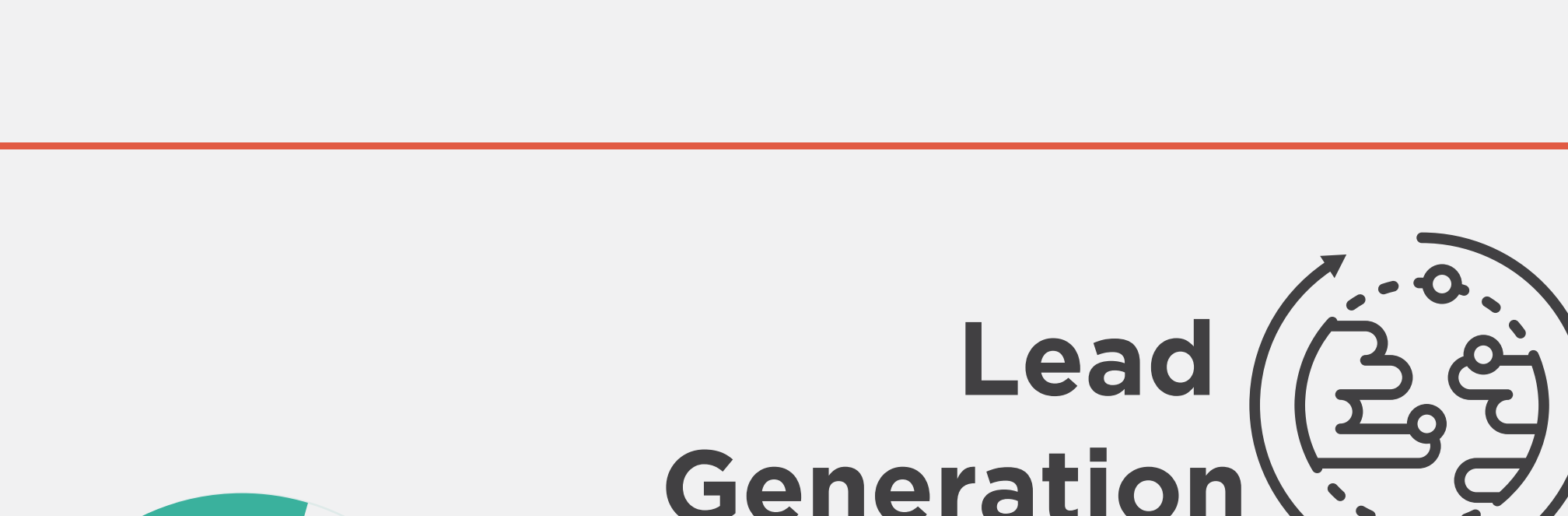
Followed by

Lead Generation

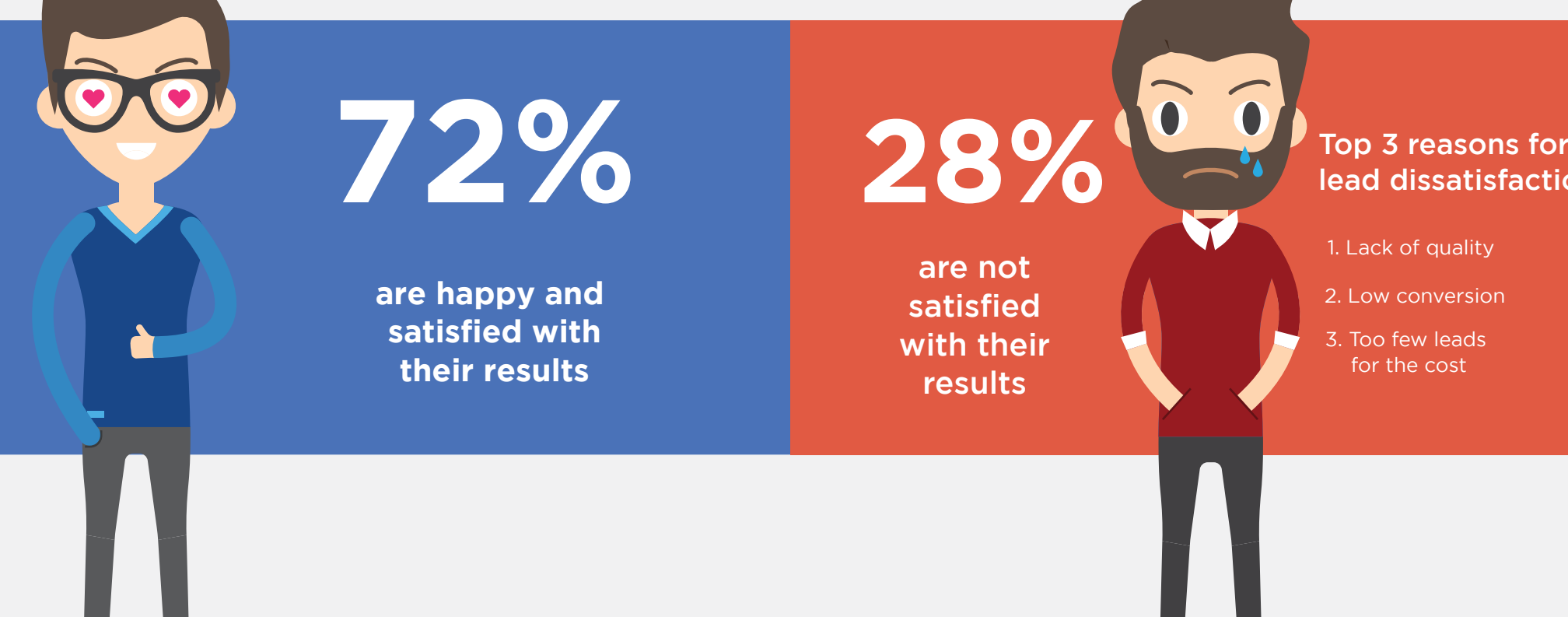
And

3 Promotion of Specific