



E-Marketing in Higher Education (Conceptual)

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Marketing refers to place or venue where two parties (buyers and sellers) meet to exchange products for price.

E-marketing refers to marketing activities by electronic way.

Email marketing for educational institutions is setting up email strategies and delivering targeted and personalized emails to your university students, prospective students, alumni, and partners.

Email is among the best performing channels for strategic marketing for educational institutions. It helps you personalize students' experiences based on their preferences, data, and interaction with your educational institution. Email marketing for educational institutions is the act of setting strategies, sending emails, which universities and colleges use to inform students and engage them in activities.

Higher education e marketing can be a delightful vocation, but it's also something marketing managers in the education sector should be versed in. E-marketing in higher education institutions are required due to the following things. They are

- Enroll in and onboard new students.
- Provide students with personalized experiences.
- Send relevant emails that increase students' completion rates.
- And to engage with your alumni community.

Why E-marketing for higher education institutions?

The solutions are provided below:

Cost-effective communication channel

Email marketing is the top cost-effective communication channel for educational institutions. So how much should you expect to pay for email marketing?

With an email marketing service provider such as **Envoke**, you can send unlimited emails to fifty thousand students under \$299 (CAD) per month.

For such a small budget, email marketing provides a wide range of opportunities and benefits to educational institutions.

- Convert prospective students to enrolled students.
- Retain students.
- Inform and engage, etc.

Choose a higher education **email marketing** software, and communicate effectively with your students.

- Increase student enrollment and retention

Students worldwide are applying to colleges and universities, whether it's offering on-campus programs, distance courses, online courses, etc. But you're not the only one who's offering educational programs. Universities and colleges are continually competing to lock their market share. While students compare different programs to decide which is the perfect fit for them, by using email marketing In this case, email marketing helps you:

- Promote educational programs provided in the institutions.
- Showcase educational institution benefits.
- Offer online consulting for prospective students.
- Propose your academic programs, courses, additional course etc.

Promote the university/ college

University email marketing helps you promote your institution. It includes promotional communication that covers:

- General details about educational institution.
- Admission details and process.
- Alumni relationship and community.
- Athletic and extracurricular activities.

The whole college email communications can be altered which allows higher education institutions to do the following activities like:

- Automate repetitive tasks.
- Make sure emails are sent at the right time.
- Send personalized dynamic content.
- Save your time.
- Send triggered behavior-based messages.

Engage students in extracurricular activities

The higher education institutions should engage the students not only at the time of admission by using the E Marketing but also inform the students about extracurricular activities and its benefits:

- Inform them about new announcements
- Engage them to university activities
- Increase their participation level
- Notify them about urgent matters like health and security, etc.

Email marketing for educational institutions is a significant player in promoting extracurricular activities. Based on students' preferences when joining the university, you can segment them and send emails that match their interest areas. This way, the higher education institutions put the right email for the right student.

3 best ways to build an email list for higher education institutions.

Offer downloadable brochures

When prospective students visit university/college website, they're looking for a variety of information regarding the institution.

- Subjects, classes, courses.
- Campus.
- City-related information.
- Extracurricular activities.
- Financial options.

And when higher education institutions think of it, it's challenging to fit all the information on one website page they can provide downloadable brochures for prospective students in exchange for their email address through which collect more contacts and deliver more information to prospective students

Display popups

Another way to collect email addresses for educational institutions is by displaying popups. A popup is an opt-in form that you can trigger for your website visitors to convert them from visitors to contacts. As an **onsite retargeting** strategy, higher education institutions can display opt-in forms based on the website visitors' behaviour.

- Page scroll
- Time spent on-page
- Visited page
- Number of visited pages
- Exit-intent

Embed opt-in forms and provide free consulting calls

When deciding on an education program, students hold many concerns and carry unanswered questions. This is an opportunity to build a larger email list for higher educational institution.

Embed an opt-in form to each course or program page and offer free consulting calls to help prospective students understand programs better. This strategy leads to having a larger pool of students that you can onboard and enrol in the institution.

Best Email Strategies for Educational Institutions

> College admission email example

The college admission emails to be treated with extra care as they're considered a sensitive matter. Landing a college admission email in the spam folder can lead to a student missing an important deadline or important information. The institutions should congratulate the students for selecting the college and inform the students about scholarship and events that will happen in the institution.

> Announcement email for students

Send announcement emails to university/ college students to tell them about a new program, recent update, or an upcoming event.

> Increase enrolled students for online courses

For an higher education email marketing is your number one most valuable asset when it comes to online courses and education. Once college / university have a wide-ranging list of contacts, structure emails to encourage as many course sign-ups as possible.

> Invite students to events

There's no better way to reach an audience and maximize event attendees than through email marketing to all the present students in the institution. On boarding email for higher education institutions helps you guide admitted students and explain the next steps to take.

> Send holiday emails

Higher education email marketing is not only about essential updates and campus news but also inform the students about holidays list in that particular month or year.

Raise students' awareness

The institution should send mails to students present or alumni about awareness / charity for the needy as the colleges/ universities are non profit organisation

Educators and educational institutions can achieve a lot by applying the tips and examples covered above. It helps develop relationships with students, and other stakeholders of the higher education institutions.

Marketing strategies for E Marketing used by higher education institutions

1. Use Social Media Platforms to Connect with Your Audience.
2. Include Digital Advertising in Your Marketing Budget.

3. Create a Mobile-Friendly Website with an Optimized Landing Page. Encourage Students to Leave Online Reviews.
4. Create Engaging Video Content.
5. Promote Safety

All email campaigns should include:

- Scannable content for quick, easy reading
- Incorporate a variety of different mediums, such as event invites, videos, and blog posts
- A compelling call to action
- Responsive design so displays properly on mobile devices, as well as desktops and tablets (and don't forget accessibility)

Conclusion

The E marketing is the order of the day so all the colleges / universities must implement it in order to be dynamic in nature. E marketing benefits the university as well as students or stakeholders to know the insight and decide about their future and career as well. All the events must be there in the E marketing as it is one way of advertisements by the institutions to attract number of students to admission.