SJU Inbound Marketing – Client Project Plan

Below please find an initial project plan to complete for the programs you would like to promote. This will help us better understand your goals and objectives and allow us to offer the best recommendations via HubSpot and advertising dollars.

1. **Develop your Personas (to whom you are marketing)**
   a. Who are they? Demographic information?
   b. Where do they look for information?
   c. What are their needs? What are their pain points?

2. **Determine where persona is in Enrollment Journey**
   a. Awareness (just researching or browsing)
   b. Consideration (thinking of making decision, looking for more)
   c. Decision (narrowing options looking to commit)

3. **Develop Enrollment Journey appropriate Offers**
   Now that you know what their pain points are (affordability, convenience, outcomes), develop life cycle appropriate offer/s to help solve their issues.
   a. Offers are simply "gated content" – could include targeted web pages, blogs, downloadable PDFs, e-books, link to an online chat, consultations, a physical mailing, email. Goal is to provide them with something valuable enough that would give the user enough incentive to share their personal information with you should work well.
   b. E-books, PDFs and simple web pages are early life cycle offers. Guides, videos, chats, consultations, etc. are more complex and appear later in the life cycle.
   c. The more offers you have the better the justification for you continuing to email leads and bring them back into your marketing funnel.

4. **Determine what contact information is worth your offer.**
   Don't ask for the kitchen sink in exchange for a one-page document. That will help you figure out what questions to ask in your form.
5. **Layout Landing Page/s, Thank you page/s and emails.**
   With determined offers, start content for landing pages, thank you pages and emails where the offers will be made available. Keep landing page copy short and sweet. SELL THE OFFER not the program. Why is this offer so great and why can't I get it on your website.

6. **Email Workflow**
   We will work with you on a workflow of email responses. At minimum, you will need an initial email response, email for those who do not take additional activity after their first interaction with you, then emails continuing to sell offers and gather more lead data to lead to conversion.

   Emails are significant...you have control to add links, navigation, imagery and personalized content based on info already gathered. Keep email personal, conversational, not a formal letter. Address issues for lead to feel comfortable you can help them. Images are important. Choose great imagery.

7. **Goal Setting**
   If this is a lead generation or recruitment campaign, determine a goal or outcome. Enrollment goals or qualified lead goal.

8. **Budget**
   In order to have a successful in-bound marketing campaign, establish a budget to allocate a combination of marketing efforts print/digital. Media spend can include social media (Facebook PPC) and Google ad words.
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The guide includes:
- Advantages of Online Learning
- Course and curriculum information
- Online Learning contact information
Offer 1 – PDF Download

The online M.A., Global Development and Social Justice at St. John’s University

Earning your graduate degree is more important than ever. Many employers prefer to hire professionals with the in-depth knowledge and broad-based skills that come from advanced study.

For a growing number of students, online learning is the preferred path to a graduate degree. Recent studies show that nearly six million people in the United States alone are taking at least one online course.

A Solution for Busy Adults

Online learning is especially useful for busy adults. Whether you are a working professional or a stay-at-home parent, online learning offers advantages that you simply will not find in a traditional classroom environment.

Convenience: All you need is your computer, a keyboard, and a desire to build a better life. Online learning eliminates the need to spend long hours waiting for public transportation or driving against traffic. You can attend classes, take exams, and submit papers entirely online.

Flexibility: Choose the times that you want to spend “in class.” With online learning, you can participate in discussions by responding to posts on an online message board. You can “meet” with your professor at almost any hour via e-mail or chat. You can choose your schedule—a definite plus for anyone with work and family responsibilities.

Student Services: Online degree programs offer the same outstanding services enjoyed by traditional, on-campus students, including advisement and financial aid. Students are provided with a University laptop.

Innovative Approaches: Online courses provide students with novel approaches to learning, including new and varied curricula.

Learning to Change the World

Through the Master of Arts in Global Development and Social Justice at St. John’s University, you'll experience the advantages of online learning and something more—an education that prepares you for leadership in the effort to promote positive change.

The interdisciplinary curriculum provides a broad understanding of the economic and social factors that contribute to widespread injustice. You'll also gain an in-depth knowledge of the public and private initiatives dedicated to combating poverty and other social problems:

- Search out the causes of poverty and social injustice; explore and identify adaptable, effective, concrete solutions.
- Enjoy a vast range of career opportunities in national, international, governmental, and non-governmental organizations including UN agencies such as the FAO, IMF, UNFEM, UNDP, UNICEF, and WorldBank.
- Experience the advantages of a vibrant online learning community and face-to-face meetings with faculty at the Rome campus.

