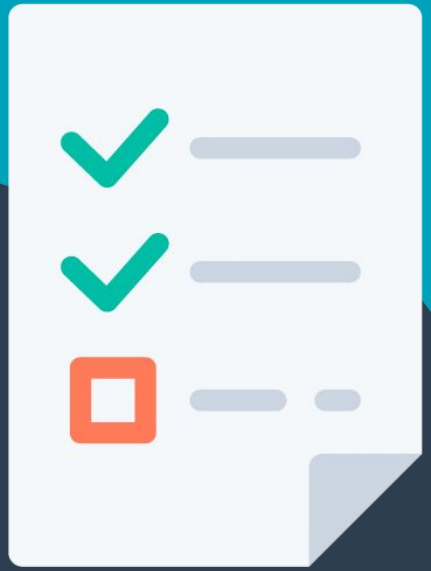
HubSpot

for Higher Education

Agenda

1. The Challenges
2. Why HubSpot
3. Customer Impact



The Challenges

Higher Education by the Numbers

5,300

Total colleges and universities in the U.S.

-8.7%

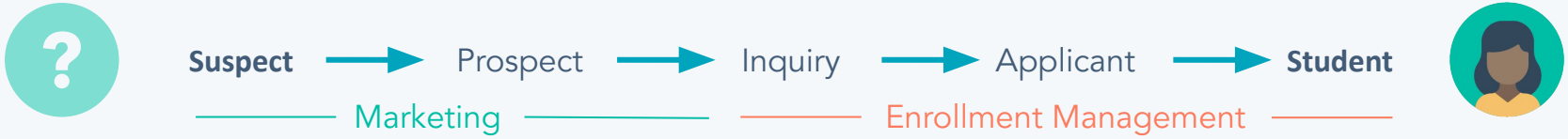
The drop in number of institutions due to closures over the last 3 years

