



**CONCEPT3D**

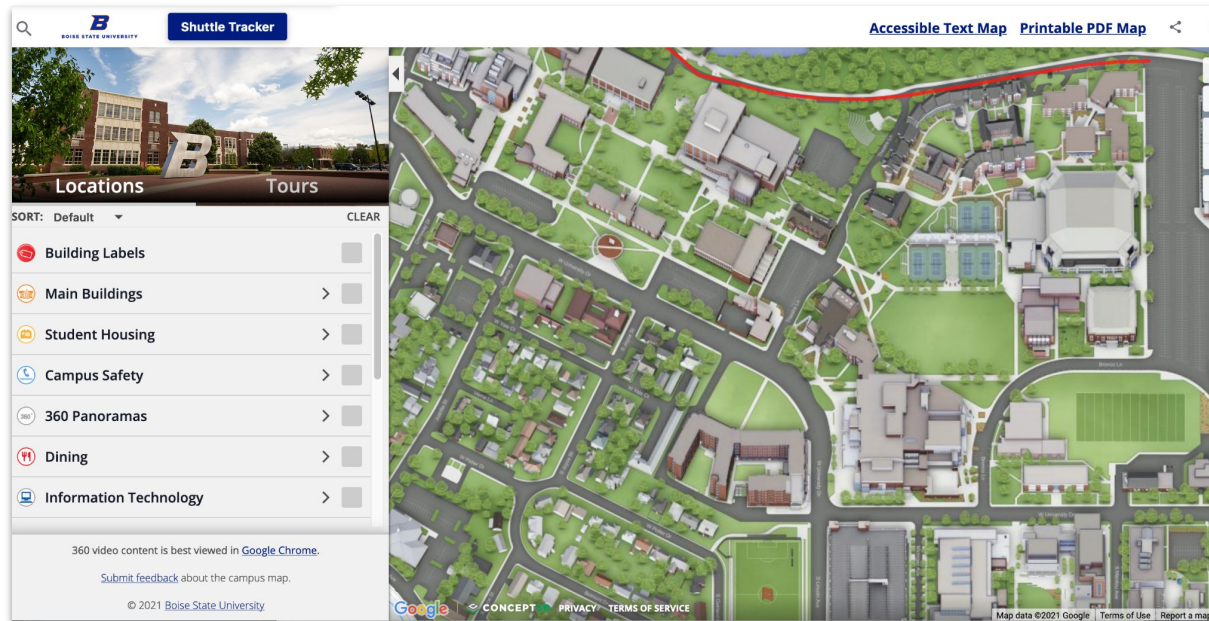
## Boost Your Admissions: How to Engage Gen Z

