Growth Hacking Strategies
for Higher Education

- Presented by Oracle Marketing Cloud -

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Growth hacking is a process of **rapid experimentation** across marketing channels and product development to identify the most effective, efficient ways to grow a business.

1 | Evolution of the Web

1996
Web 1.0
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2006
Web 2.0
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2016
Web 3.0
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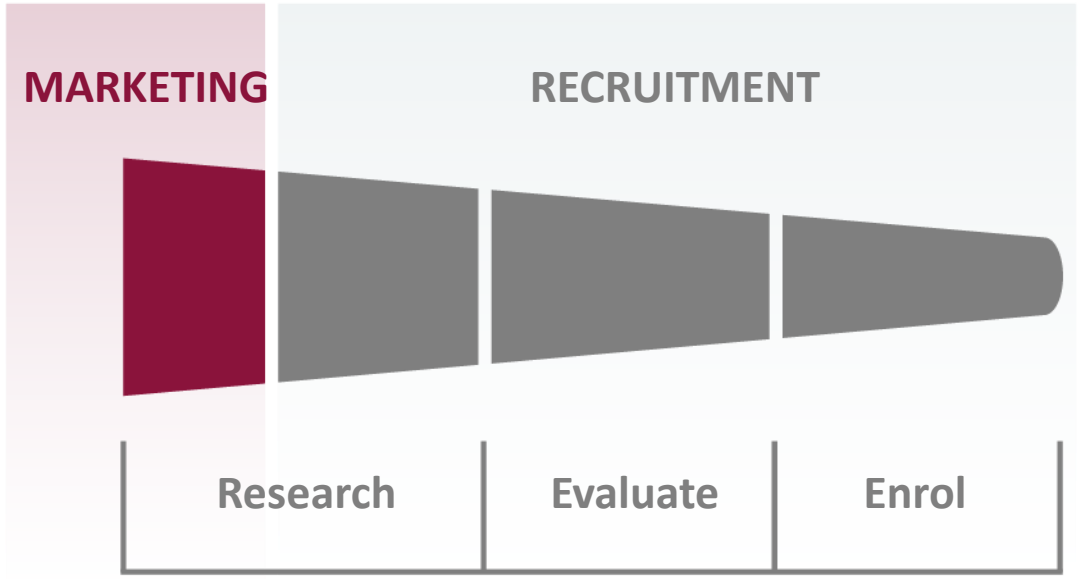
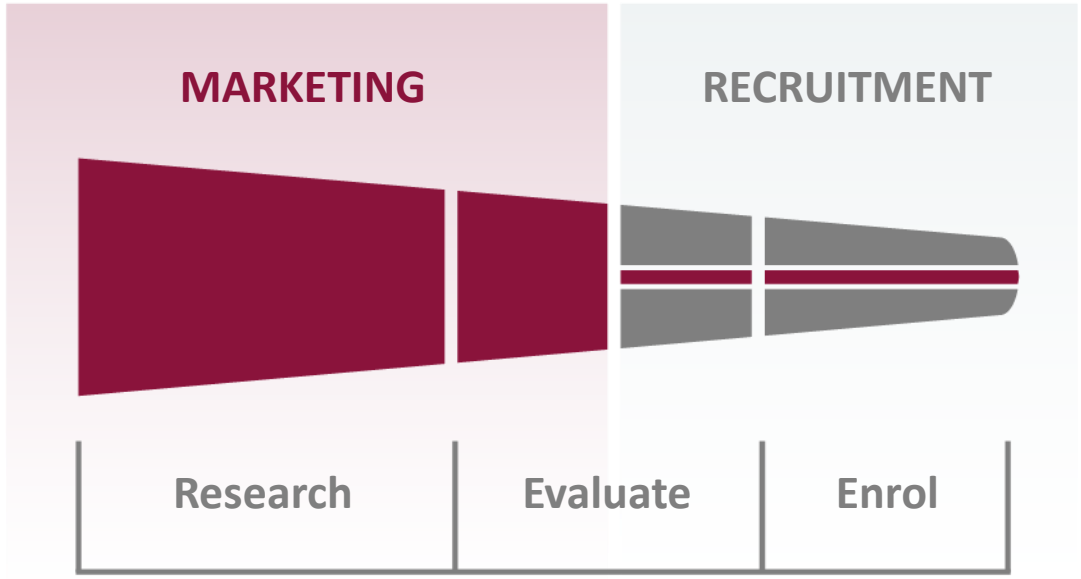
Future Student Journey

THEN



- Sales Dominated
- One-way, single channel, relationship-driven

NOW



- Marketing plays critical role
- Internet-driven, analytics-driven

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2| The Growth Formula

Personalisation is Everything
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Strong individual relationships…

But no scale.