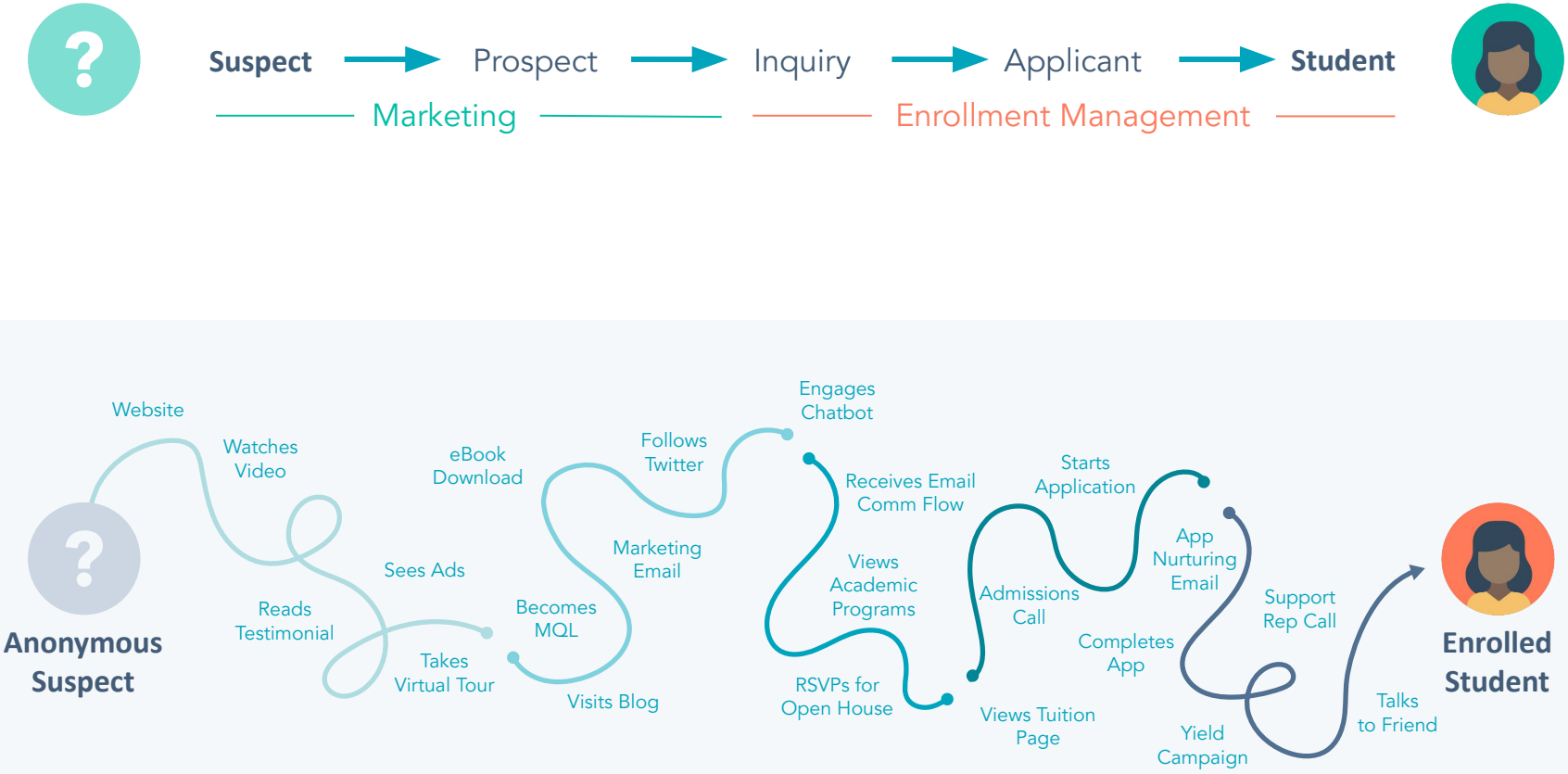
$85B

How much the higher education industry spends on technology globally

Sources: U.S. News and World Report; U.S. Department of Education; Inside HigherEd

Educational institutions need deeper insights into the student's *real* journey.


?
Suspect
Prospect
Inquiry
Applicant
Student
Marketing
Enrollment Management


Suspect
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Marketing
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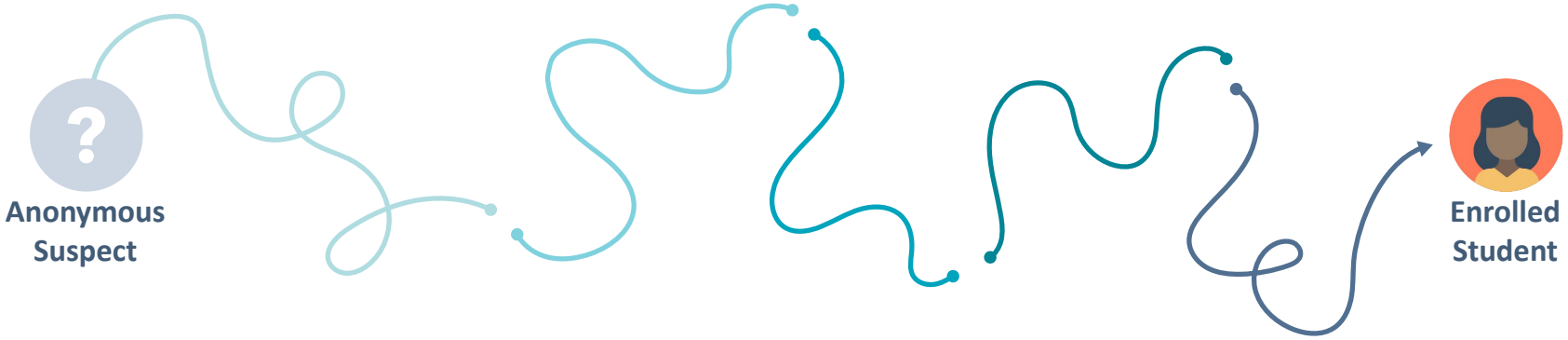
Website
Watches Video
Reads Testimonial
Sees Ads
Takes Virtual Tour
Becomes MQL
eBook Download
Follows Twitter
Marketing Email
Visits Blog
Engages Chatbot
Receives Email Comm Flow
Views Academic Programs
RSVPs for Open House
Views Tuition Page
Admissions Call
Starts Application
App Nurturing Email
Completes App
Support Rep Call
Yield Campaign
Talks to Friend
Anonymous Suspect
Enrolled Student