Designed to fit your busy schedule, the program is available primarily online. You only need your keyboard and your commitment to complete nine of the eleven courses. For the remaining two, you'll experience global learning by attending classes at the University's international campus in Rome, Italy.

St. John's offers a number of full and partial scholarships annually to applicants from around the world. Online students receive the same access to financial aid as do those who pursue their degrees on campus.

Learn More

The advantages of online learning are waiting for you at St. John's University. Take your first step toward a uniquely rewarding graduate degree.

Visit us at stjohns.edu/onlinelearning

More Information

Amy Lomellini
Sarah Rodriguez-Smith
Student Recruitment Coordinators
Online Learning and Services
onlinelearning@stjohns.edu
Offer 2 – Phone Consultation

Discover Why Online Learning is Right for You! Request a Consultation Today

Interested in online learning? Speak with one of our student recruitment coordinators to find out how our programs can give you the competitive edge to advance your career.

Sign up for a consultation and you can receive information including:
- Online program offerings
- Admission requirements
- Tuition and financial aid
- Online learning resources
- Computer requirements

Offer 2 Thank You Landing Page

St. John's is Your Answer to Online Learning

Thank you for your interest in online learning at St. John's University. Our student recruitment coordinators are your resource for learning more about St. John's online degree programs and services.

We’ll be giving you a call CONTACT.BEST.DAY_TO_CALL YOU at CONTACT.BEST.TIME_TO_CALL YOU. Remember to prepare questions to make the most of your consultation.

We will be in contact with you soon!

ADDITIONAL RESOURCES

Online Degree Programs »
Would Online Learning Work for Me? »
Frequently Asked Questions »
Computer Requirements »
Hi CONTACT.FIRSTNAME,

Thank you for your interest in earning your degree online at St. John's University.

In our fast-paced world, it's hard to carve out the time to attend classes. Now you can obtain a degree at your own pace, completing college courses no matter where you are. St. John's University offers six online degree programs, as well as individual online courses, and a number of fully online graduate degrees. It's easier than ever earn a degree in the field you want to pursue.

Learn more about our [online degrees](#), or start your [application](#) today.

[Request a Consultation](#)

We look forward to speaking with you.

Sincerely,

Amy Lomellini  
Student Recruitment Coordinator  
Online Learning and Services  
[onlinelearning@stjohns.edu](mailto:onlinelearning@stjohns.edu)  
718-990-2786

Sarah Rodriguez-Smith  
Student Recruitment Coordinator  
Online Learning and Services  
[onlinelearning@stjohns.edu](mailto:onlinelearning@stjohns.edu)  
718-990-2786
HI CONTACT.FIRSTNAME,

Thank you for requesting a consultation with Online Learning and Services at St. John's. We are your resource for exploring the many ways to enhance your career with an online degree.

We'll be calling you CONTACT.BEST_DAY_TO_CALL_YOU at CONTACT.BEST_TIME_TO_CALL_YOU. Be sure to prepare questions to make the most out of your consultation.

We look forward to speaking with you soon!

Sincerely,

Amy Lomellini
Student Recruitment Coordinator
Online Learning and Services
onlinelearning@stjohns.edu
718-990-2788

Sarah Rodriguez-Smith
Student Recruitment Coordinator
Online Learning and Services
onlinelearning@stjohns.edu
718-990-2788
HI CONTACT.FIRSTNAME,

Still not sure if online learning is right for you? St. John's offers flexible programs in many disciplines to suit your professional needs.

Request a Consultation

Schedule a consultation today to learn more about our program offerings, tuition, financial aid, and more. We are here to answer all of your questions!

We look forward to speaking with you.

Sincerely,

Amy Lomellini
Student Recruitment Coordinator
Online Learning and Services
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Sarah Rodriguez-Smith
Student Recruitment Coordinator
Online Learning and Services
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Note: Let's say you have 4 offers for 1 persona...they fill out two forms and then do nothing for 3 weeks. You still have more to offer them because you know the two offers they got have solved "all" of their problems. So you have a strong case for them to continue along further into the consideration and decision phase. So developing a backburner strategy and timing should help your numbers increase.