Inbound Marketing on the Finalsite Platform

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Chief Product Officer

2009 - 2011 | Development Team
Integration Specialist

2011-2015 | Product Team
Product Manager

2015 - 2016 | Product Team
Director of Product

2016 - Present | Product Team
Chief Product Officer

Inbound Marketing on the Finalsite Platform
Session Agenda

Why build inbound marketing tools?

Understanding the funnel and Finalsite's tools

Why does Finalsite want to build inbound marketing tools?

Why build inbound marketing tools?

- Opportunity to increase efficiency, save time by tying together some of the loose ends
- More powerful tools will increase our schools' abilities to be successful with their inbound strategies

Challenges with external tools

- Overwhelming, difficult to use, expensive
- Designed for businesses, not schools
- Disconnected experience for admins
- Disconnected analytics

Understanding the funnel

Inbound marketing is all about getting the right content in front of the right person at the right time

Let’s review the funnel

ATTRACT

Brand awareness and earning traffic to your website

RECRUIT

Conversions such as viewbook downloads or enquiry form submissions

NURTURE

Continuous engagement during the decision-making process

RETAIN

Maintain engagement to keep enroled students

The tools associated with each step

ATTRACT

Keywords/SEO

PPC

Social media ads

Blogs (Posts)

RECRUIT

CTAs (Page Pops, pages, emails)

Landing pages with Forms and thank you pages

NURTURE

Automated email campaigns (Workflows)

Segmented lists & personalised emails (Messages)

RETAIN

Personalised emails

Relevant content

Portals

Social media

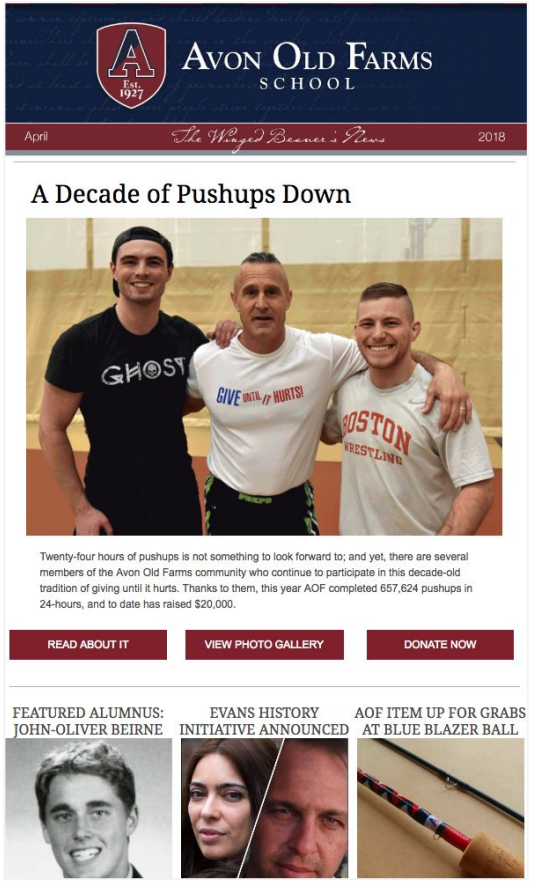
Taking a Prospect from Enquiry to Application

- The goal is to attract the right users, and hold their attention
- Recruit them into your contact database
- Nurture users and entice them to engage with your content via social media, blogs and email to push them to enquire
- Continue to nurture to convert enquiries to applications