Content

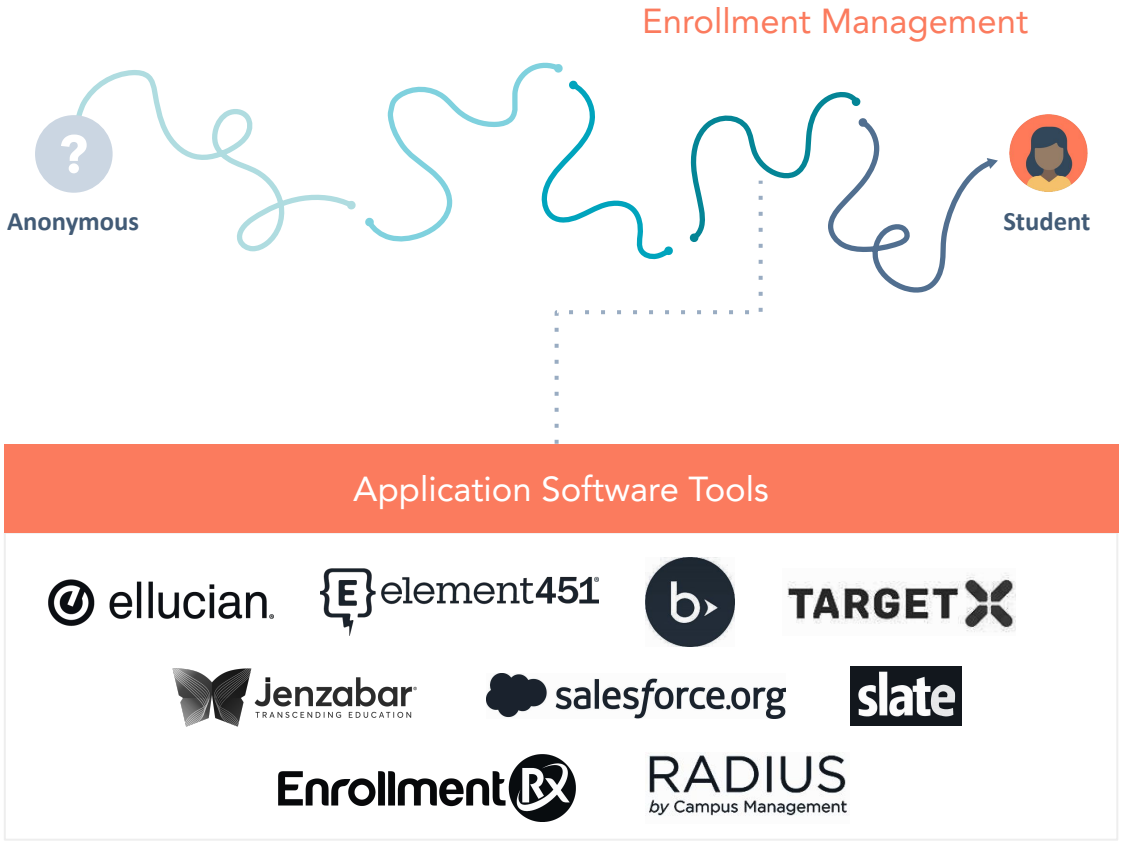
Messaging

Automation

Reporting

Data

Every admissions department has an application tool.



…But not one of those tools can do it all.

