



the **SUMMIT**

ON THE ROAD

Marketing Session





Welcome

to the Summit On the Road Experience!

Agenda

Friday, November 18

- 8:30 AM Welcome & Devotion | [Doug Witherup](#)
- 9:00 AM Higher Ed Enrollment Trends | [Shawn Stewart](#)
- 9:30 AM Defining Your Ideal Student | [Jamie Anderson](#)
- 11:00AM Marketing Strategy | [Jamie Anderson & Sofia Ramos](#)
- 12:00 PM Q&A | [Jamie Anderson, Sofia Ramos, & Shawn Stewart](#)
- 12:30 PM Lunch
- 1:30 PM Tour of SEU Concord
- 2:30 PM Building a Relationship with Your Pastor | [Doug Witherup & Kevin Smith](#)
- 3:00 PM Final Q&A







Student Avatar Exercise

This worksheet will require some thinking, but it will set you up so that everything you do, say, and write will speak directly to your most perfect “student”. You cannot stand out while pleasing the “masses.” You must zero in on your avatar’s deep problems.

1. The biggest result we can help a student achieve is?

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2. Describe the favorite “student” you’ve ever had, and you want more of.

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3. What’s the biggest problem your most ideal student has? Describe it in rich detail; calling, purpose, identity.

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4. What frustrates your ideal student the most? Describe in rich detail; education understanding,

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5. What are the four to five steps for them to achieve success and get results?

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6. What keeps your perfect student awake at night (worrying, fear, anxiety)?

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7. What humiliates your perfect student (an event or occurrence they are trying to avoid)?

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8. What is the cost of staying where they are right now? What will happen if they don't fix it?

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9. What is their most urgent, pressing crisis they have to have solved right away (the real 'pain' they're facing, the thing they need fixed immediately)?

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10. What are the top 3 things that frustrate your perfect students on a daily basis (is it doing things they don't want to do? Can't do? Or their circumstances?)

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11. What does your perfect student want more than anything else?

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12. Explain what you would do if you were in their situation – high level steps. Share “what” you would do, not “how” to do it.

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13. What is the BIGGEST MISTAKE your perfect student is making right now (related to the problem you solve)?

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14. What does your perfect student complain or ponder about when they’re with their friends or family (i.e. “I don’t know what to do with my life”, “How do I know my purpose?”, “not enough money”, “not enough time”, “don’t know how to do something”, etc.)

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15. Name (and link to) your 4 most important competitors.

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Marketing Strategy

Jamie Anderson & Sofia Ramos

NOTES

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Marketing Self-Assessment

Step 1: Laying the Foundation

Before you can begin marketing your program, you need to assess what you have to offer, what makes you different than your competitors, and be able to clearly articulate what you are offering and how it's part of the church's mission.

Focus: Internal church population **Estimated Current Enrollment:** 0-25

Action Items:

Develop your Enrollment Strategy

- Set enrollment goals
- Identify your Unique Selling Proposition (USP)
What sets your experience apart from other college experiences? Who are students learning from? What opportunities do they have?
- Identify your ideal student (see Student Avatar Exercise)
Who are you targeting? What age range? What needs are you filling?
- Identify populations within your church that would be a good fit for your program & can function as funnels for your program (i.e. youth group, young adults ministry, conferences, etc.)

Develop your Marketing Strategy

- Identify existing marketing channels within your church & maximize promotions through those channels
 - Church email/text lists
 - Church newsletter
 - Social channels
 - Weekly announcements
 - Pre & post service loop
 - Lobby presence (\$)
 - Physical signage/branding for your site
 - Student events for church already puts on (i.e. youth group, young adult night, youth conferences) – you should be highlighting your college program through these avenues on a weekly basis (\$)
 - Site student participation in church services
- Focus on building a strong relationship with your pastor & key leaders/influencers within your church
These should be the biggest champions for your site & should be talking about it every week organically.
- Create a marketing plan/calendar for the year (see page__)

Develop Marketing Collateral

- Develop your site's branding
 - Create a website for your site (\$)
 - Create social media channels for your site & focus on creating shareable & engaging content that showcases your student experience
 - Create a simple informational piece that gives prospective students an overview of your site
 - Utilize existing creative resources in your church to create branding, announcements, content for social (i.e. creative teams, student in youth group), etc.
- If you do not have access to a creative team, invest in a photo shoot/launch video for your site; this will give you content to use on social, marketing materials, and the various internal channels identified above.*

Develop Systems

- Create opportunities for students to learn about your site (i.e. info sessions after church service or weekly tours)
 - Create a system for capturing inquiries & communication with leads
 - Create a set process for lead conversion (i.e. communication flow, staff training, etc.)
 - It doesn't matter how many leads (interested students) you have if you don't know how to convert them into an applicant and enrolled student*

You should be utilizing all of the available internal channels to ensure that everyone at your church knows about your college program.

End Goal:

Budget Required: \$0 - \$5,000

Do not move on to Step 2 until you've completed these items.

Step 2: Expanding Your Reach

You can now clearly communicate the value of your site's unique experience and have proven you can convert inquiries into enrolled students. Everyone in your church knows about what you offer. Now it's time to connect with those in your community.