ATTRACT

Use social media to get content in front of users

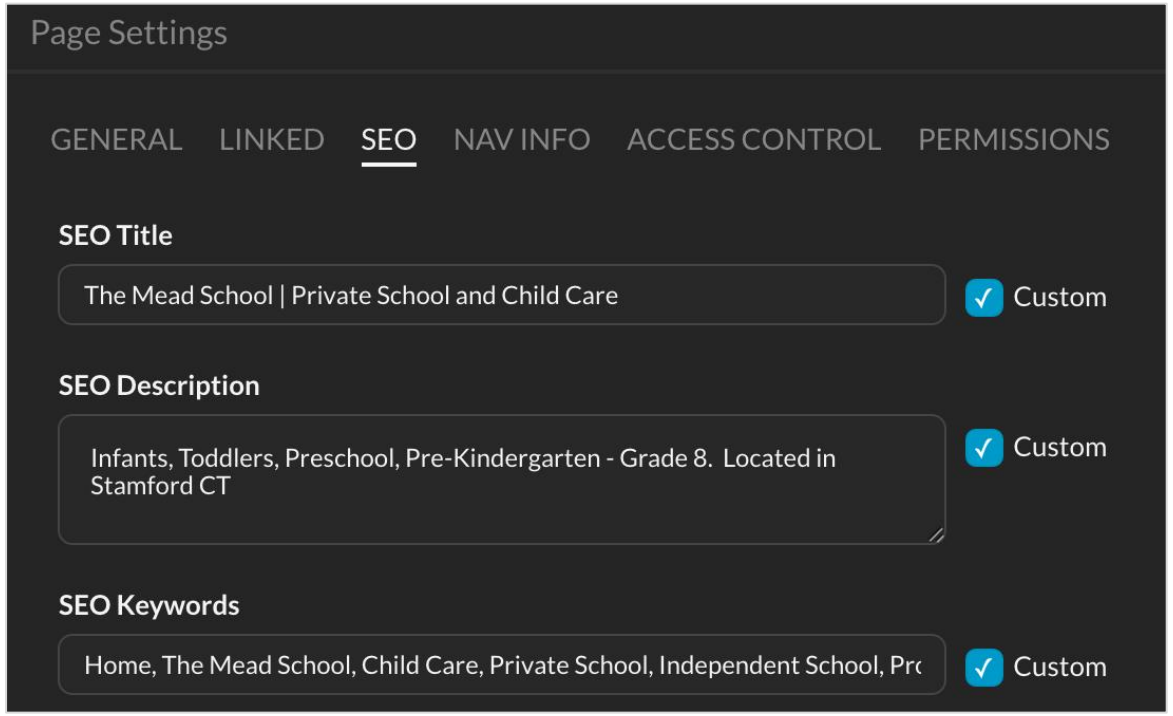
- Social media posts
- Social media ads



ATTRACT

Basic SEO Tips

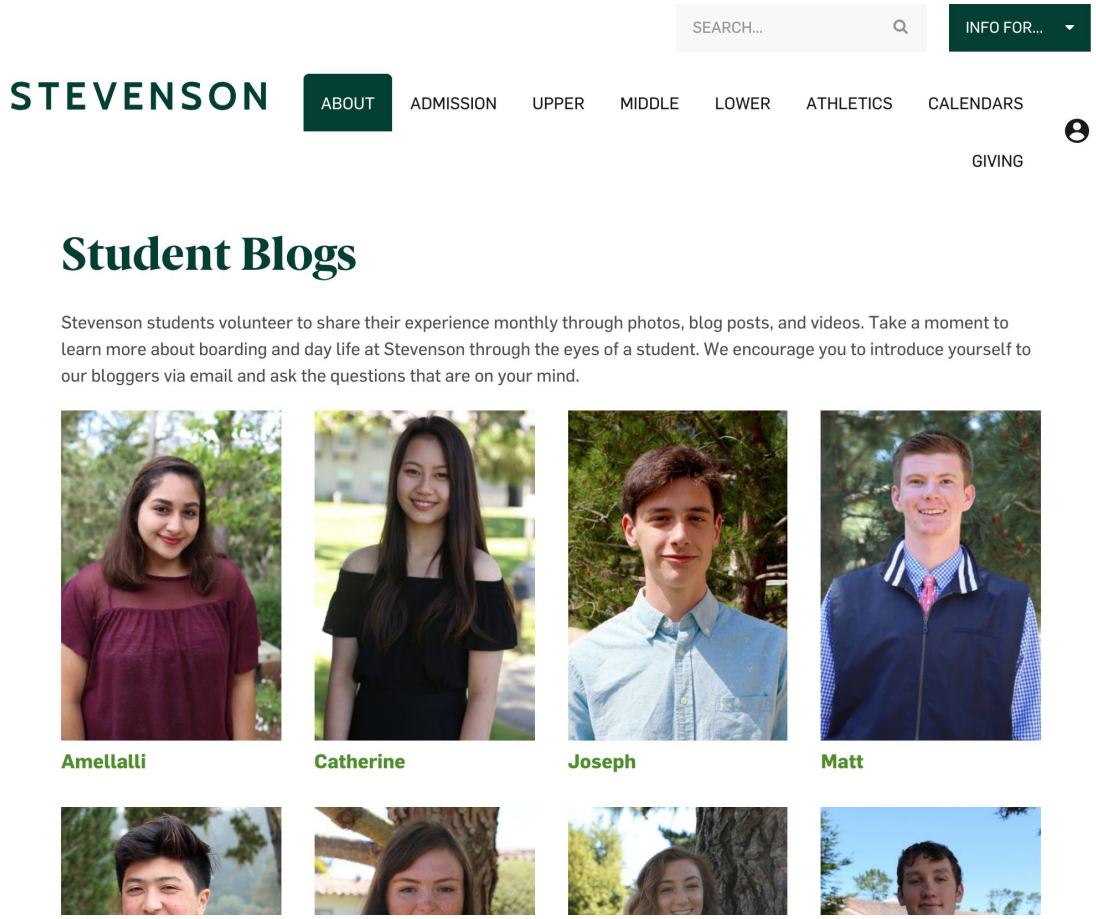
- Log into your SEO settings right now, and if they look like this, add it to your to-do list
- Short on time? Add an SEO Title and Description to your top hit pages
- So important for getting prospective families to land on your site



ATTRACT

Blogs with the Posts module

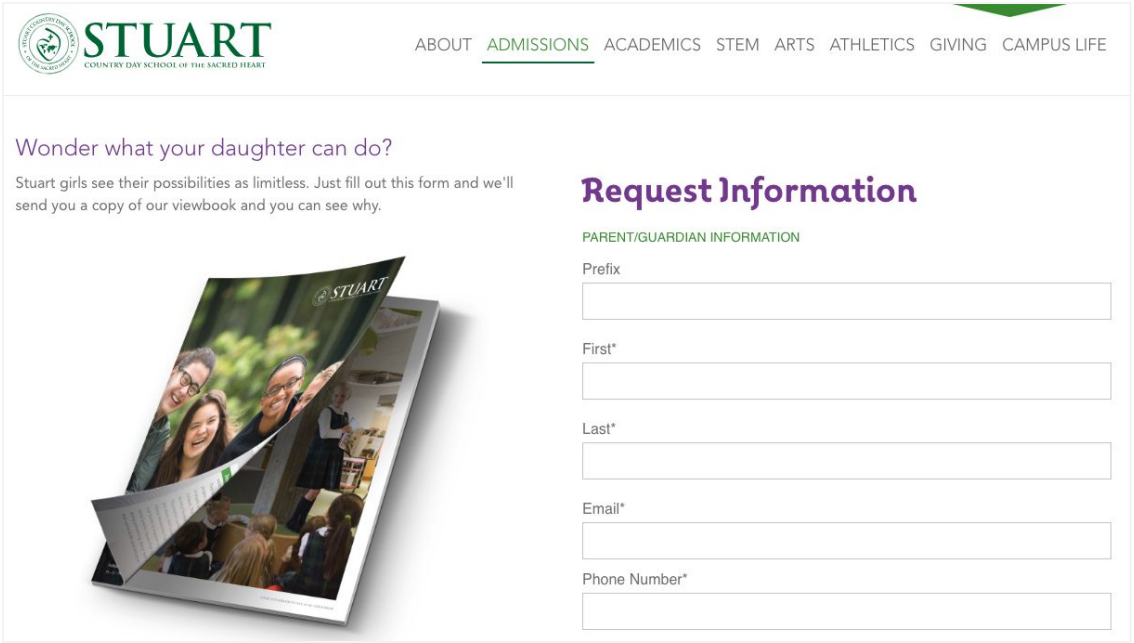
- Boost SEO with blogs
- Pick 1-2 keywords and use them in your title, body, URL and meta description
- Have a mobile-friendly blog page
- Have logical (and not too long) URL path to your blog
- Use alt-text on images