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How do we deliver amazing individual experiences, at scale?

Data = Personalisation = Growth

Data

Data for a post grad prospect:

Profile data: years graduated, employment, marital status (income), company, income, gender

Behavioural data: attended event, signed up for newsletter, view webpage and number of times, recency/frequency, spoke to course advisor, what they click on in email/what emails they engage with, social engagement

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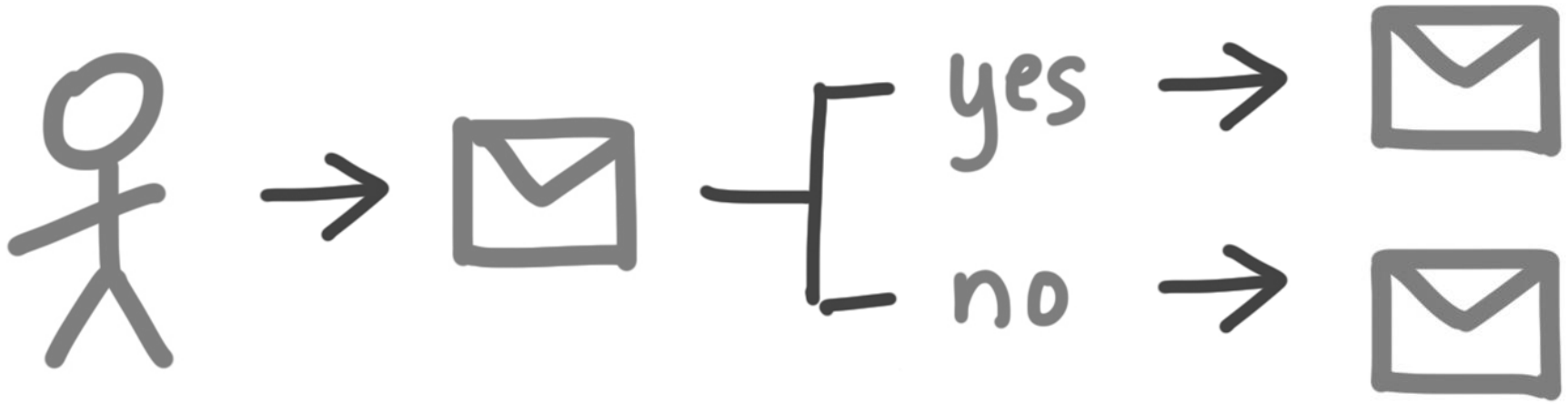
Personalisation



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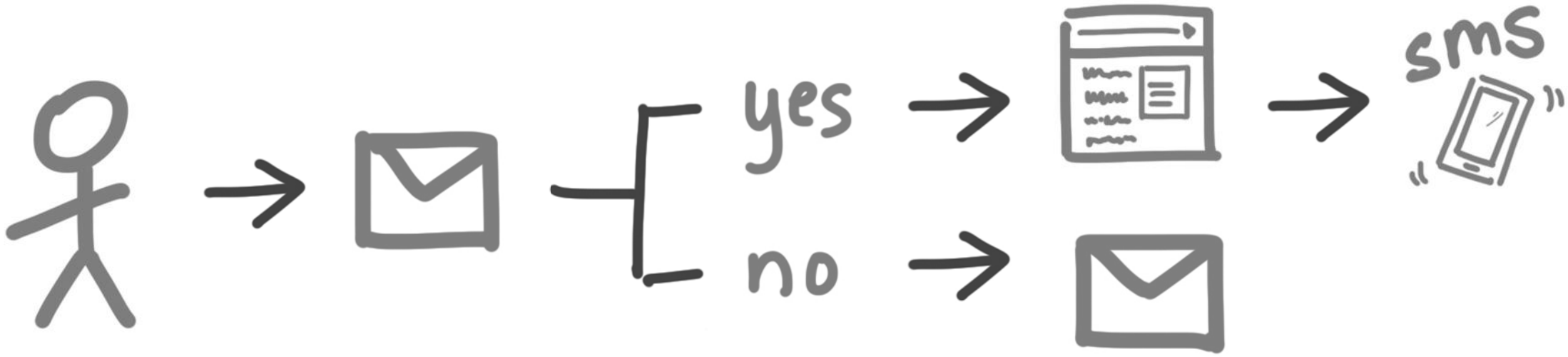
Personalisation