Content

Messaging

Automation

Reporting

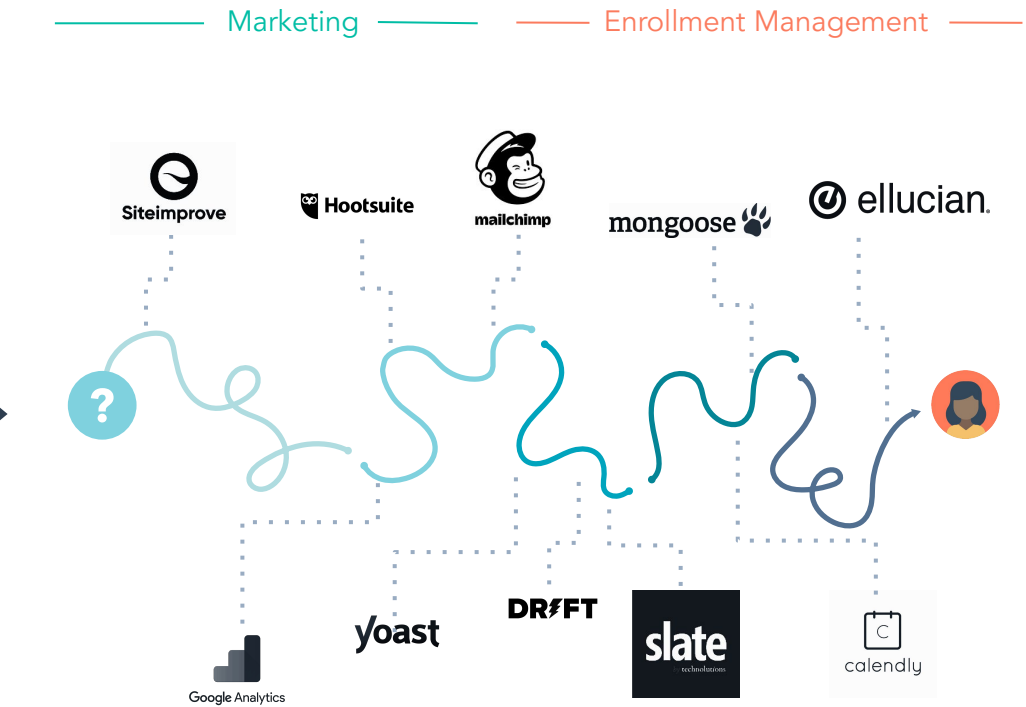
Data

Marketing + Admissions Stack

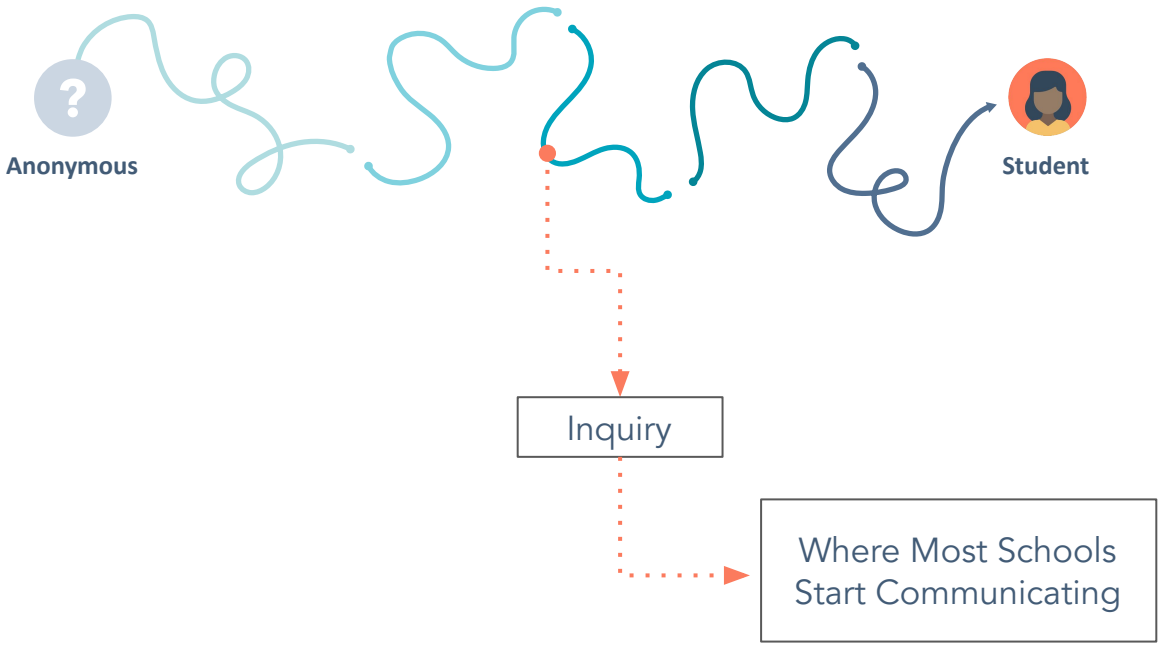
Siloed Tools
Make it harder to align

Context-Switching
Makes it harder to adopt

An Inflexible Stack
Makes it harder to adapt



Most schools don't know who their prospects are until they submit an inquiry form.



Most schools can't connect top-funnel marketing efforts down to actual enrolled students.

Why HubSpot

HubSpot is built differently.

Anonymous
Student

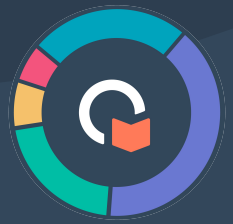
Content | Messaging | Automation | Reporting | Data

HubSpot is a

smarter CRM platform

Crafted, not cobbled

HubSpot CRM Platform

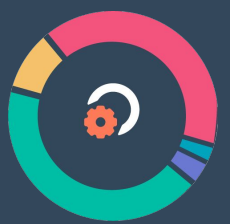


CMS Hub

Sales Hub

Service Hub

Marketing Hub



Operations Hub

Data

Reporting

Automation

Content

Messaging

Cornell University

West Virginia University

SMU

University of Maryland

Vanderbilt University

Marketing Hub

Kent State University

Baylor University

University of San Diego

Marketing Hub

Sales Hub

Sacred Heart University

Bard

Neumann University

Sattler College

Marketing Hub

Sales Hub

CMS Hub

Marketing Hub

A CRM-powered marketing platform with everything you need to get found, engage new prospects, and nurture them into inquiries and applicants that enrollment managers will love.