RECRUIT

Landing pages

- Simple two-column layout, and remove any distractions, including navigation
- Use a clearly defined value proposition
- Keep the form short; 3-5 fields
- Use an action word in the button
- Use images and videos
- Don’t forget to say, “thank you”



RECRUIT

Landing Page Layout

Simple layout with no navigation, and the form on the left (so it stacks near the top on a mobile device).

Value Proposition

Value prop subtext

Short form with 3-5 fields, including email address

Button text with action word

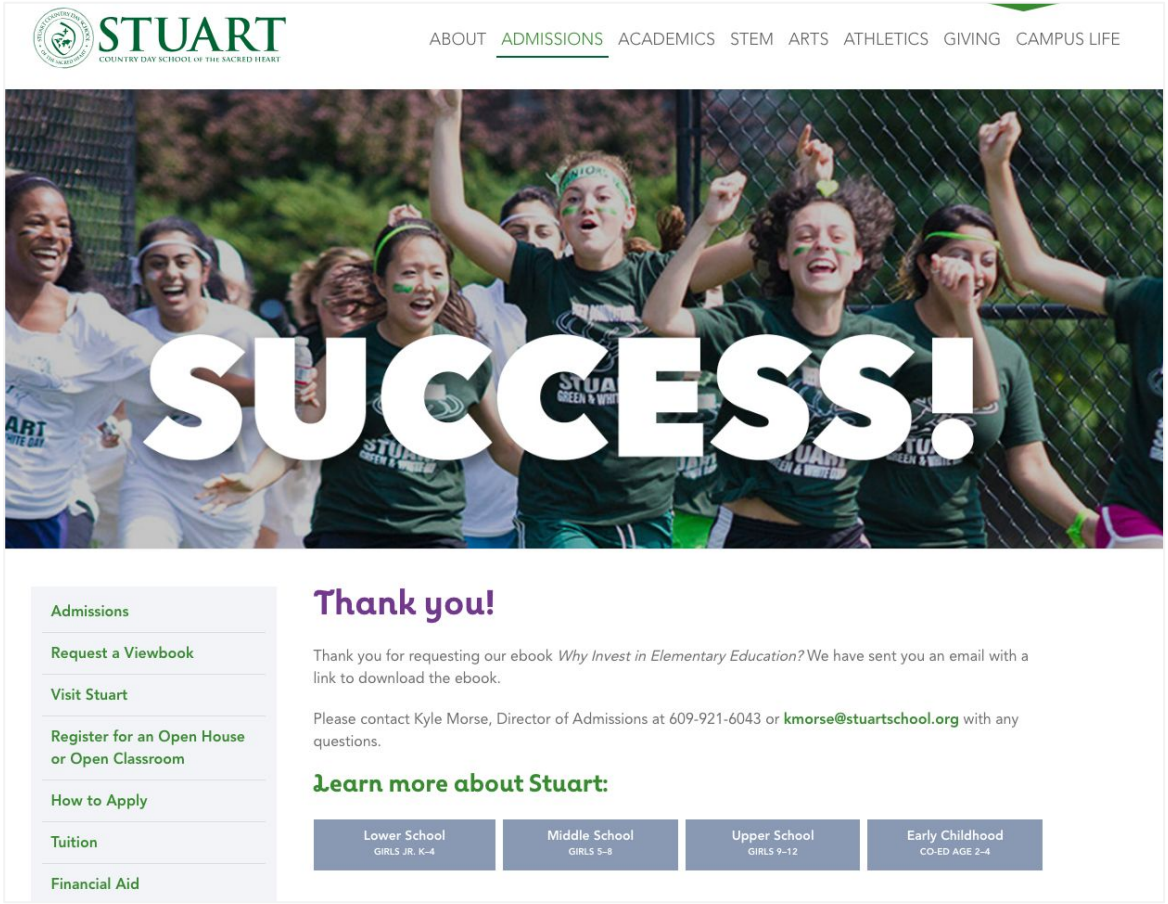
Image or video

- A few short bullets
- To describe the image/video
- or to support the value prop

RECRUIT

“Thank You” Page Best Practices

- The content they were promised (if any)
- Additional content to engage with — such as a video, blog or news library
- Social media mash-up
- “Next steps”