Focus: Close Network

Estimated Current Enrollment: 25-50

Action Items:

All of Step 1, plus:

- Build relationships with local churches, youth pastors, & guidance counselors at Christian schools that are already in your network.
 - Invite them to preview events
 - Host info sessions at their church/school
 - Invite guidance counselors to visit your site & showcase your unique student experience
 - Utilize students in your program to create organic content for social (i.e. create a practicum track for marketing/creative to systematize this)
- Build relationships with local churches, youth pastors, & guidance counselors at Christian schools that are already in your network.

Budget Required: \$5,000 - \$15,000

Do not move on to Step 3 until you've completed these items.

Step 3: Get Loud

Your marketing works, now it's time to scale and get your message in front of a larger audience. This phase will require a larger marketing budget.

Focus: External Marketing

Estimated Current Enrollment: 50+

Action Items:

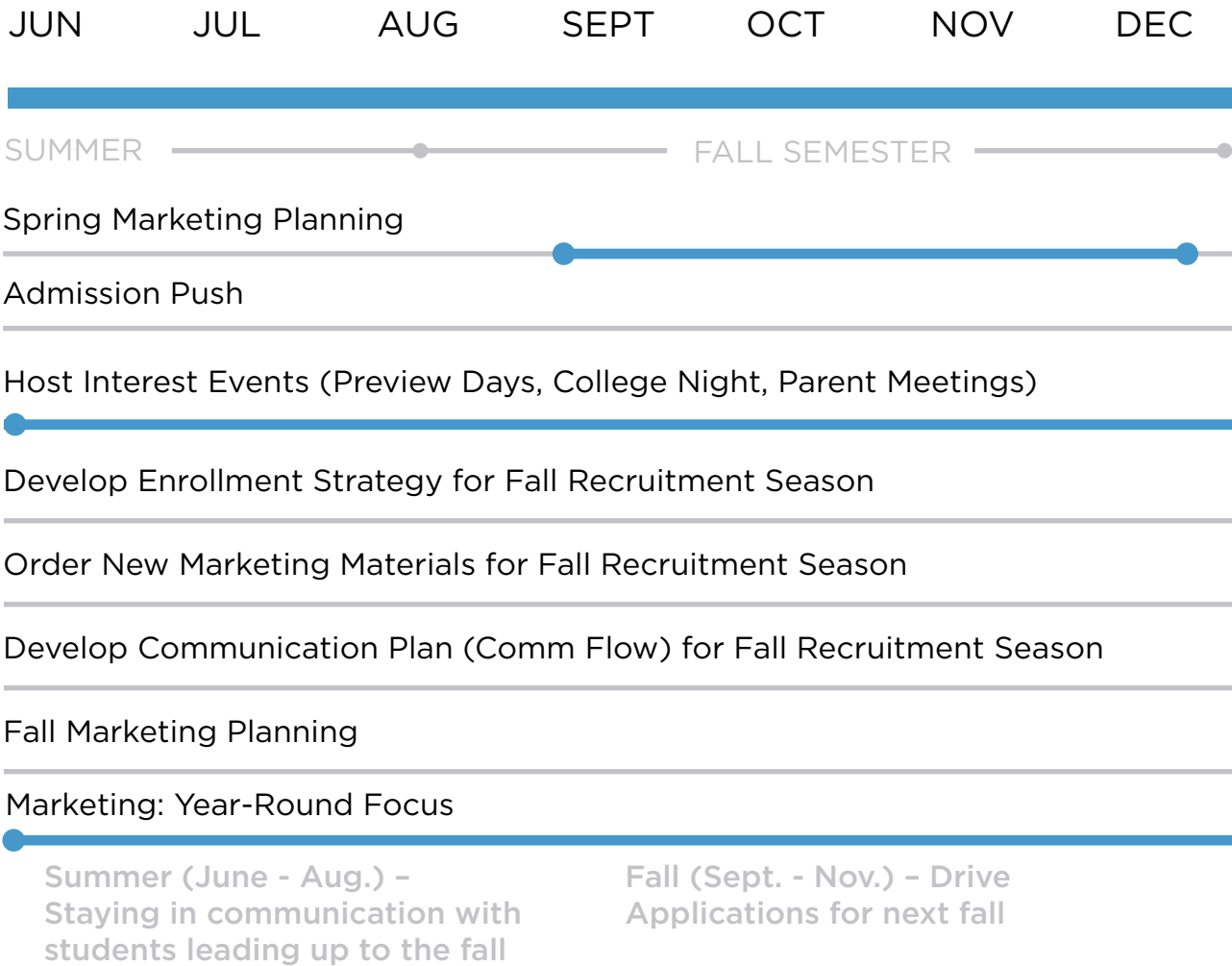
All of Step 1 & 2, plus:

- Ramp up content creation with a focus on shareable content to expand your reach
- Digital Marketing – this will only work if your site's message & value is clean (see step 1)
- Local College Fairs

Budget Required: \$15,000 – \$30,000

Annual Marketing Planning Calendar

As a member of your church organization, you understand the importance of planning ahead. The same concept applies to your site. Planning out your marketing efforts for the upcoming year can save you from stress when recruitment season rolls around or when a new semester starts. We recommend setting aside a time over the summer to map out the academic year. To help with this process, we've outlined the most important marketing items to focus on throughout the year.



JAN

FEB

MAR

APRIL

MAY

JUN

JUL

SPRING SEMESTER

SUMMER

Winter (Dec. - Feb.) -
Drive students to
complete their
application & get
accepted

Spring (Mar. - May) - Getting
students to commit to
your site

Q&A

Jamie Anderson, Sofia Ramos, & Shawn Stewart

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Additional Notes

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