Crafted, not Cobbled

Attract Attention

- Blog
- Video
- Social Media
- SEO
- Ads

Convert More Leads

- Email Marketing
- Marketing Automation
- Landing Pages
- Live Chat
- Conversational Bots
- A/B Testing
- Forms
- Smart Content
- Behavioral Targeting

Report & Customize

- Campaign Reporting
- Website Traffic Analytics
- Attribution Reporting
- Custom Objects
- Partitioning

Because **Marketing Hub** is part of the HubSpot CRM platform, enrollment marketers can keep data at the center of everything they do, and **develop content that aligns with prospective student journey stages**.

This means you can...

Use data to segment and target prospect audiences for each school/department.

Leverage automation to nurture prospects and handoff inquiries to enrollment teams.

Create consistent content without relying on a web developer.

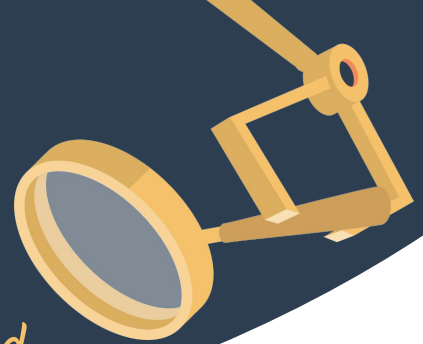
Report and optimize on the ROI of your marketing efforts linked to applicants and enrolled students.

Keep your messaging consistent across email, live chat, and more.

Sales Hub

Time-saving tools that give enrollment management teams deeper insights into prospects, automate busy work, and help them generate more completed applicants, faster.

Crafted, not Cobbled



Start Conversations

- Email Tracking & Notifications
- Email Sequences
- Gmail & Outlook Integrations
- Calling
- Task Automation

Deepen Relationships

- Meeting Scheduling
- Live Chat
- Tasks & Activities
- 1:1 Video
- Mobile CRM App

Manage Your Admissions Pipeline

- Admissions Pipeline Management by Department/School
- Customizable Lifecycle Stages
- Admissions Rep Productivity Performance
- Applicant Analytics & Reporting
- Forecasting

Because **Sales Hub** is part of the HubSpot CRM platform, it means enrollment teams can **identify high-interest prospects** and personalize hyper-relevant communications.

This means you can...

Use data to prioritize your outreach and predict pipeline health.

Leverage automation and put prospecting on autopilot.

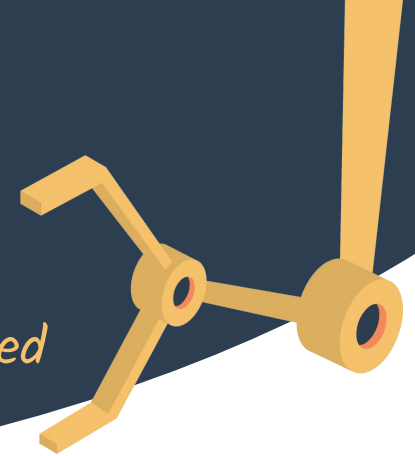
Create sales enablement content that's accessible and on-brand.

Report on rep efficacy with robust forecasting and sales analytics.

Keep your messaging consistent across all touchpoints.

CMS Hub

Make it ridiculously easy for each department to manage their own website pages — without sacrificing brand integrity.



Create Remarkable Website Experiences With Ease

- Drag-and-drop Editor
- Website Themes
- Membership-driven Content
- Interactive Web Apps
- (i.e. Payments, Event Registration) Local Website Development
- Dynamic Content with HubDB

Optimize & Personalize Your Website

- SEO Optimizations and Recommendations
- Contact Attribution Report Builder
- Smart Content & Reporting
- Chat, Forms & Bots
- Conversational Bots
- Adaptive Testing
- Web Analytics

Manage your growing digital presence

- Standard SSL Certificate
- Site Performance Monitoring
- Brand Domains
- Custom CDC Configuration
- Activity Logs
- 24/7 Security Monitoring & Threat Detection

Because **CMS Hub** is part of the HubSpot CRM platform, it means you can turn your website into a CRM-powered dynamic experience for prospects, students, faculty, and alumni.

This means you can...