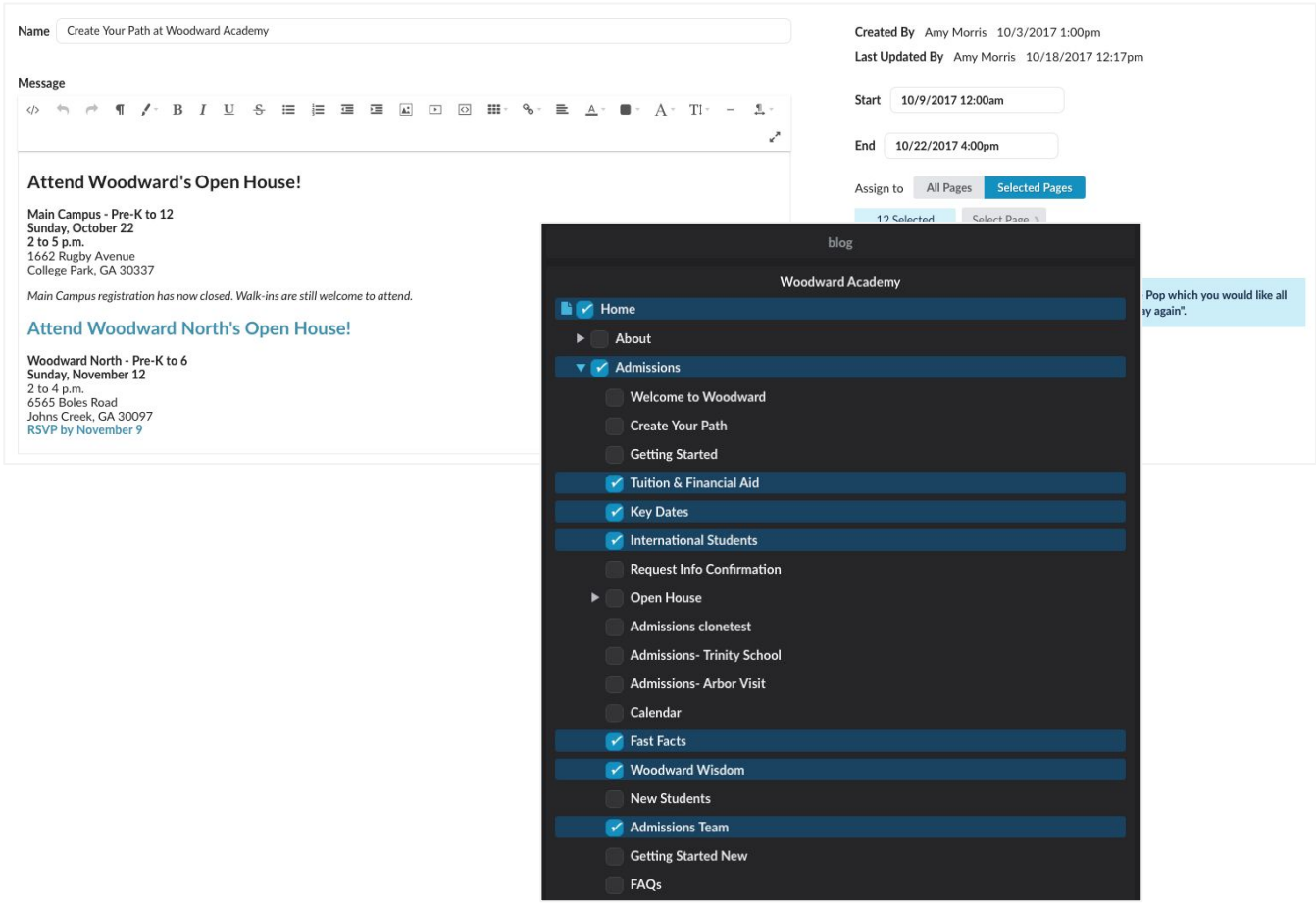


RECRUIT

Page Pops

Drive conversions with the Page Pops module

- Limit to select pages
- Include a call-to-action
- Great for promoting open houses, upcoming events, or a piece of content

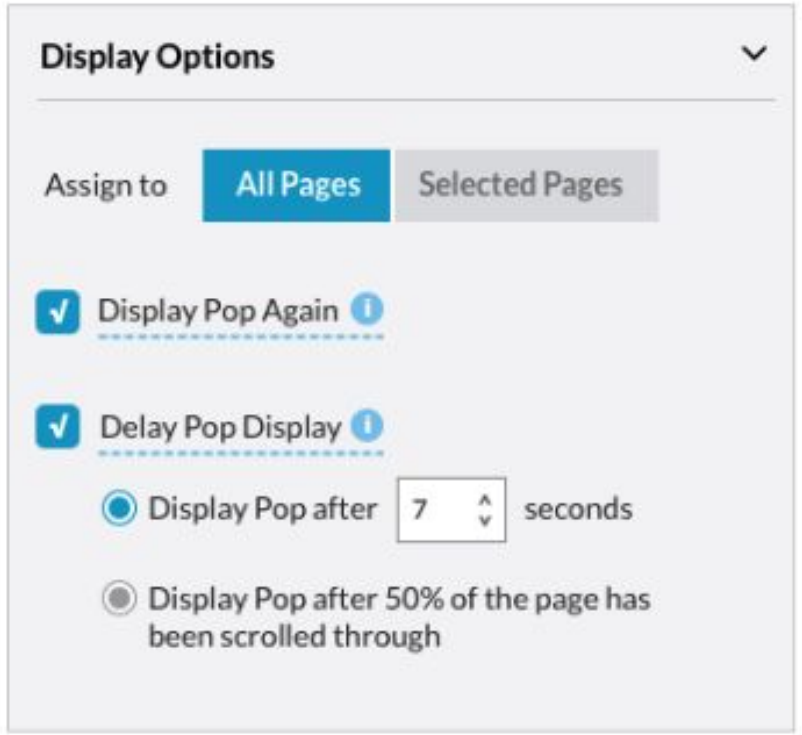


RECRUIT

Timed Page Pops

COMING SOON!

