CHALLENGES: CHANGING LANDSCAPE

With a 2% decline in the number of college-going students[1] , reaching enrollment goals has never been more challenging. Summer melt rates averaging 10-15% nationwide[2] suggest that even when students submit a deposit, matriculation is not guaranteed.

What's more, traditional admissions marketing is losing its effective-ness with Generation Z as they demand more authentic, personal-ized, and timely communication than any generation before. Students are tech-savvy, informed consumers who are accustomed to building relationships in the digital world, spending as much as 41% of their non-school time on some type of screen.[3]

1: MarketWatch - http://on.mktw.net/1RKAKsj | 2. EdWeek - http://bit.ly/1MVSlvz | 3. AutoAlert - http://bit.ly/1KS2oU8

SOLUTION: MULTI-CHANNEL CAMPAIGN

Campus Bubble's Admissions Solution aligns your yield marketing efforts with students' communication habits. Consisting of a college-branded digital marketing campaign, it captures your admitted students' attention and helps them build affinity with your institution.

Powerful analytics provide an engagement score for each student, allowing you to focus your high-touch enrollment efforts on the right students. Engage your admitted students, move them through the funnel, and reach your enrollment goals.

Your admitted students are your most qualified prospects. A slight reallocation of financial resources to yield marketing offers a greater return on your investment than investing primarily at the top of the funnel.

---

1. PERSONALIZE
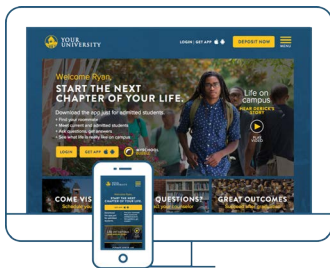
Focused on delivering the right content to the right students, Campus Bubble takes personalization to the next level. Email and text campaigns send students to their individual websites, where powerful calls-to-action drive them to engage and enroll. Includes:

+ Campaign management, strategy, and execution; analytics and A/B testing maximize results.
+ Selected calls-to-action such as: deposit, visit your campus, contact their counselor, learn more about their major, and join the Bubble App.
+ Each personalized website is developed from your existing content and student lists to ensure the experience is tailored to their academic and personal interests.

2. ENGAGE
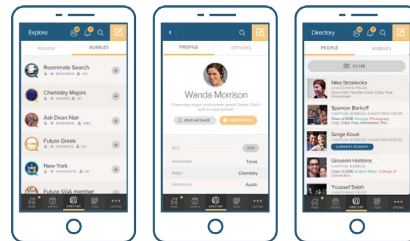
The Bubble App, your admitted student network, is a college-branded, web and mobile app that maximizes engagement during the decision-making process. The Bubble App helps students become part of your campus community as soon as they've been accepted.

+ Facilitate genuine interactions between admitted students, chosen student ambassadors, and admissions staff.
+ Give students a place to build a sense of belonging, find potential roommates, virtually experience campus life based on their interests, and stay engaged until they arrive on campus.
+ Provide access to important enrollment information and a way to stay up-to-date on admissions events.

3. ENROLL

Your Insight Dashboard gives you the ability to track engagement data from the email and text campaigns, admitted student personalized websites, and the Bubble App. Engagement scoring aggregates the data to help you identify students' likelihood of enrollment. You will:

+ Identify student engagement trends and better understand which students are most likely to enroll and which students are on the fence.
+ Prioritize your enrollment efforts by focusing on the right students.
+ Your dedicated campus consultant will work with you on strategy to reduce summer melt, drive yield, shape your class, and stand out!

CAMPUSBUBBLE

· Stand Out from Other Institutions
· Personalize and Target Your Message
· Prioritize Your Efforts with Actionable Data

OUR PROCESS

With no IT resources needed, CB's Admissions Solution can be up and running in fewer than 15 days. We understand how busy you are, which is why we incorporate your existing content and offer suggestions based on best practices to reduce workload and streamline time-to-launch.

Your dedicated Senior Campus Consultant will work with you on campaign management and ongoing strategy to help you focus on the right students.

1 KICKOFF CALL
We hit the ground running. We do a lot of work to prepare for the 1-hour kickoff call, but you just need to show up. We'll come in with the campaign ready to go and listen carefully to your feedback.

2 BRANDING, CONTENT, & CONFIGURATION
We set up your college-branded campaign and integrate existing content. Based on your feedback, desired calls-to-action, and required changes, we revise the campaign to capture your identity.

3 1 HOUR TRAINING & CAMPAIGN LAUNCH
Provide us with your pre-existing student data to create admitted student websites and user accounts. Deploy dashboard and commit to a 1-hour virtual training session.

4 ONGOING MANAGEMENT & STRATEGY
Your dedicated campus consultant aids in campaign management and provides monthly reports that help you prioritize your enrollment efforts.

NEXT STEPS: 45 DAY PILOT PROGRAM

We value our institutional partners and seek to build long-term relationships with them. We want to ensure Campus Bubble is the right solution for you. Therefore, we offer a 45-day pilot program to help you make an informed decision:

+ In a 1-hour kick-off call, we confirm your priorities and challenges, and devise a strategy around your desired outcomes.
+ You provide existing student lists for the initial pilot phase.
+ We help you capture your admitted students' attention with a personalized, cost-effective approach to yield marketing. Our goal is to help you engage students, move them through the funnel, and reach your enrollment goals.

Everything has gone very smoothly. You guys do a terrific job with the planning, launch and addressing issues! Nika is wonderful to work with and we're really pleased overall.

We saw a 5% increase in our enrollment yield over last year using the PURLs.

--- Campus Bubble partner

The Morehouse Bubble contributed to increasing the size of our first year class from 540 to 750 from 2014 to 2015.

--- Santhana Naidu, Indiana State University
Associate VP of Marketing and Communications

--- Darryl D. Isom, Morehouse College
Director of Admissions and Recruitment