Design and test multiple channels

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Growth

Conversion Criteria

Largest volume (#) channels / campaigns

Lowest cost ($) channels / campaigns

Best performing (%) channels / campaigns

Measure deeper down conversion funnel

Double down on what works

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3 | Lauren’s Journey

Meet Lauren

- *Started Year 11*
- *Private School*
- *Researching different courses science, but still unsure exactly what she wants to do after highschool*
- *Considering a GAP year, wants an all rounded-experience*
- *Concerned about where to live, University social life and future employment prospects*

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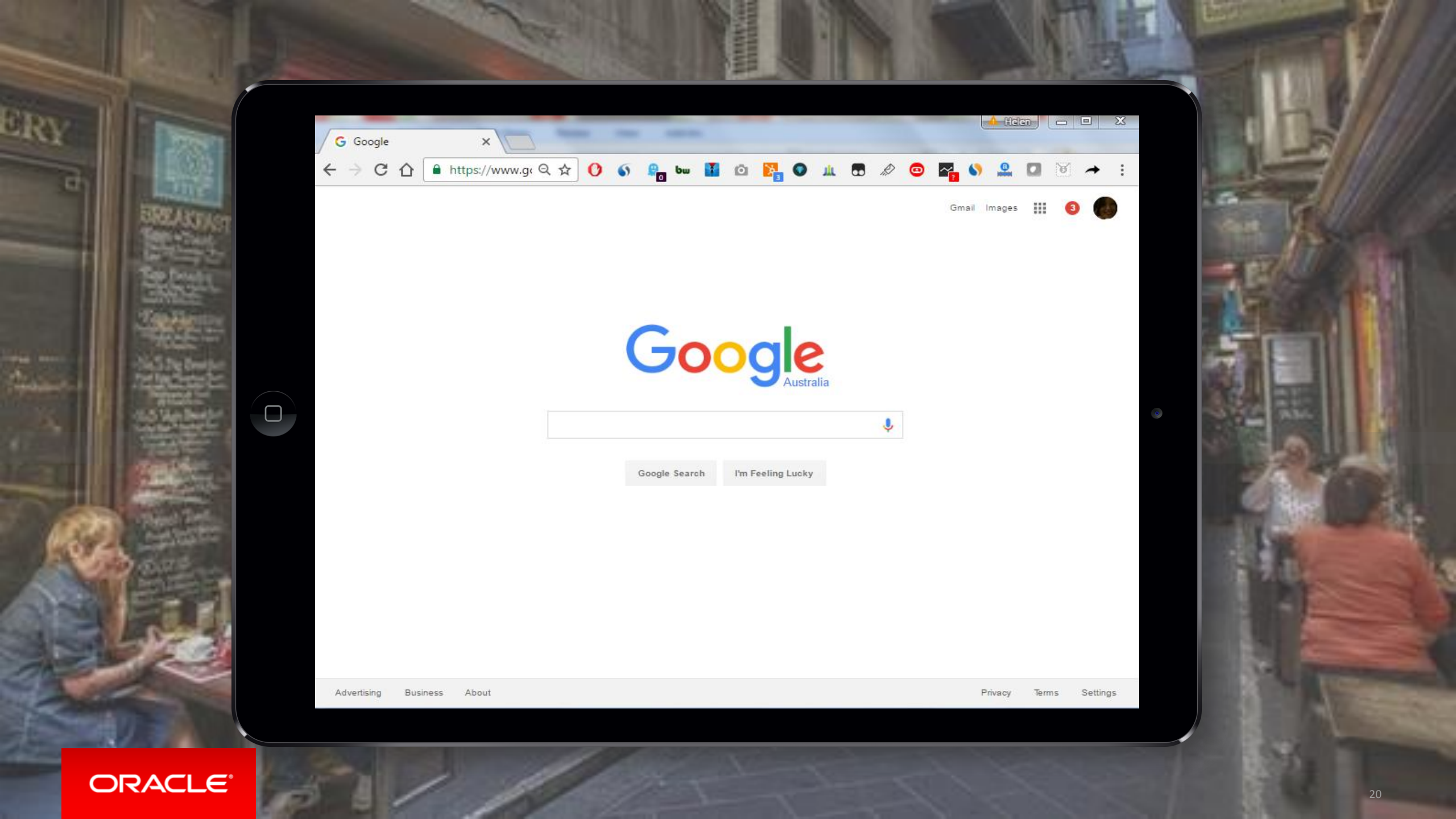
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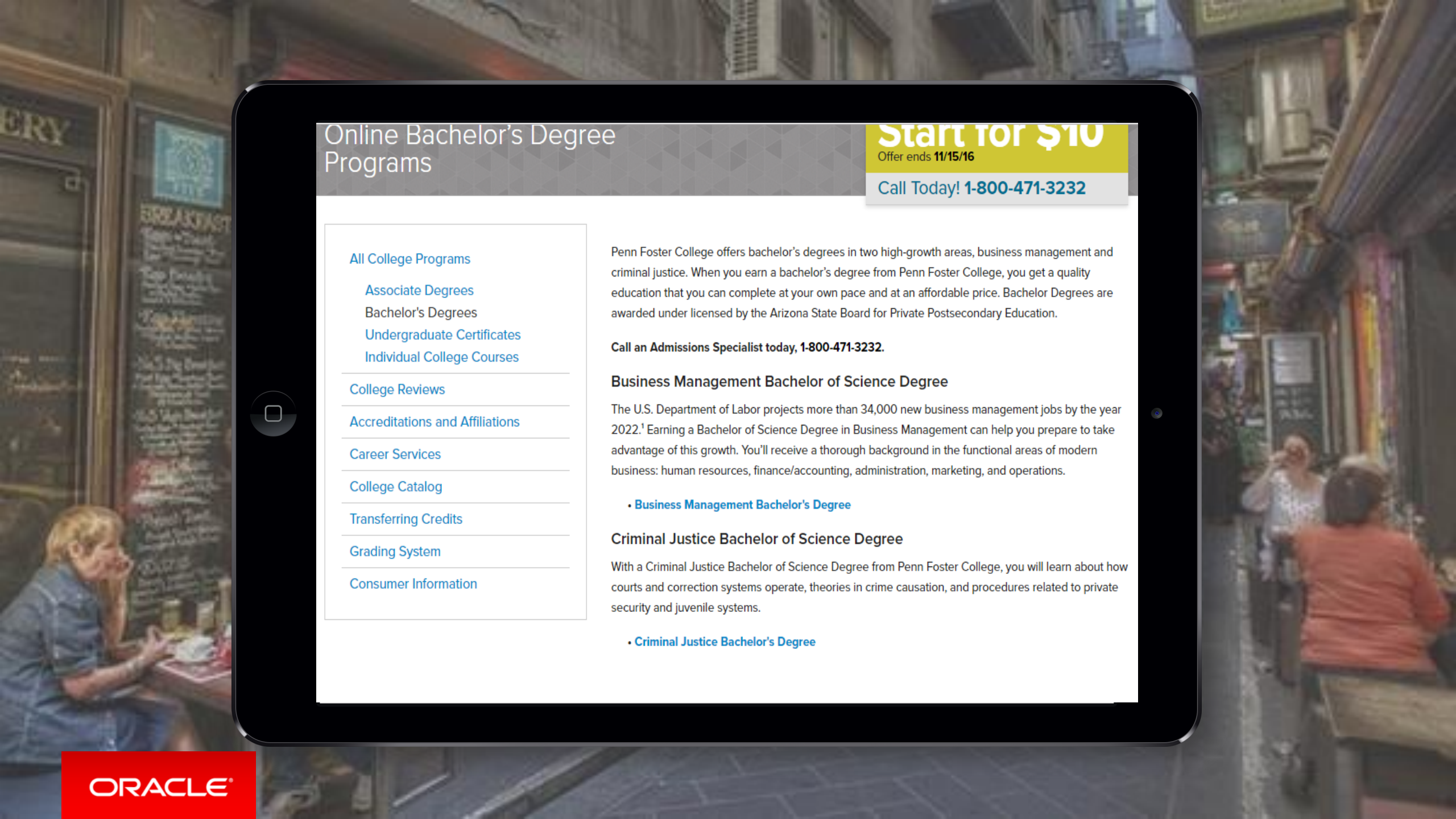
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I am **career confident.**
I AM #PFPROUD.