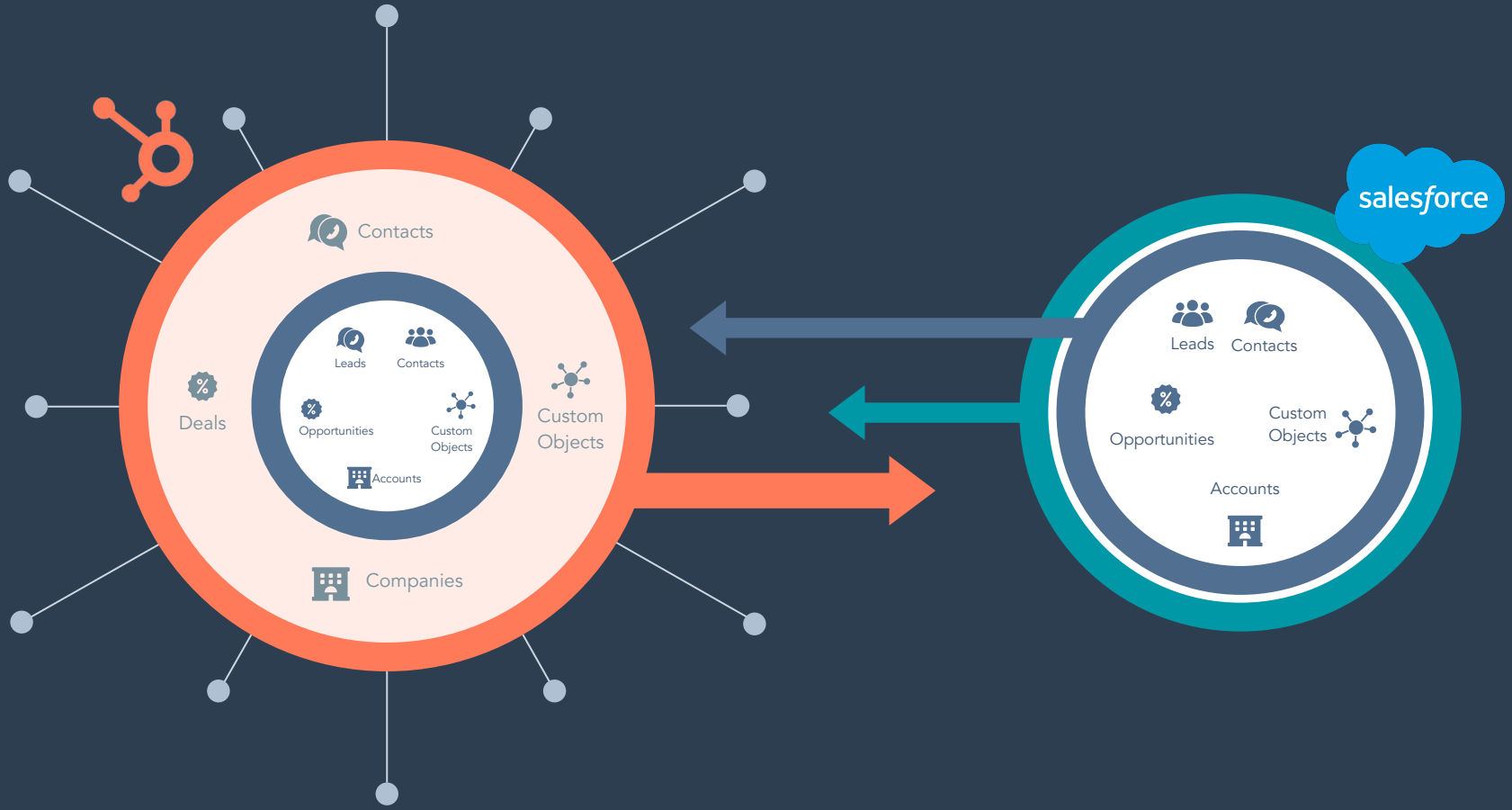
Use data to build personalized, sophisticated experiences.

Leverage automation to help scale your website.

Create better content by removing gatekeepers.

Report and optimize your web content effortlessly.

Keep your messaging consistent across all schools and departments.


Contacts
Leads
Contacts
Deals
Opportunities
Custom Objects
Custom Objects
Accounts
Companies
salesforce
Leads
Contacts
Opportunities
Custom Objects
Accounts

Customer Impact

A growing number of educational institutions are choosing to use HubSpot.