Sep 28, 2021

# INTERACTIVE MAP & VIRTUAL TOUR



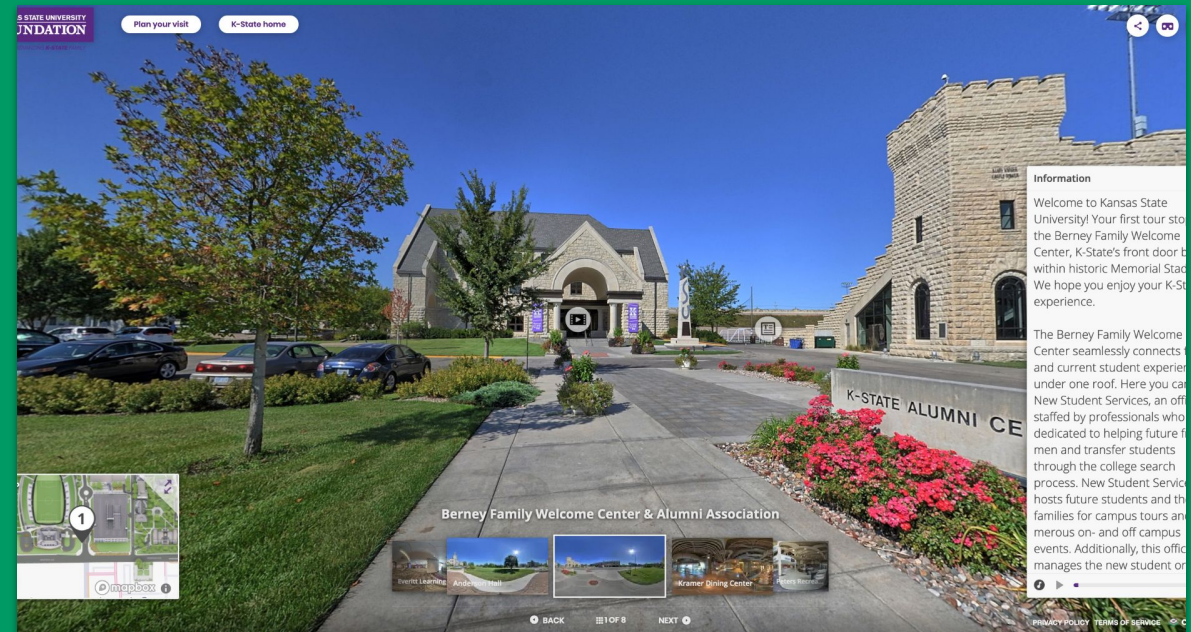
## INTERACTIVE MAP



### Features to note:

- Categories
- Locations
- Data feeds

## 360° VIRTUAL TOUR



### Features to note:

- Hotspots
- Tour Stops
- 360° Video

# **AGENDA**

- 1. Introductions**
- 2. Scaling Your Efforts Effectively**
- 3. Your User: Gen Z**
- 4. Your Brand**
- 5. Q&A - We will answer questions throughout the webinar as well**

# INTRODUCTION

## *a little about Logan West*

- Creative Professional turned Marketer
- Manager, Digital Marketing & Strategy for The School of The New York Times & Sotheby's Institute of Art
- 7 years in Higher Education & B2C directly engaging Gen Z
- Lover of interior design





# POLL TIME

## How confident are you in engaging Gen Z?

1. Not Confident - like at ALL.
2. Depends on what you mean by "confident"
3. I'm pretty good at engaging Gen Z
4. I'm awesome at engaging Gen Z.



# Scaling Your Efforts Effectively



# YOUR TEAM OF 2 IS MORE THAN ENOUGH

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Especially when you are asking the right questions:

- What do you want Gen Z to do?
  - Boost applications? Boost conversions?
- What is your ultimate CTA?
- How does this align with your user's purchase clock & user behavior?
- Are you listening to what Gen Z is saying?



# ARE YOU LISTENING TO WHAT GEN Z IS SAYING?

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How often are you researching Gen Z? How often do you tweak your funnels to implement what you have learned?

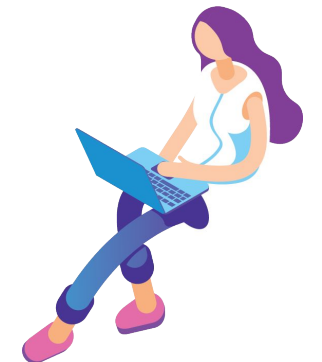




# WHAT DO YOU WANT GEN Z TO DO?

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- Are you looking for more top of funnel demand?
- More website visits?
- A stronger awareness?
- More applicants?
- Higher conversion rates for enrollment?





# WHAT IS YOUR ULTIMATE CTA

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And how does this align with your user's purchase clock & user behavior?



# Your User: Gen Z



# LOGIC SYSTEMS

## 01. Sequential Marketing

After a prospective student takes an action, how will you guide them down your funnel?

## 02. Soft vs Hard Conversions

How are you capitalizing on conversions to move future students down your funnel?