Programs, Events, Scholarships

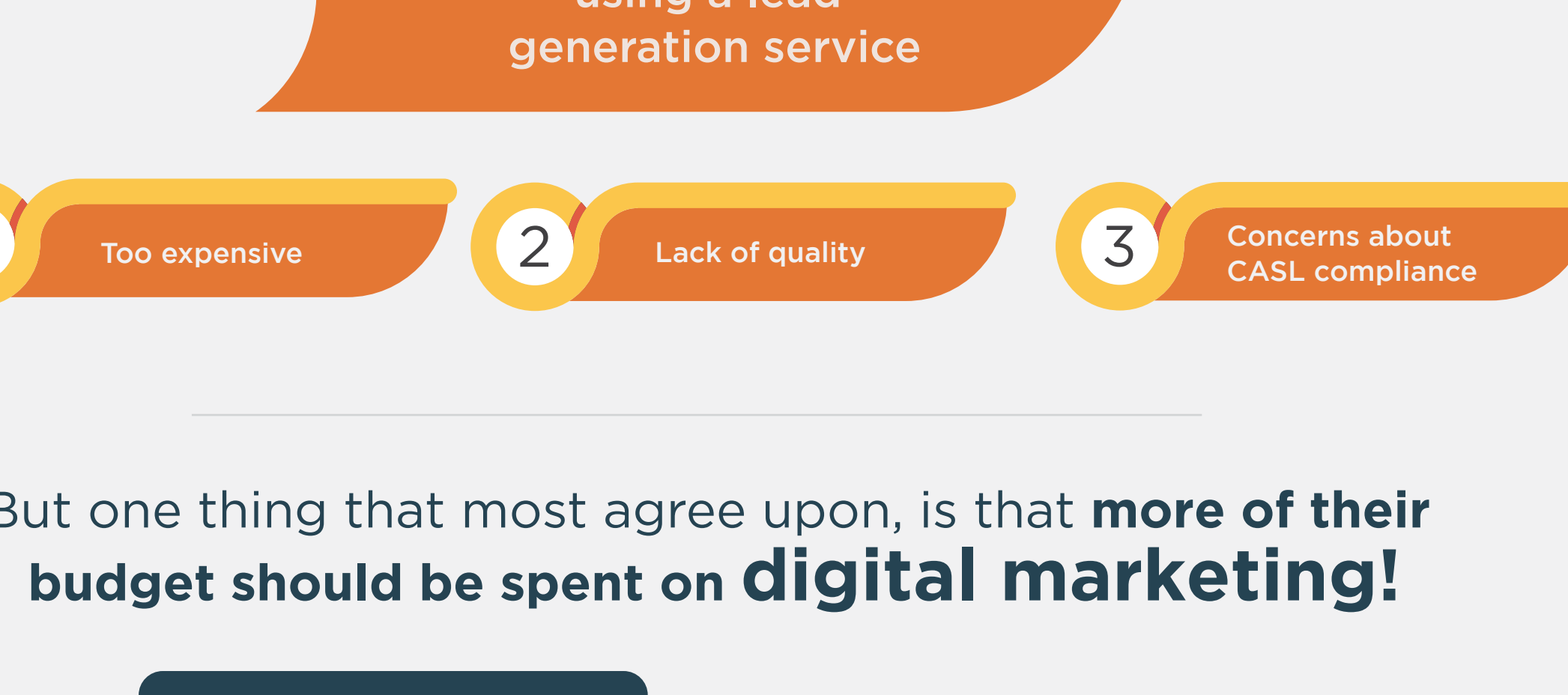
Only **1** person says their institution does **not** use digital marketing



