



# DYNAMIC MESSAGING

*Engage and encourage your prospects to convert with a series of relevant, customizable, and timely messages.*



Datamark's Dialog Marketing offers post-lead services that can be used across the entire post-lead funnel from conversion to enrollment and retention.

Dialog Marketing allows you to control your message, channel, and timing to engage prospective students at a variety of stages. For example, to drive inbound calls, send a message to uncontacted prospective students; to decrease attrition rates, send a message to students who have enrolled but have not yet started.

**SCHOOLS CURRENTLY USING DIALOG MARKETING HAVE REPORTED ANNUAL ENROLLMENT BOOSTS AVERAGING 25%.**

## **DIFFERENTIATED ADVANTAGES**

- A series of the 5 to 7 most critical messages and formats in proper sequence.
- Messaging designed to address the most common barriers to applying and enrolling.
- Three templated packages to choose from or a fully customizable campaign to suit your goals and budget.



# Dialog Marketing

## HOW DO WE DO IT?

We manage separate campaigns for nurturing inquiries at different stages in the recruitment cycle, which allows for highly targeted messaging. In order to best fit your needs, we offer fully customized campaigns or three templated Dialog Marketing packages.

- **Package 1:** Five email communications with an expected increase in enrollment of 3%.
- **Package 2:** Five email and two direct mail communications with an expected increase in enrollment of 7%. At an average first-year revenue of \$5000, that's an additional \$35,000 of revenue for every 100 inquiries.
- **Package 3:** Five email and two direct mail communications where the cadence stops once an inquiry is either contacted or closed, whichever saves you money. We have seen a 49% enrollment increase using this strategy.

## WHY CHOOSE DATAMARK?

Our Dialog Marketing solution requires a minimal investment of your time. The effort you once put into contacting leads can now be redirected into converting them. Our consultative approach and proven tactics will ensure that you have the highest chance of meeting your enrollment goals.

## THE VALUE OF OUR DIALOG MARKETING

**AUTOMATED:** Dialog Marketing is an automated marketing campaign that requires little to no maintenance from you and your admissions team.

**CUSTOMIZED:** This campaign can be tailored to fit your needs or you can choose from the three packages described above.

**CONTROLLED:** Manage the messages being sent and who is receiving them.

## FREQUENTLY ASKED QUESTIONS

**Q: Is there reporting or tracking available with my Dialog Marketing campaigns?**

**A:** Yes, we offer reporting to help determine the most effective campaigns and measure your ROI. The more information you are willing to share with us—such as application and enrollment data—the more sophisticated our reporting and match-backs will be. Based on preference, we can provide you monthly, weekly, or even daily reports.

**Q: Can I change my Dialog Marketing package at any time?**

**A:** Dialog Marketing creative packages and timing are developed using Datamark's experience in enrollment marketing and updated periodically based upon new findings and trends in the industry.

**Q: Can I approve the direct mail pieces and/or emails before they are sent?**

**A:** Yes, we will send all creative to you for approval.

## KEY FACTS

*Dialog Marketing will typically*

**LIFT CONTACT  
RATES 10-20%.**

*Research shows that as much as*

**60% OF A SCHOOL'S  
INQUIRIES GO  
UNCONTACTED.**

*Dialog Marketing allows you to increase  
post-lead support to those uncontacted prospects.*

*One Datamark client reported a*

**53% LIFT  
IN STARTS**

*due to their Dialog Marketing campaign.*

**TO LEARN MORE, CONTACT:**

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