- Page Pops are very useful in getting key info in front of a user
- You may have more success with a bit more subtlety -- the Page Pop should be welcome and informative, not an annoyance

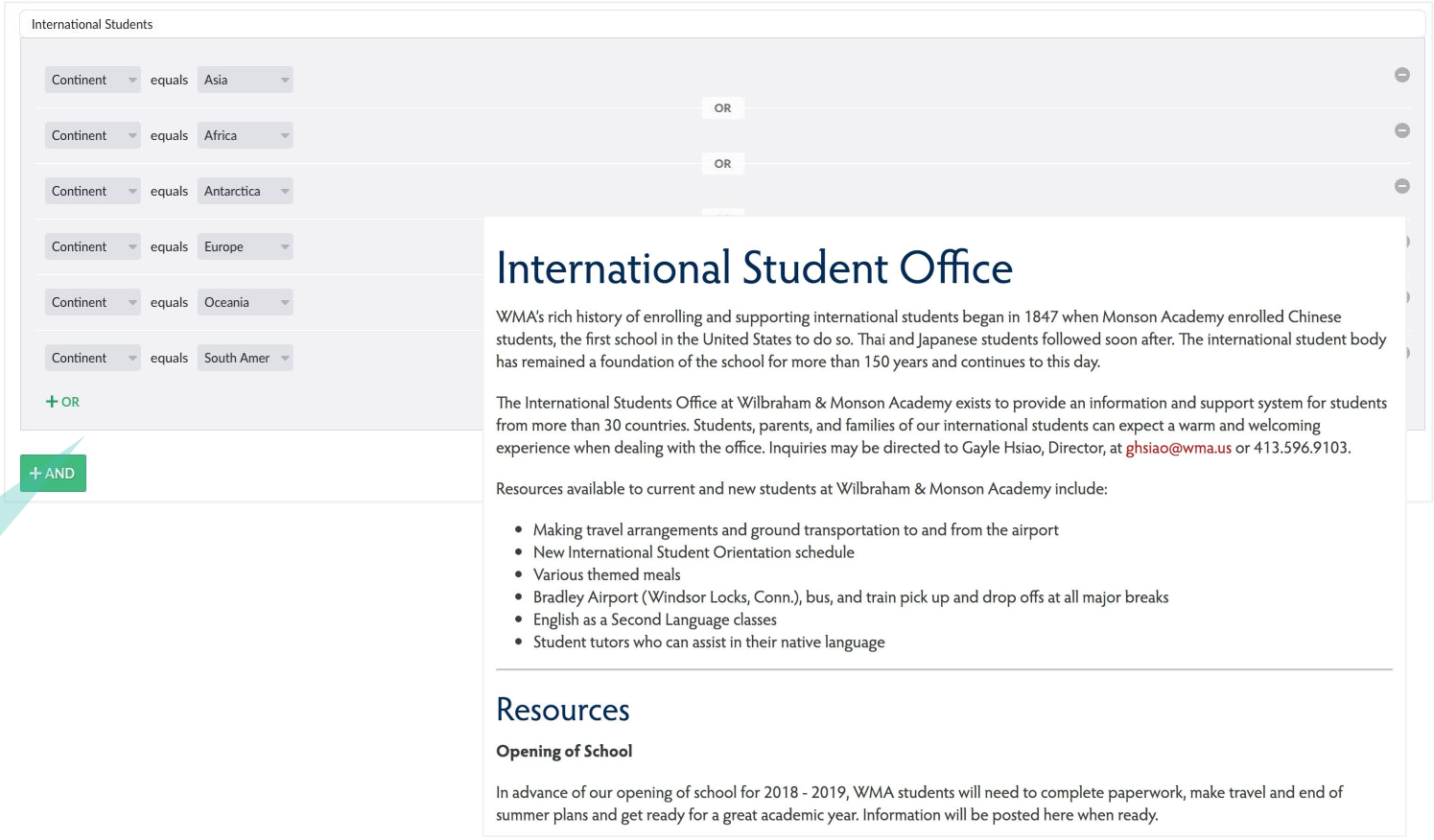


RECRUIT

Personalisation Element

Use this on your homepage and landing pages to customize content based on geographic location!

Create segments based on continent, country, state and/or language.



