

## Self Diagnosis

Answer the following questions pertaining to your current situation or “symptoms.”  
Please check all that apply.

### Current Symptoms

- Not enough website traffic
- Want to buy fewer leads and replace with leads we generate originally from our own site.
- Searching on Google by programs offered in our geographical area, but school never comes up on first two pages – students can’t find us

### Marketing Remedies

**a. On site SEO - Key Word Research, Web Copy & Meta Tags**

Website Copy and Meta Tags for increased persuasion and higher Google rankings

**b. Off site SEO - Video Optimization**

Video Optimization utilizes video sharing sites and tags to increase Google ranking

**c. Off site SEO - Social Media and Social Bookmarking Optimization**

Creating a presence on as many social media sites as possible

**d. Off site SEO - Link Building**

Increases Google Page Rank when links are one-way from reputable and relevant sites

**e. Off site SEO - Blogging, Twitter**

Blogging creates searchable content which increases SEO while Twitter helps create buzz

**f. Off site SEO - Article Submission, Online Press Releases**

Creates links back to your site and search content on the web for increased traffic and SEO

**g. Off site SEM - Pay Per Click/Paid Search**

Using a turnkey fully managed online advertising solution enables you to compensate for lower organic rankings and compete with 3rd party lead gen providers for relevant key words and phrases, and delivers a lower cost per lead.

## Current Symptoms

- Not converting enough website visitors into leads
- We want more leads from our own website!

## Marketing Remedies

### a. Proactive Live Chat

Live Website Chat to engages visitors and escalates them into leads and/or appointments

### b. Proactive Call Me Now! Pop Up

Call Me Now! interactive pop up increases response via phone calls from your website

### b. Website Redesign

Your website may not be designed for persuasion and to engage your visitors in a way that compels them to take action. A redesign that provides simple navigation and persuasive content can make the difference.

## Current Symptoms

- Don't know which lead gen sources convert best for lowest Return on Investment (ROI)
- Don't know the real Cost Per Start (CPS) by lead source
- Don't know the status of each lead
- Spend to much time on reconciliation of lead disputes

## Marketing Remedy

### a. Web Based Lead Management System

Use a web based Lead Management system to easily track every lead through the pipeline and measure ROI by source. All internet leads are automatically populated into the system and can be tracked down to the affiliate level for quick reconciliation and ROI by source.

## Current Symptoms

- Don't know which phone calls are a result of offline ads, internet paid search campaigns or organic search traffic
- Don't know how reps perform on phone calls
- Getting plenty of leads, but don't know why they are not converting

## Marketing Remedies

### a. Call Tracking with Dynamic Number Replacement and Call Recording

Automatically track source of calls from all offline media. Track calls that result from all online sources with Dynamic Number Replacement. Record all calls for admissions training.

### b. Admissions/Sales Training

Prepare your admissions team for peak performance. Get your conversions up to industry averages or better.

## Current Symptoms

- We are getting internet leads through lead generation providers and our website but are not connecting with them quick enough or at all
- Having trouble getting reps to make internet leads a priority and following up quickly by phone
- Our competition is getting to the internet leads we buy before we do

## Marketing Remedy

### a. Form to Phone

Turn all internet form leads into instant phone calls to your admissions reps automatically. Beat your competitors to the lead and increase the number of connections you make to set more appointments.

## Current Symptoms

- Have a dead pile of old leads that have not been nurtured
- We only work our leads for 90 days and then give up

## Marketing Remedy

### a. Automated Lead Follow-up

Automated Email Follow-up so every lead gets a relevant and timely email campaign starting with the day they enter the buying cycle and ending when they opt out

## Current Symptoms

- Don't know where website traffic is coming from and what happens when they arrive
- Not sure how website is performing

## Marketing Remedy

### a. Web Analytics

Get the real picture in real time for quick and meaningful statistics on your website traffic.

## Where to Go From Here

Now that you have a better picture of your current situation and what the possible solutions may be, the next step is to prioritize each remedy starting with the what will have the greatest impact for the least amount of resources. Then earn your way through the list.

Get Starts and a few other companies stand apart from conventional marketing agencies by embracing new technologies that provide a practical and measurable ROI and simplify the process of helping educational institutions fill seats. These types of services allow you to keep your current agency or in-house team in tact.

Because of this, we deliver schools and colleges proven results with unmatched marketing advantages. The end result is always increased enrollment.