Individual Degree Program

Cornell University

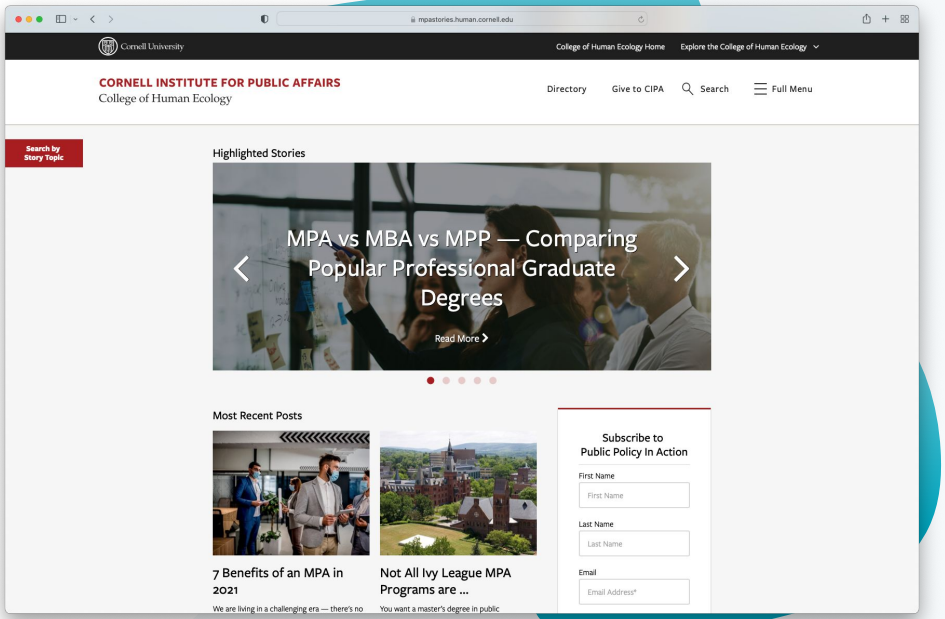
Cornell Dramatically Grows Inquiry Pool with HubSpot

Cornell went from 98 to 2,208 annual inquiries in three years for its Public Affairs Masters program.

4,000+
Inquiries

1,462
Applicants

332
Enrolled Students



Why HubSpot ?

Cornell University

Challenge

To compete with other Ivy-league MPA programs, Cornell needed to:

- Generate and nurture leads online
- Revamp email comm flows
- Publish blog articles targeting organic keywords
- Develop landing pages with authoritative content
- Market and promote recruitment events
- Increase applications by at least 50%

Solution

Embracing inbound marketing and HubSpot's Growth Stack allowed Cornell to:

- Personalize messaging to align with prospect journeys
- Gain multiple first page rankings for popular keywords
- Attract highly qualified domestic and international students
- Increase attendance at major recruitment events
- Beat enrollment goals and develop a wait list

Time on HubSpot

3 years

Hubs

HubSpot Marketing Hub Enterprise

Significant Wins

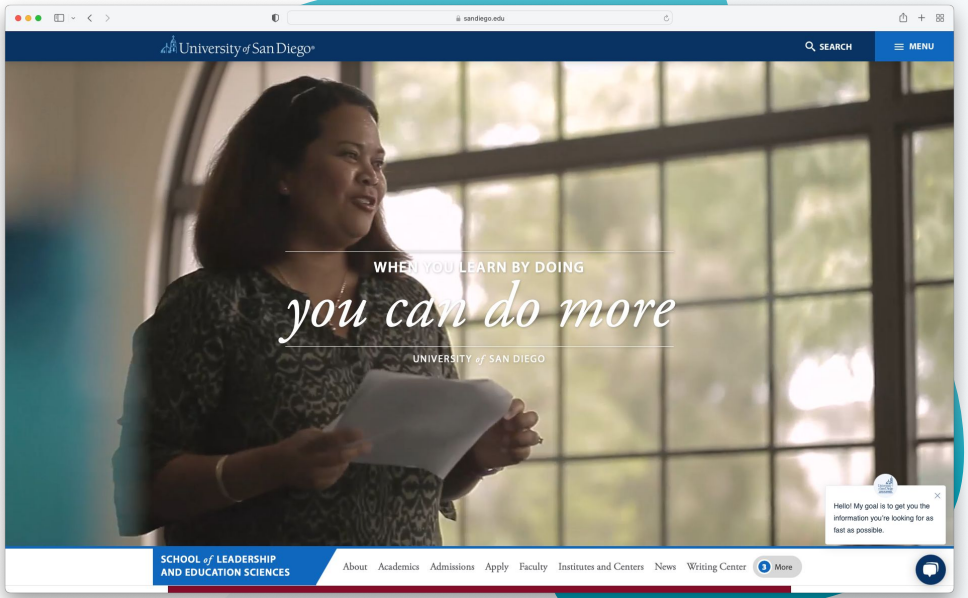
2X increase in organic traffic
88% increase in organic keywords
3X increase in organic-sourced leads
22X increase in annual inquiries
8X increase in annual applicants
4X increase in annual enrolled students

Mid-Sized School

University of San Diego®

Exceeding Event Attendance and Enrollment Goals with HubSpot

Improved event marketing and personalized nurturing led to better marketing intelligence that reduced the school's overall marketing spend and yielded better results.