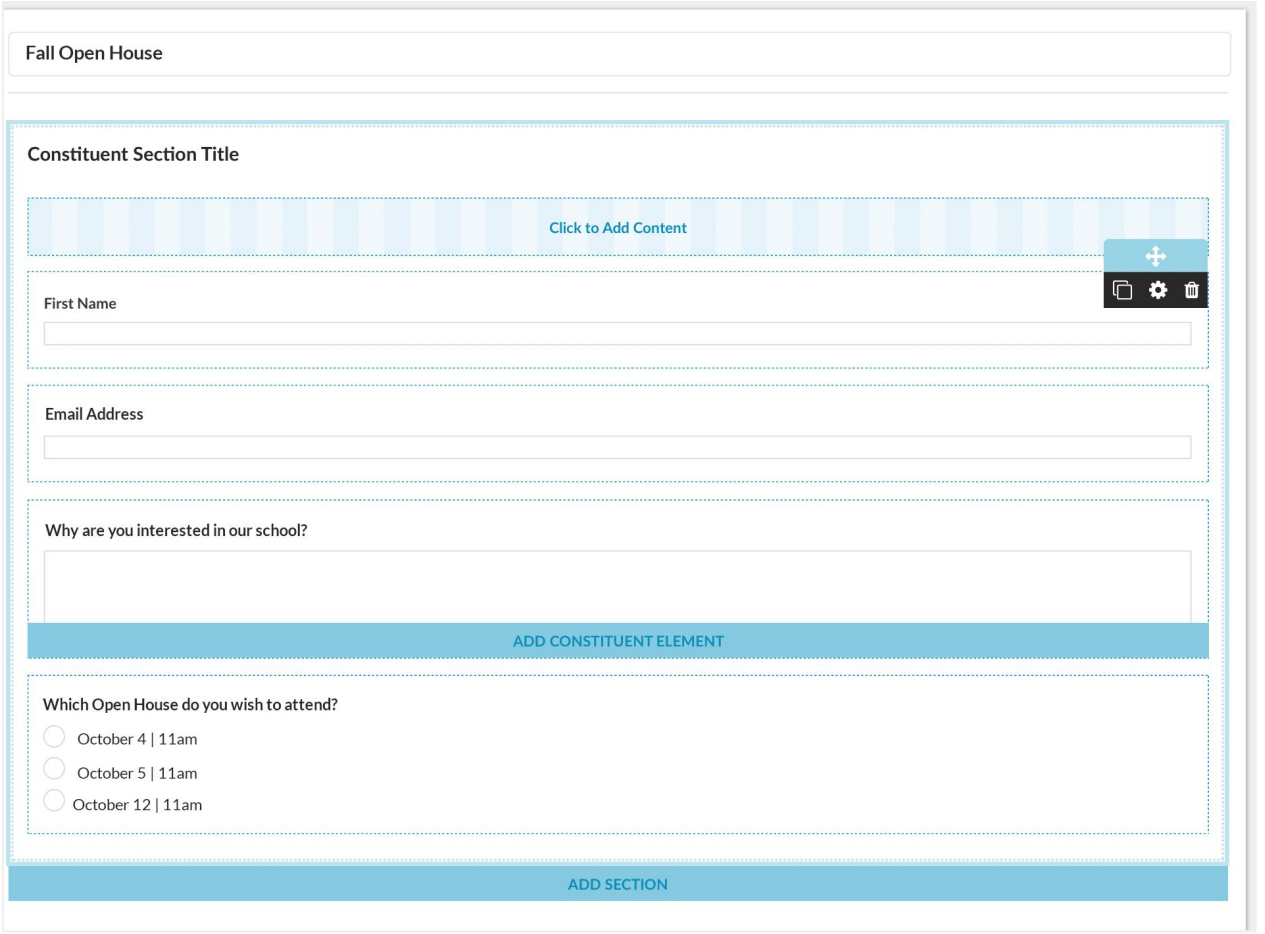
RECRUIT

Build your contacts database with Forms

COMING SOON!

Build your contact database directly form forms.

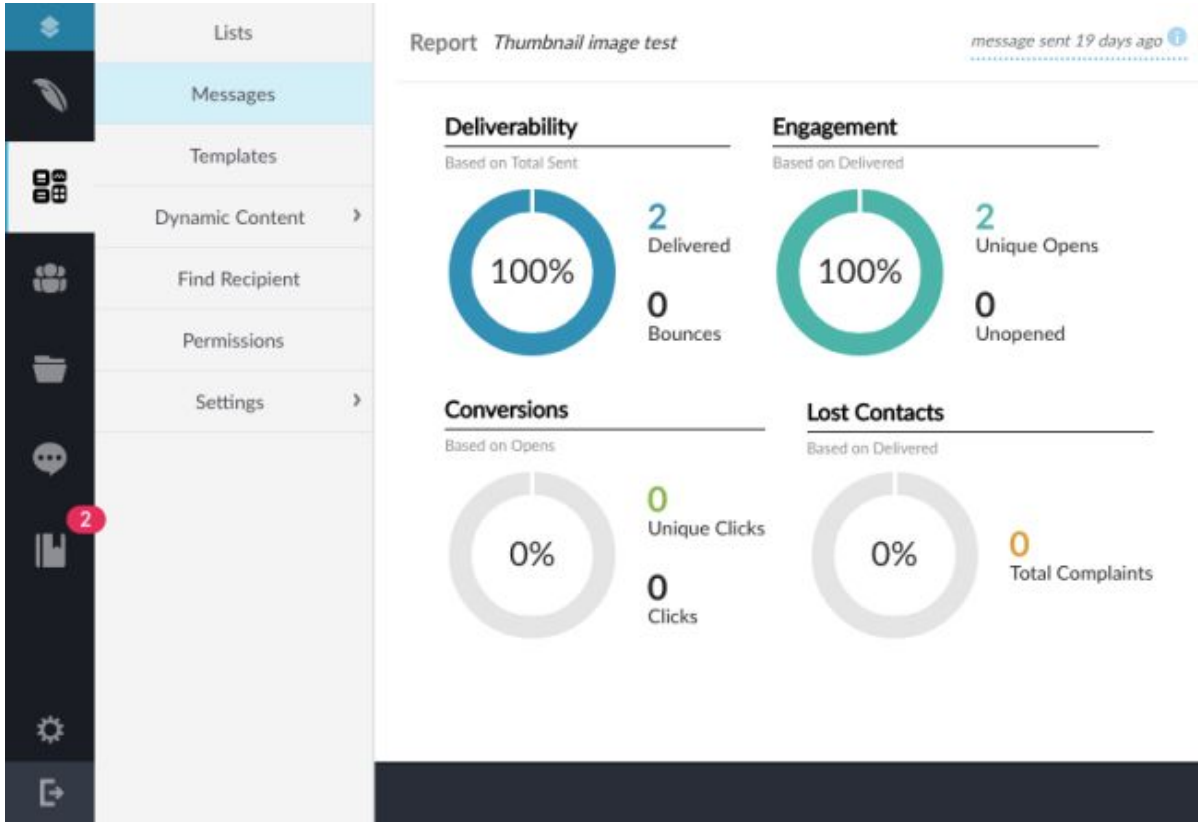
- New simplified Interface
- Leverage form data for use in Messages and Workflows