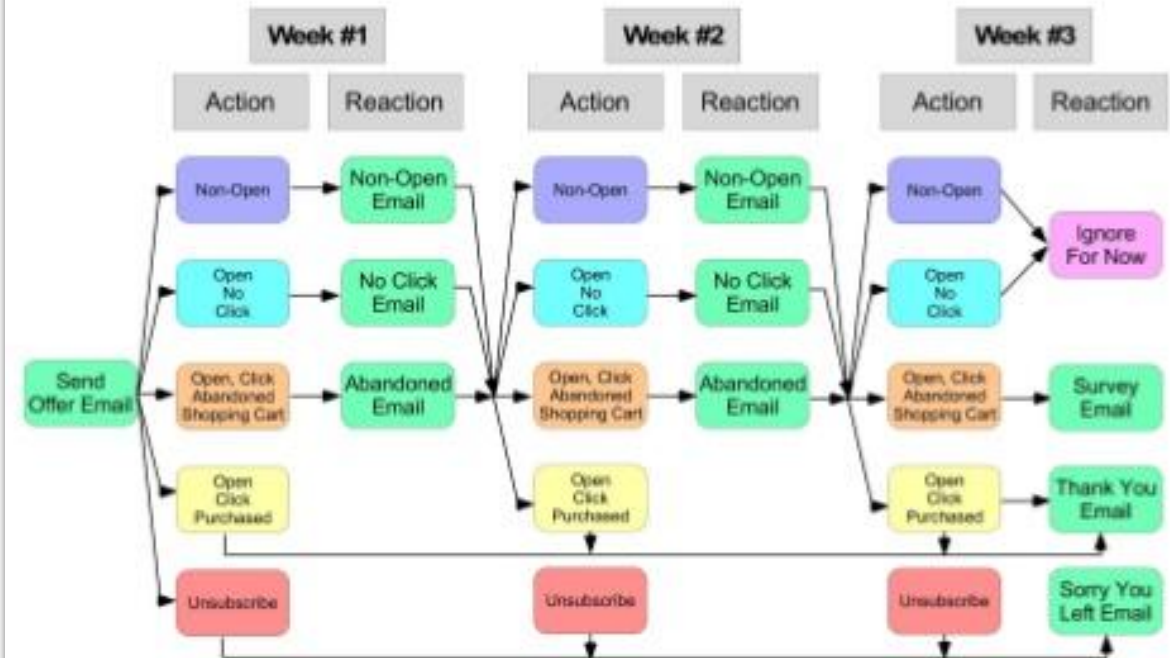
## 03. Timely Communication

How is your school communicating during admissions and enrollment deadlines?

## 04. FOMO

Fear of missing out is a real thing, especially with Gen Z. How is your marketing producing fomo?

