

International Conference
Adelaide Convention
Centre

www.epadelaide2022.edu.au



Admissions journeys that
connect and convert

Introductions



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Head of Marketing

Agenda

45 minutes:



- A unique moment in time
- Admissions journey vs. pipeline
- The role of the kitchen table
- Let's build it out, together
- Q&A

First, context.

Assumption #1





Gen X



Gen Y



Gen Z

	Gen X	Gen Y	Gen Z
Information gathering			
Marketing material			
Digital expectations			



Assumption #2



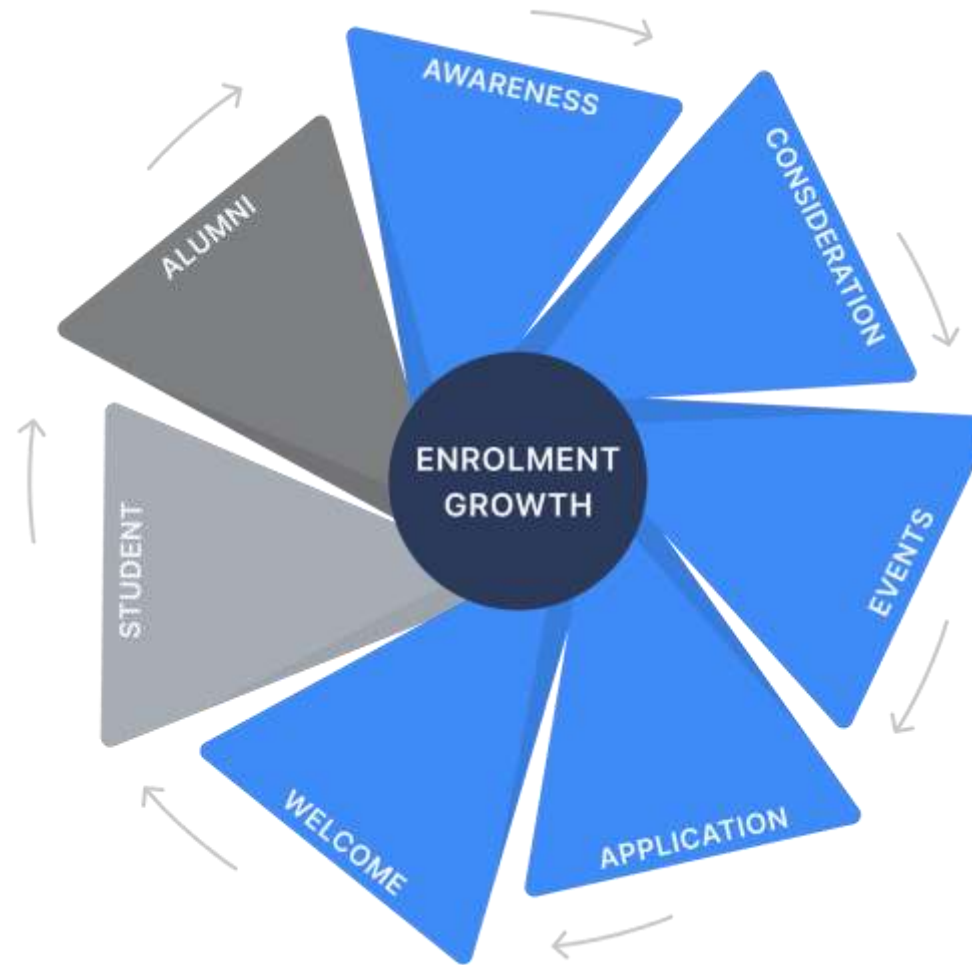
**Admissions journey
≠
Lead pipeline**



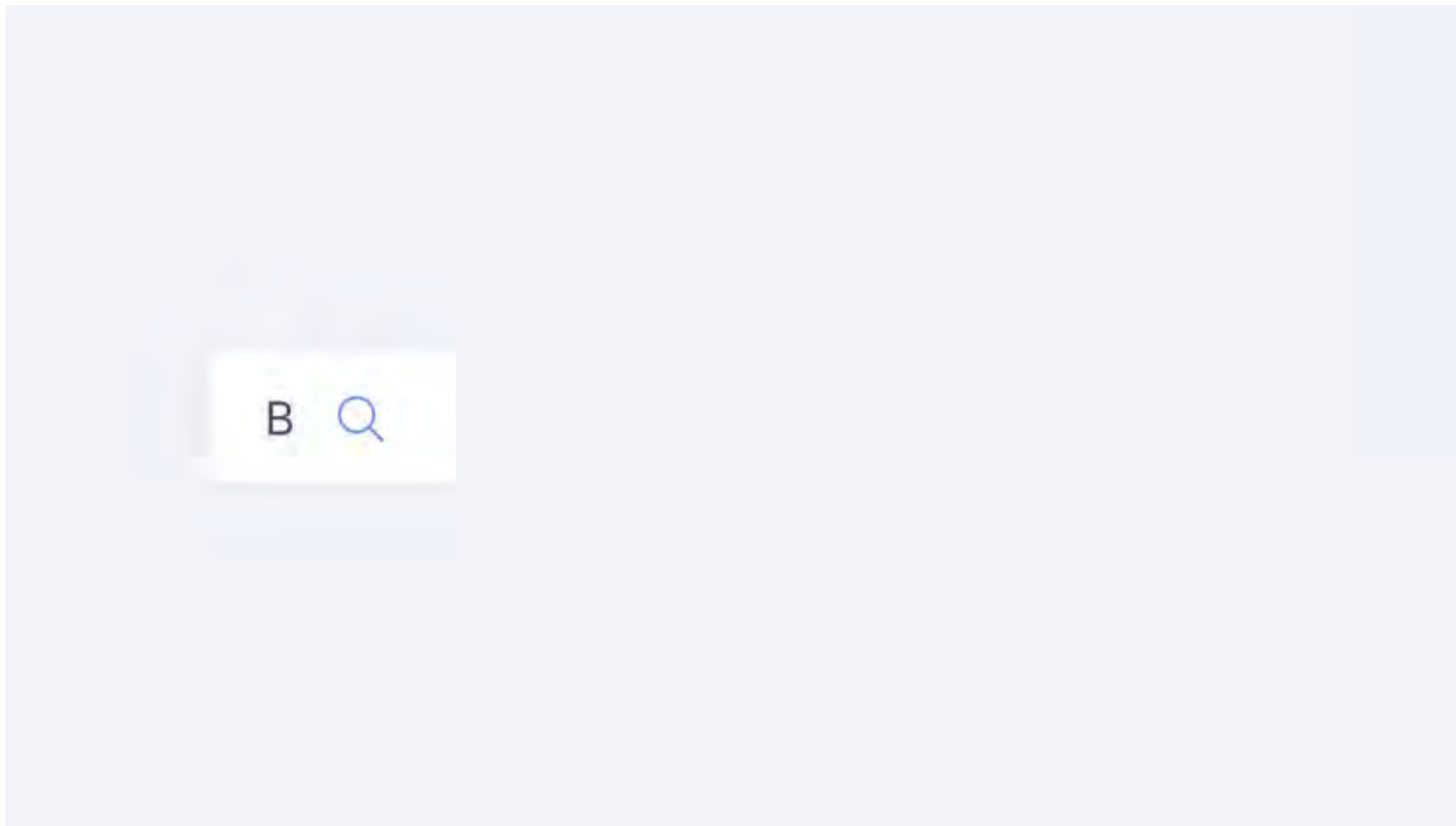
Assumption #3



Admissions journey



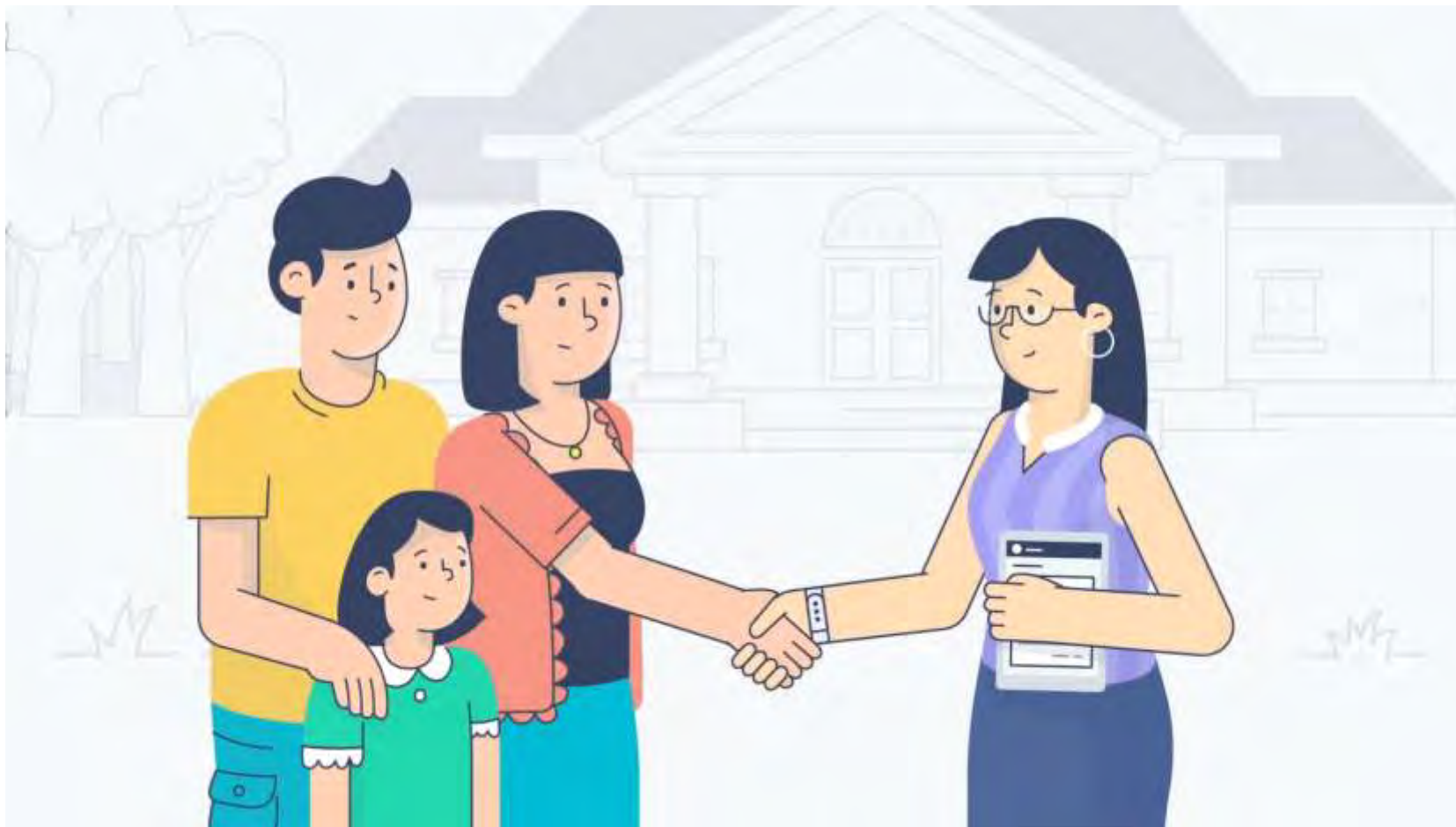
Awareness



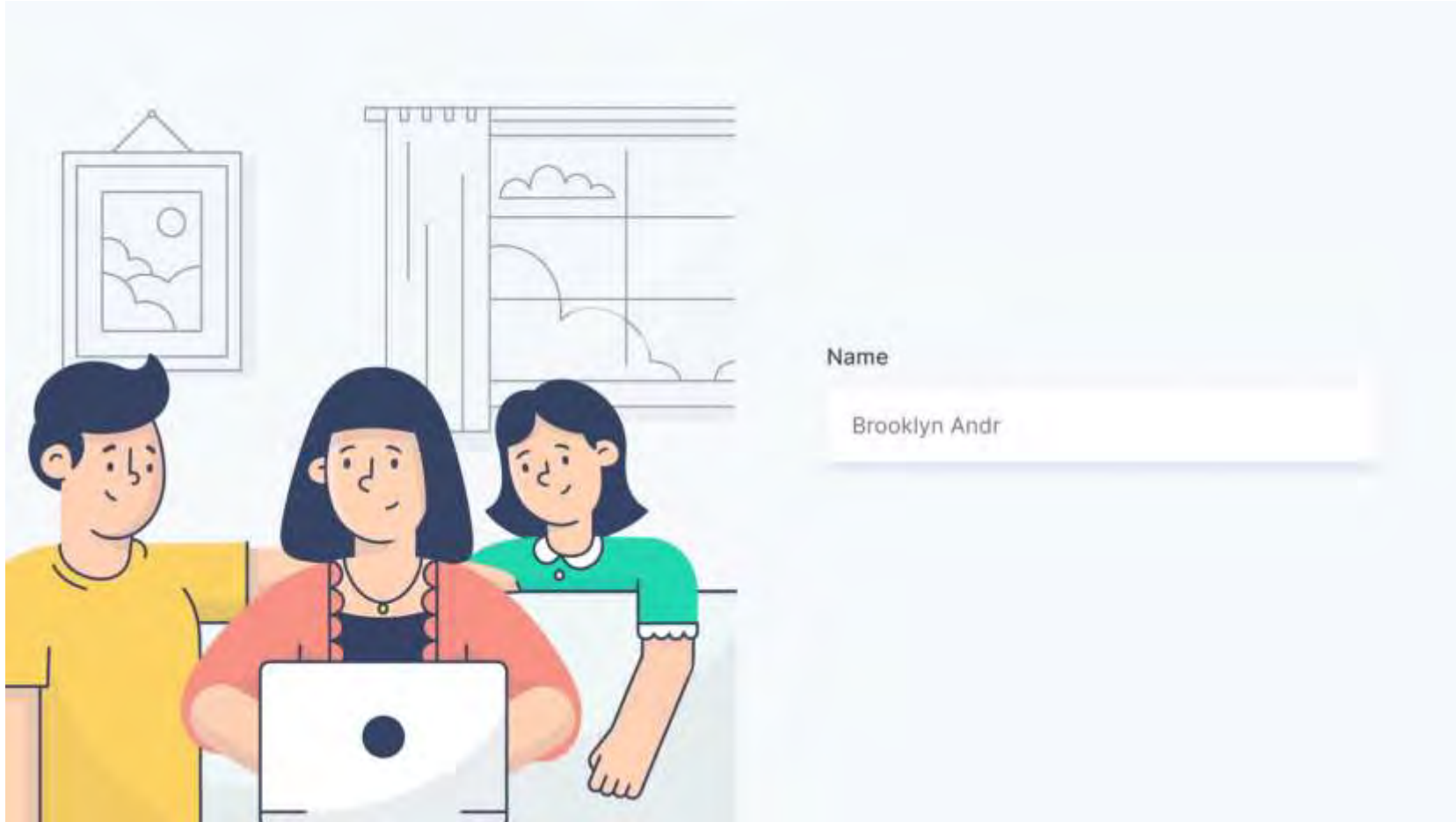
Consideration



Events



Application



Welcome



Personalised journeys



Connecting at every touch point



Q&A

Resources

How to create a school digital marketing strategy

A guide for increasing K-12 school enrollment

How to repurpose your school's marketing content

How to boost attendance at your school's next open day

insights
BY DIGISTORM

Resources and inspiration to help schools grow

Tools that help your school grow

WEBSITES
Showcase your school brand

- On-brand custom designs
- Easy content management
- Gain expert knowledge

FUNNEL
Manage and nurture leads

- Capture leads
- Automate processes
- Advanced analytics

APPS
Connect your community

- Clever integrations
- Custom branding
- Instant push notifications

DIGISTORM

Come say G'day at booth 31!