Lead Generation



out of the 54% who say they use an online lead generation service...



Top 3 reasons for lead dissatisfaction:

- Lack of quality
- Low conversion
- Too few leads for the cost

Top 3 reasons for NOT using a lead generation service

- Too expensive
- Lack of quality
- Concerns about CASL compliance

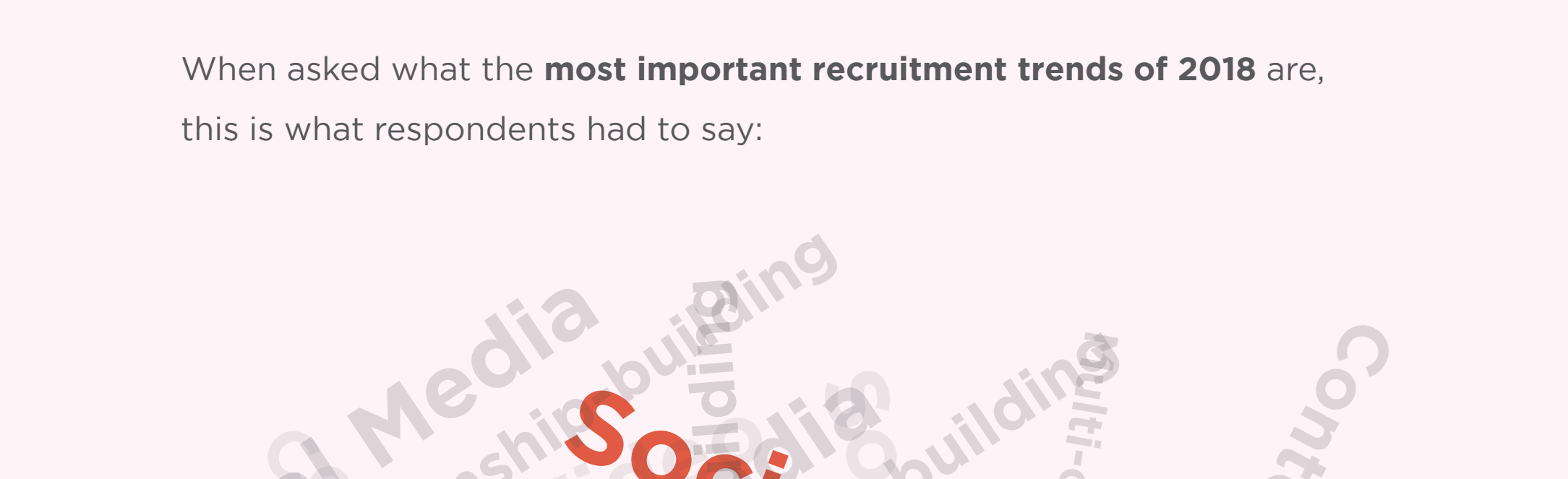
But one thing that most agree upon, is that **more of their budget should be spent on digital marketing!**

85% of respondents either 'agreed' or 'strongly agreed'

Where would they spend more?

- Social Media
- Content marketing
- Search advertising
- Email marketing
- SEO

How effective do respondents think their current recruitment marketing strategy is?



Current Trends and Challenges



When asked what the **most important recruitment trends of 2018** are, this is what respondents had to say:



The Biggest Challenges

We asked survey respondents to share with us the **biggest challenges they face** in their roles. These were the resounding top 3 answers:

1 Lack of resources

67% of respondents say they lack the resources they need to carry out their strategy

2 Not feeling in-control of their strategy

3 Not feeling on-top of the latest trends in digital marketing and student recruitment

How do you relate to these challenges?

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help! Reach out to us at info@edgeip.com or give us a call at 1-800-211-5577.