6,500+
Inquiries

3,400+
Applicants

530
Enrolled Students

Why HubSpot ?

University of San Diego

Challenge

To increase inquiries, applicants, and enrolled students, USD needed to:

- Generate more RSVPs and attendees at virtual recruitment events
- Get prospects to convert on more program-specific content resources
- Nurture mid-funnel inquiries and event attendees to start and complete applications

Solution

Embracing inbound marketing and HubSpot's Growth Stack allowed USD to:

- Market and promote their events more quickly and effectively
- Setup program-specific, automated nurturing sequences that drove more completed apps
- Understand exactly which sources were generating the best results to reduce spend in underperforming areas

Time on HubSpot

2.5 years

Hubs

HubSpot Marketing Hub Enterprise

HubSpot Sales Hub Pro

Significant Wins

50% increase in organic keywords

10X increase in event registrants

3X increase in annual inquiries

3X increase in annual applicants

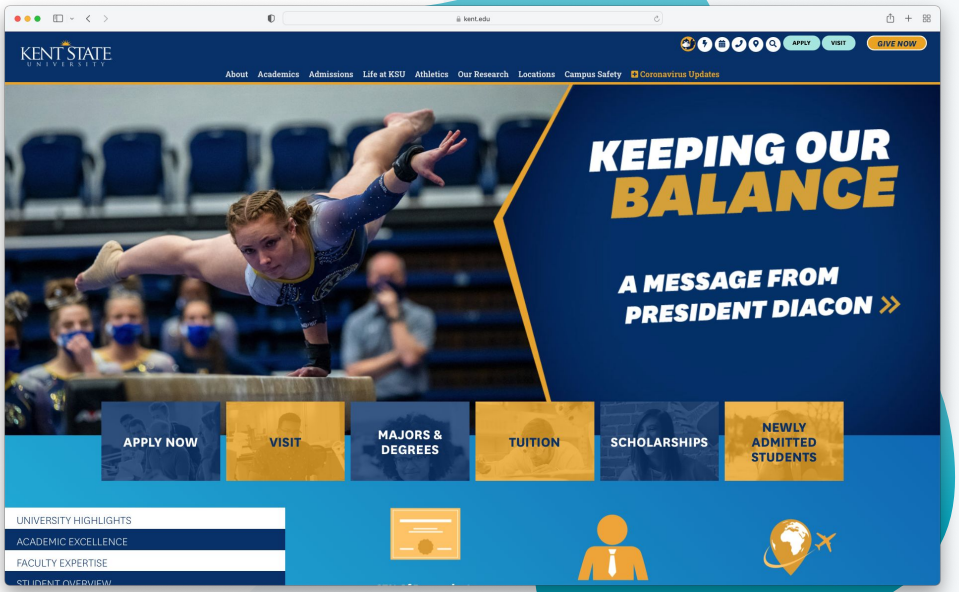
2X increase in annual enrolled students

Large School

KENT STATE UNIVERSITY

Building 10X Larger Inquiry Pool with HubSpot in 3 Years

Kent State when from generating 700 to 7,000 inquiries per year over the course of three years by implementing a full-scale inbound marketing program powered by HubSpot.



100+
Blog Articles

70+
Landing Pages

30+
Premium Content Resources

11,427
Inquiries

9,581
New Contacts

Why HubSpot ?

KENT STATE UNIVERSITY

Challenge

To increase inquiries, KSU needed to:

- Launch a new admissions blog with top-ranking articles
- Launch gated content resources to capture leads
- Drive top-funnel prospects to submit RMI forms for over 300 degree programs across 11 different colleges
- Improve its <1% website visit-to-contact conversion rate

Solution

Embracing inbound marketing and HubSpot's Growth Stack allowed KSU to:

- Publish a variety of content in the form of blogs and premium content guides
- Publish conversion-centric landing pages with low friction
- Embed over 300 RMI forms across its website
- Improve its website visit-to-contact conversion rate to 6.2%

Time on HubSpot

3.5 years

Hubs

HubSpot Marketing Hub Enterprise

HubSpot Sales Hub Pro

Significant Wins

50% increase in website traffic

400% increase in top-10 ranked keywords

10X increase in annual inquiries

12X increase in prospect conversion rate

KENT STATE UNIVERSITY

"The difference for us today is that, because we have HubSpot, we are able to make extremely quick adjustments at the tactical level that prevent us from wasting time and money in areas that aren't producing worthwhile results."

Lana Whitehead
Assistant Dean of Graduate Studies
Director of Graduate Admission
Kent State University

Q
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