A Student-Centered Approach to Funnel Growth

Case Study

The Challenge

A private, selective liberal arts college was looking to grow their prospect pool, but had limited opportunities for name-buys with fewer students taking standardized tests. They were also seeking higher levels of engagement from their outreach to prospective students.

The Solution

The college partnered with Scoir by tapping into these key college solutions:

- The outreach solution empowered the college to communicate with students already expressing interest on Scoir where students are focused on all things college admissions with their high school counselors and families. Using Scoir's rich data insights on student interests and behaviors, the college was able to segment their student messages to deliver the right messages to the right students. By avoiding overcrowded email inboxes and personalizing communications, they saw an increase in prospective student engagement.

- The content management solution (CMS) enabled the college to take a student-centered approach to growing their prospect pool. With the CMS, they dynamically personalized their profile for every student researching their school based on the student's interests using their existing content. Their content was also used in enhanced search results for students with personal and academic interests aligned with the college's offerings.

Read on to see the results...

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The Results

51%
average open rate for prospecting messages versus 25% average unique open rate for inquiry emails

3x+
increase in average click-through rates compared to email engagement

2.5x
increase in student followers from the class of 2019 to the class of 2022

160%
growth in applications through Scoir from 2020 to 2021

The Experience

"We always strive to put topic-specific, student-generated content in front of prospective students, but we are often at the mercy of the data fields we collect from our own forms (and we hesitate to add more fields to those forms). By relying on the data fields that Scoir collects from its users, we have been able to use Scoir's outreach feature to queue up messages focused on students' specific academic, athletic, and co-curricular interests. This level of individualization has allowed us to reach out to hundreds of students via Scoir and we have seen impressive open rates on the messages. We are pleased to have this additional platform through which to engage with our followers, given the affinity we know Scoir users have for the platform."

- Admission Marketing Specialist