Nurture with Messages module

Send beautiful, mobile-friendly, personalised emails with the new Messages module

- Track delivery, opens and click-throughs
- Personalised Subject Line
- Resources Integration
- List segmentation

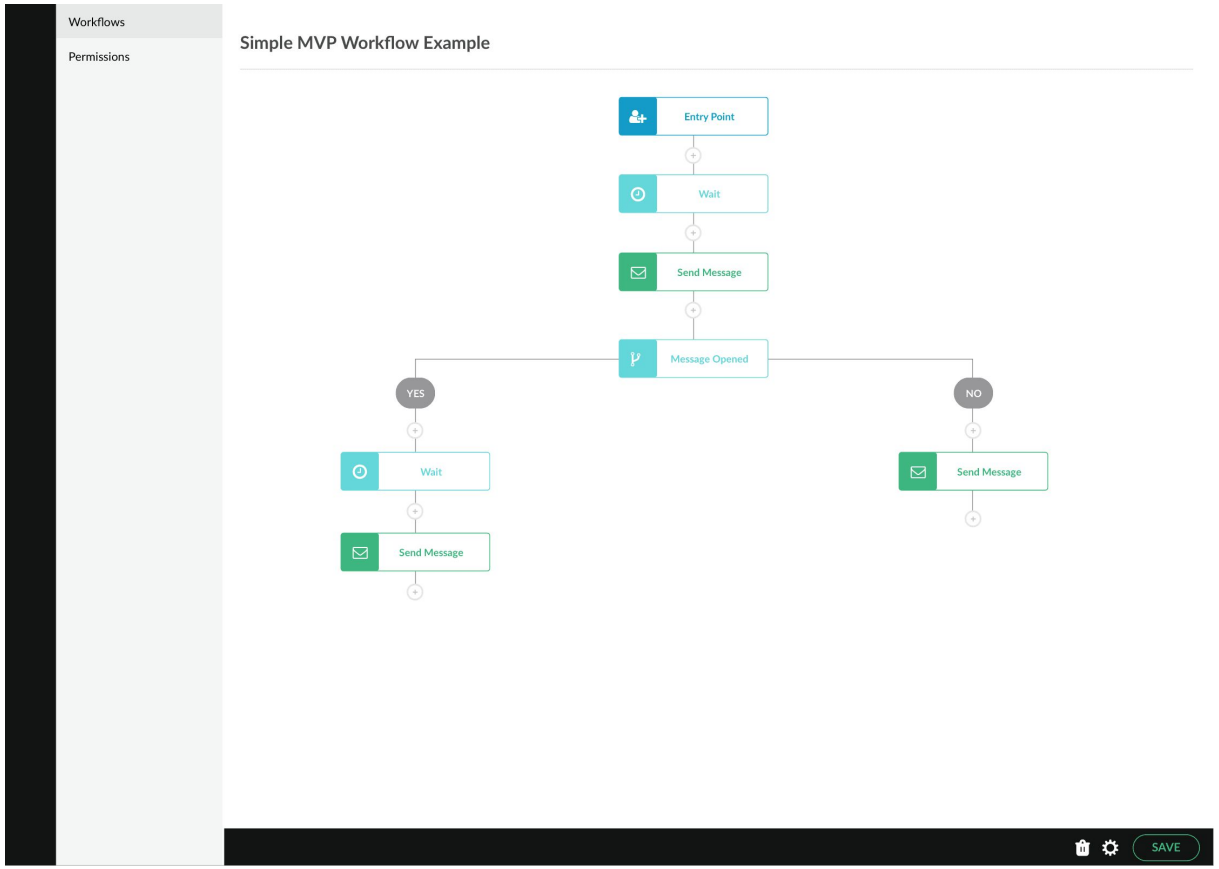


NURTURE

New Workflows Module

COMING SOON!

Automate simple email processes to nurture prospects to apply and enrol.