Erin Snyder Dixon
2015 GRADUATE OF THE YEAR

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Virtuous My experience here thus far has been great, everything is at reach and students are able to access and get information easily, sources are great and help needed or questions asked are addressed. . . (Show More)

Started to be a Veterinary Assistant!

1 WEEK LEFT!

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Started to be a Veterinary Assistant!

What we know

- *The web team knows there are 500,000 unique visits to the site every month*
- *The media team knows how many people clicked on the Google Ad*
- *We don't know that it's Lauren*
- *But we can still market to an 'anonymous' identity*

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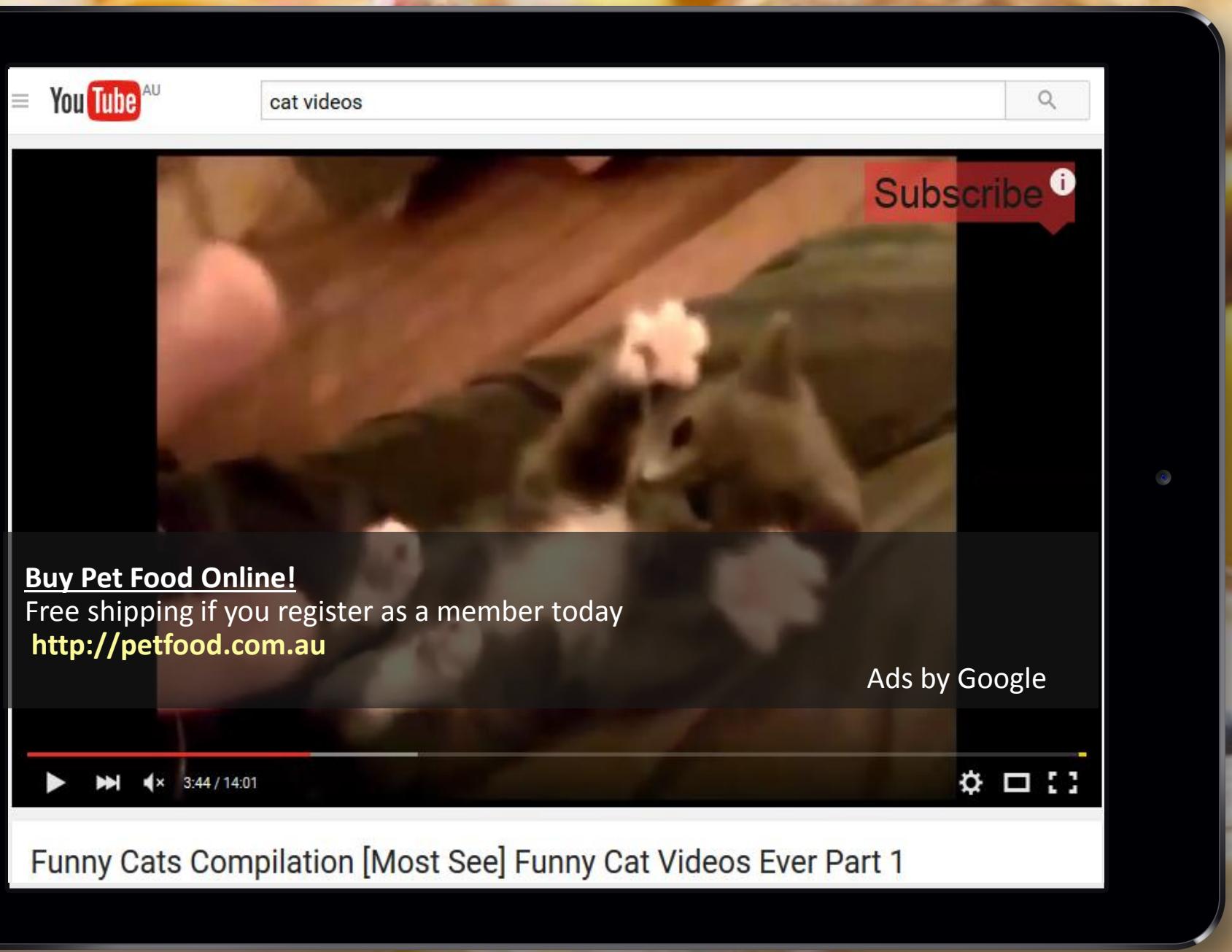
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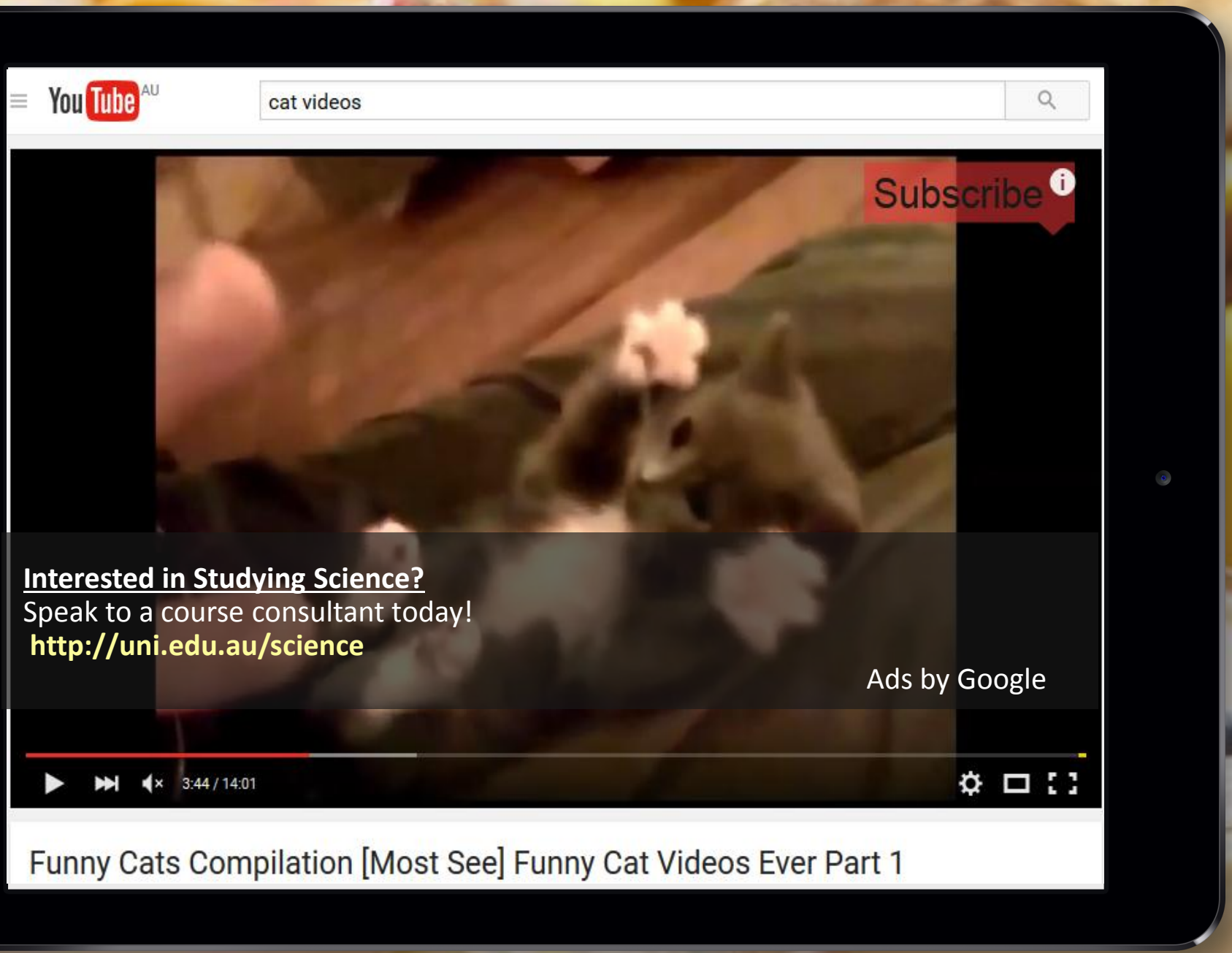