### Email Marketing Flowchart



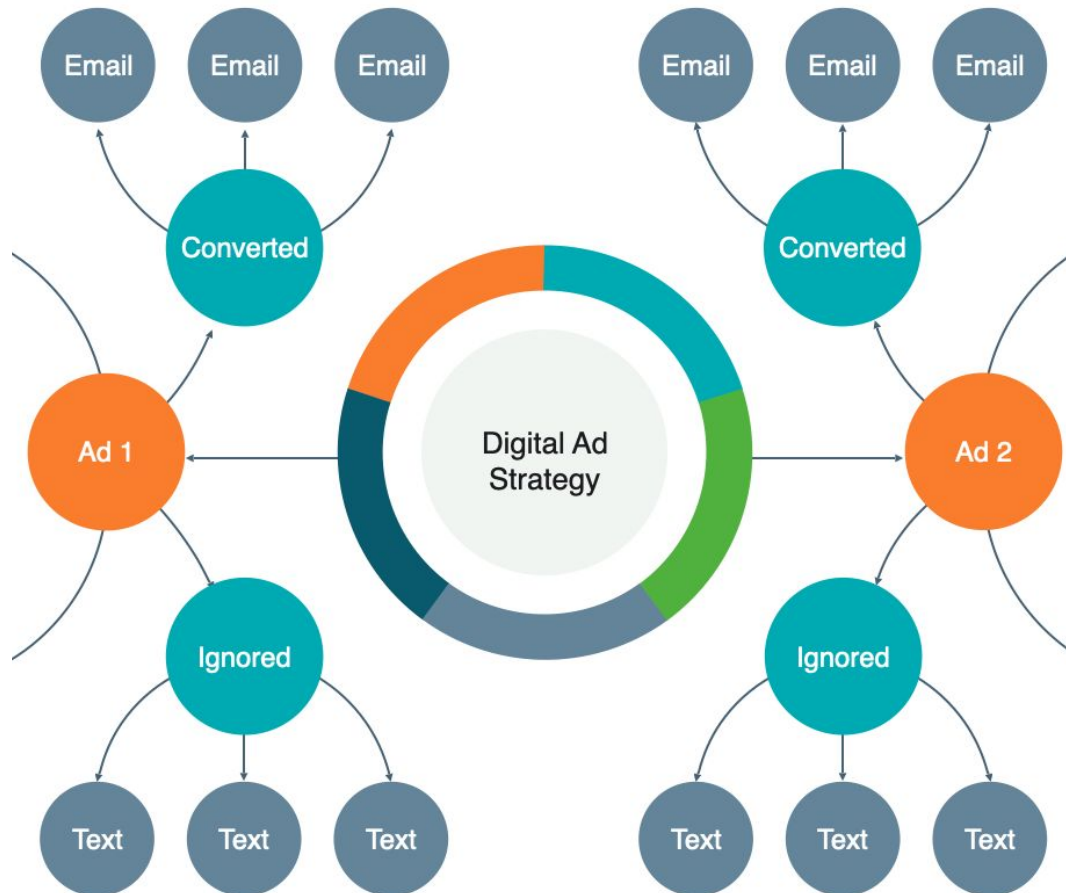
# POLL TIME

**Which would you like to hear more about in depth?**

1. Sequential Marketing
2. Soft vs Hard Conversions
3. Timely Communications
4. FOMO



# SEQUENTIAL MARKETING



- **Top of Funnel - Application Awareness**
- **Middle of Funnel - Submitting their Application**
- **Bottom of Funnel - Yield to Melt**



# SOFT VS HARD CONVERSIONS



- Interest vs Intent
- Make sure your digital strategy is optimizing towards actionable insights
- Place value on everything you do

# TIMELY COMMUNICATIONS



- Break out by audience
- Anticipate questions
- Less is more

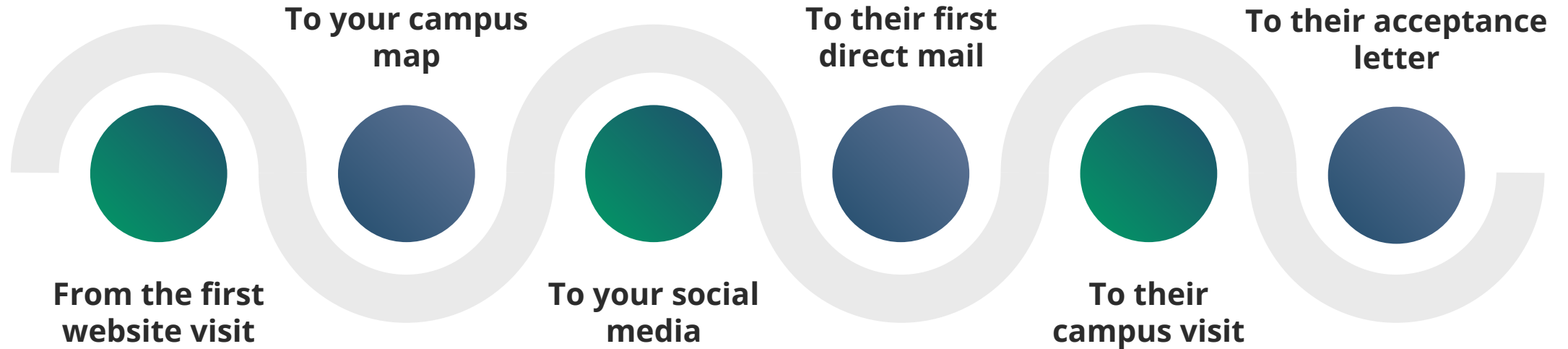
# FOMO

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- **Multi-channel marketing**
- **Short but sweet**
- **Content marketing is remarketing**

