

COLLEGE RECRUITMENT PLAN

YOU | VISIT



INCREASE APPLICANTS

WITH MEANINGFUL ONLINE EXPERIENCES

Institutions that have virtual experiences on their website see a **22% increase in applications**. If you want to find prospective students you have to be where they are, and where they are is online.



CONVERT WEBSITE VISITORS

AT EACH STAGE OF THEIR JOURNEY

Placing a static application button on the main menu for Inquires and Applications will make it easy for visitors to convert while navigating your website.



GET PEOPLE TO YOUR CAMPUS

WITH PHYSICAL TOURS

If you have a virtual experience on your website you're already ahead of the game. By this point it's no surprise that institutions who have a YouVisit experience on their website see a **27% increase in physical campus tours**.



STAY TOP OF MIND

WITH A SOCIAL MEDIA PLAN

Gen Z are the highest social media users of any generation and it's likely they will make up a majority of your future cohort. So, don't be afraid to show up in their Facebook, Instagram and Snapchat feeds!



NURTURE PROSPECTS

WITH EMAIL CAMPAIGNS

The last piece of any great digital campaign is a email nurture strategy. You can branch your email campaigns off the different stages in the enrollment journey to promote your overall institution, open days, and deadline reminders.