NURTURE

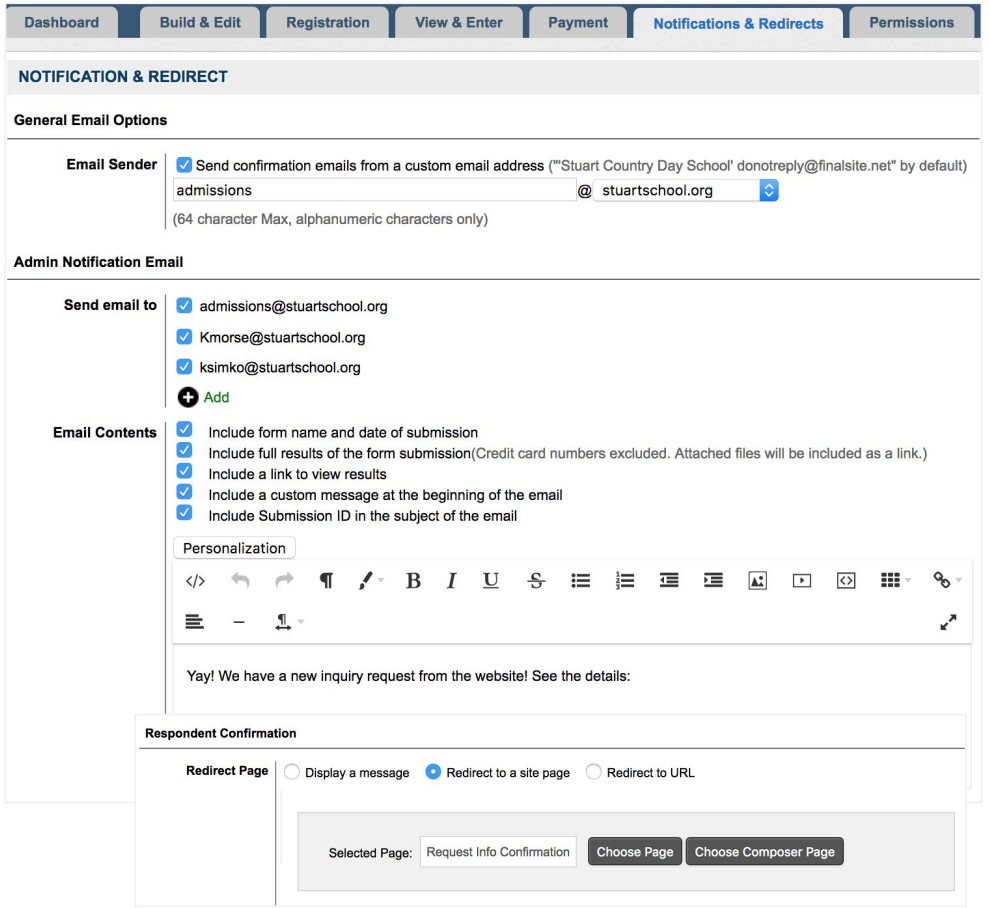
Simple Workflow in Forms

Create a custom respondent confirmation message

- Send them to a custom “thank you” page based on their submission
- Let them know to check their inbox for content, or display content on the page

Send an email confirmation with admissions info

- Buys your admission team time to reach out
- Provides prospect with immediate gratification
- Provides your team with enough follow-up info



NURTURE

New Integration with OpenApply

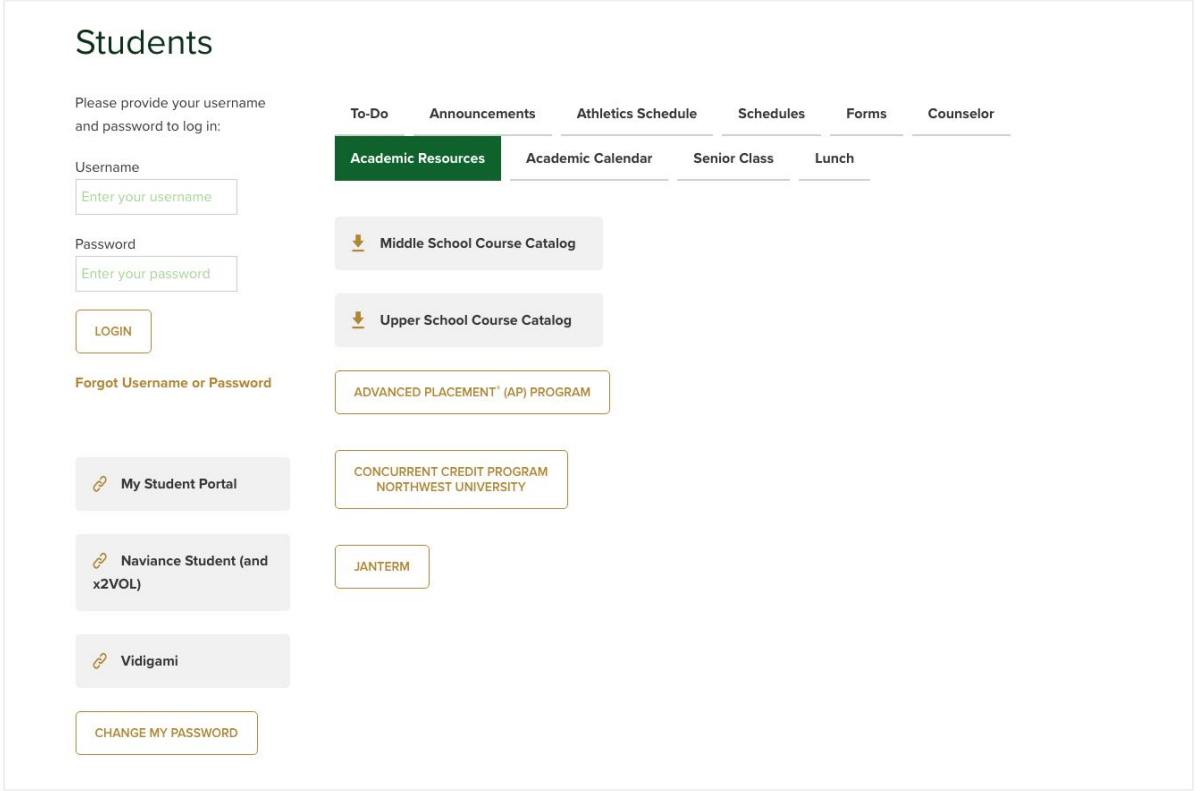
COMING SOON!

Automate the flow of data from OpenApply to Finalsite to use in branded, personalised Messages and automated email workflows.

RETAIN

Segmenting Content with Portals

- Which types of individuals are visiting your site?
- How easy is it for them to find what they're looking for?
- Does the "journey" make sense?



Questions?

Thank You!

Thank you for attending our presentation.

Please review it on the app!

FinalsiteUniversity

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