# GEN Z VALUES A SEAMLESS EXPERIENCE



# DIGITAL FIRST $\neq$ DIGITAL ONLY



**How do you supplement  
your digital strategy?**



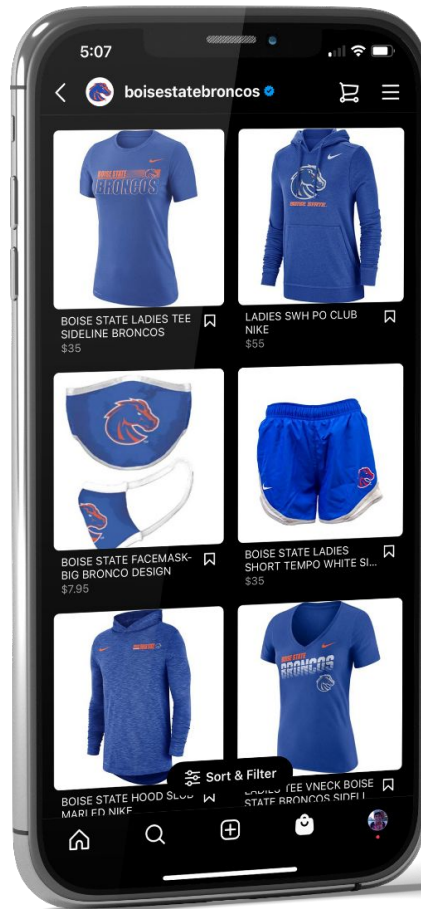
**Your unique drip  
campaigns.**



**Finding the right  
cadence.**



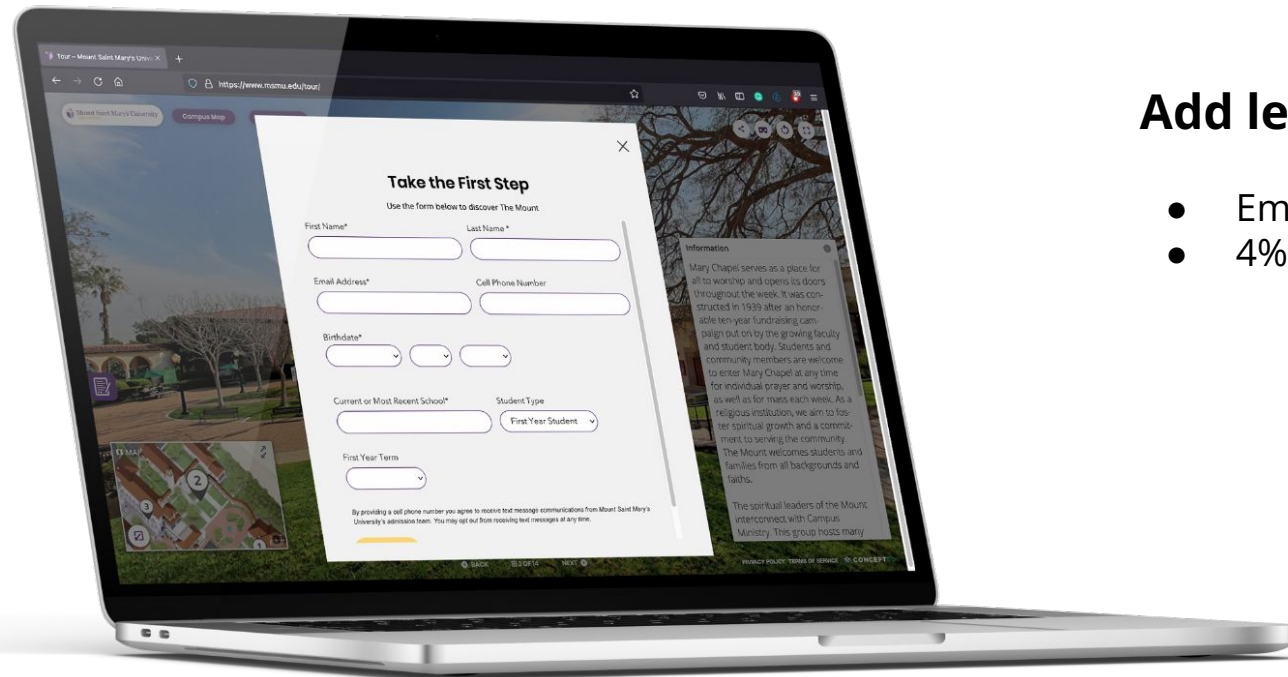
# PLATFORM INTEGRATIONS



## Ecommerce and Social are the future

- Tik Tok and Snapchat both announced that they will include ecommerce in their platforms.
- Be on the lookout for AI and automated opportunities.

# PLATFORM INTEGRATIONS WITH CONCEPT3D



## Add lead capture to your Map and Tour

- Embed forms from your CRM, like Slate
- 4% Conversion rates

# POLL TIME

**Would you like to learn more about how  
Interactive Maps and Virtual Tours can be  
a lucrative recruiting tool?**

1. Yes
2. No







**Your Brand.  
Your University.**



# BRAND INTERACTIONS

- TikTok & Duets - Are you too late?
