

## Boost Student Recruitment with Online and Virtual Events | 07.18.2019 | Laura Anderson

### Leftover Questions

**Q: Can you give us some info on why you chose ON24 as your desired platform?**

Ans: Thank you for attending the webcast and I hope the information was beneficial for you! When we were considering transitioning to a new webinar platform, we were looking for a technology that would:

- Help to minimize the number of technical issues and barriers to access (e.g. better mobile experience)
- Provide a more seamless and engaging
- Better support the integration of on-demand links and content into our strategy
- Supply more robust analytics on attendee behaviors/engagement during webinars

ON24 had the capability to do all of the above, as well as provide other enhancements that would allow us to scale our efforts while still providing a high-quality experience to attendees (e.g. SimuLive). Since we do so many webinars in our office and additional program webinars are hosted by academic partners, there was a definite business need to have additional stability from our platform.

**Q: What CRM are you transitioning to?**

Ans: The Undergraduate Admissions Office at Penn State made the decision to transition to Slate.

**Q: How did you go about promoting your webinars when starting out? Primarily social media, through recruiters, ads?**

Ans: While we've certainly refined our messaging and communication strategy in terms of timing/frequency of event messaging since we first started, we've stayed pretty consistent in promotional mediums. This includes email blasts, social media posts (which has never been extremely fruitful for us, but is worth doing from an awareness perspective), and directing prospects/applicants to the [Events page](#) on our website through word of mouth/signature lines in our emails. We have not utilized any paid advertising for our virtual event promotion, although our World Campus Military team has advertised military specific webinars in military affiliated publications on occasion. For a period of time, we did waive the undergraduate application fee to virtual event attendees as a way to incentivize engagement. While this led to higher attendee numbers, it also resulted in softer applications. We ultimately decided that the content should be the primary incentive and no longer offer the fee waivers for attending a virtual event.

**Q: How do you track the conversion numbers? Meaning you say 45% of virtual attendees apply? How do you know? Comparing emails? Or some other way?**

Ans: In the simplest terms, we match registrant and attendee information with CRM and application data in order to determine if a next step in the funnel was taken. When dealing with prospects, email is the primary data point we link on, since they do not yet have a university applicant ID#.

4601 DTC Blvd., Suite 800, Denver, CO 80237

T: +1 720.488.6800 | F: +1 303.221.2259

[www.academicimpressions.com](http://www.academicimpressions.com)

is imported into the CRM from the event platform, the CRM does do some preliminary matching for prospects on the email address. Once the attendee or registrant is an applicant, they are much easier to track because we can use the university applicant ID#. We would then use that ID# to track applicant to offer, accept, and enrollment. We do refresh and analyze this data on a regular basis since it can mature significantly over time, particularly with our target audiences that tend to have a longer "buying cycle".