- When do you boost your activities?
- Having a strong GTM strategy is key
- Gen Z wants your brand to be social



## Gen Z's Social Stats

71



69



65



% of Gen Z uses

60%

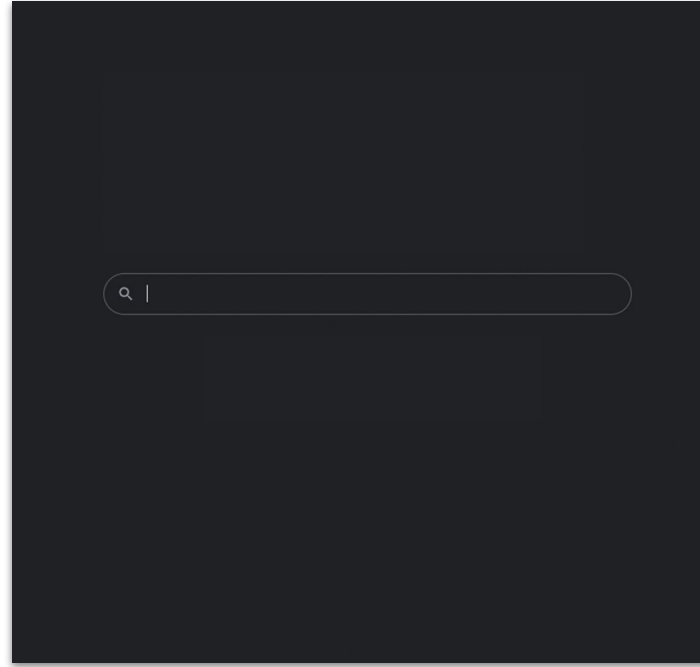
Of Tik Tok Users are  
Gen Z.



# SOCIAL LISTENING



**How is your group  
already talking about  
your brand?**



**How are they searching  
for your brand?**



**Can you capitalize on  
that organic trend?**

# WRAP UP



## *Takeaways*

- Your small team is enough - *Focus on the right questions*
- What is your *ultimate* CTA? Are you using it?
- Are you social listening?
- Create seamless interaction
- Cultivate the relationship at every level



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# Q&A

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Add ending slide with links to guest speaker's social accounts for next webinar