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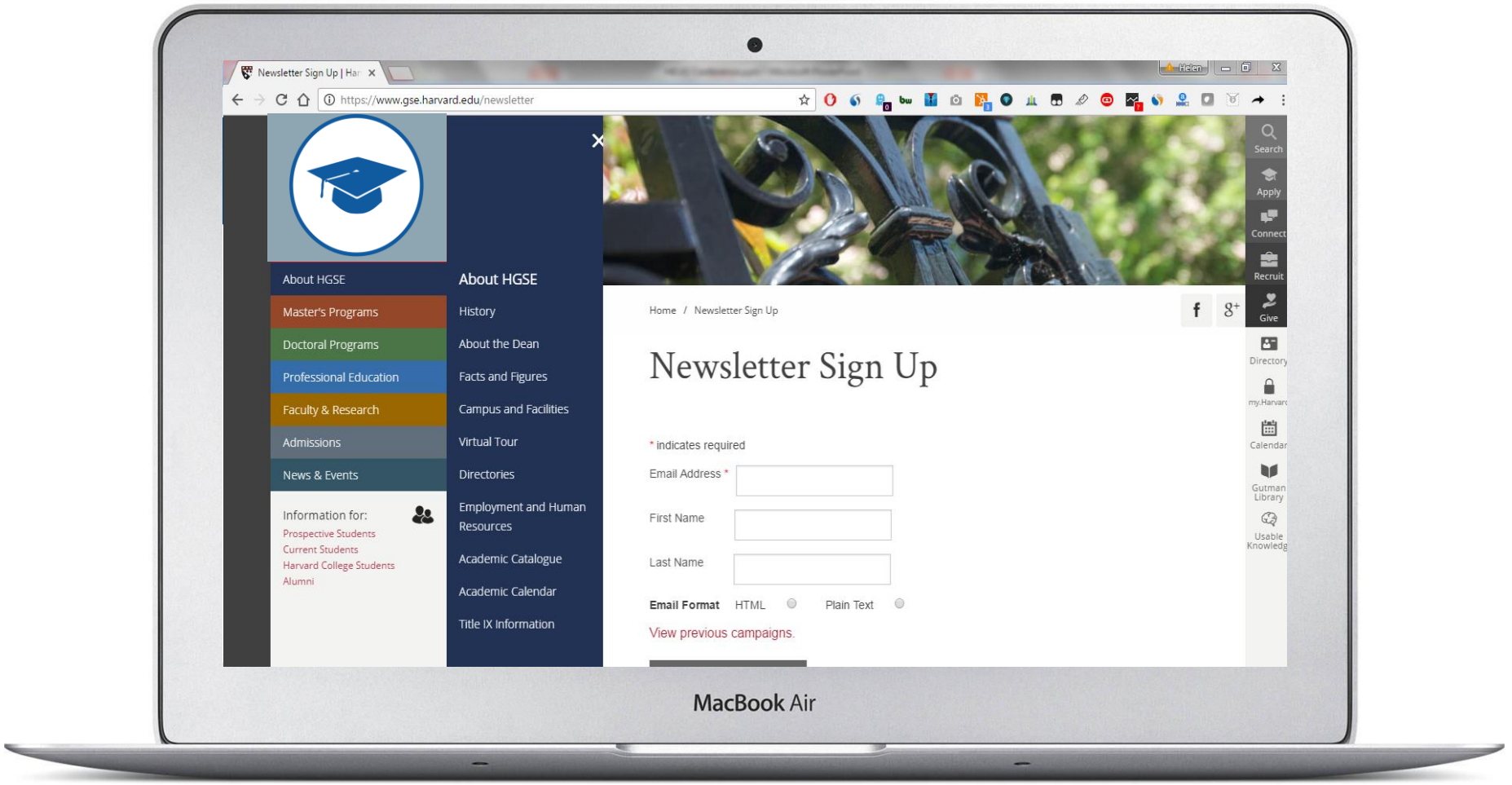

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What we know

- *We know her name, email, year level and main course interest*
- *We can now enter Lauren into a personalised nurturing program to keep the brand at the forefront of her mind*

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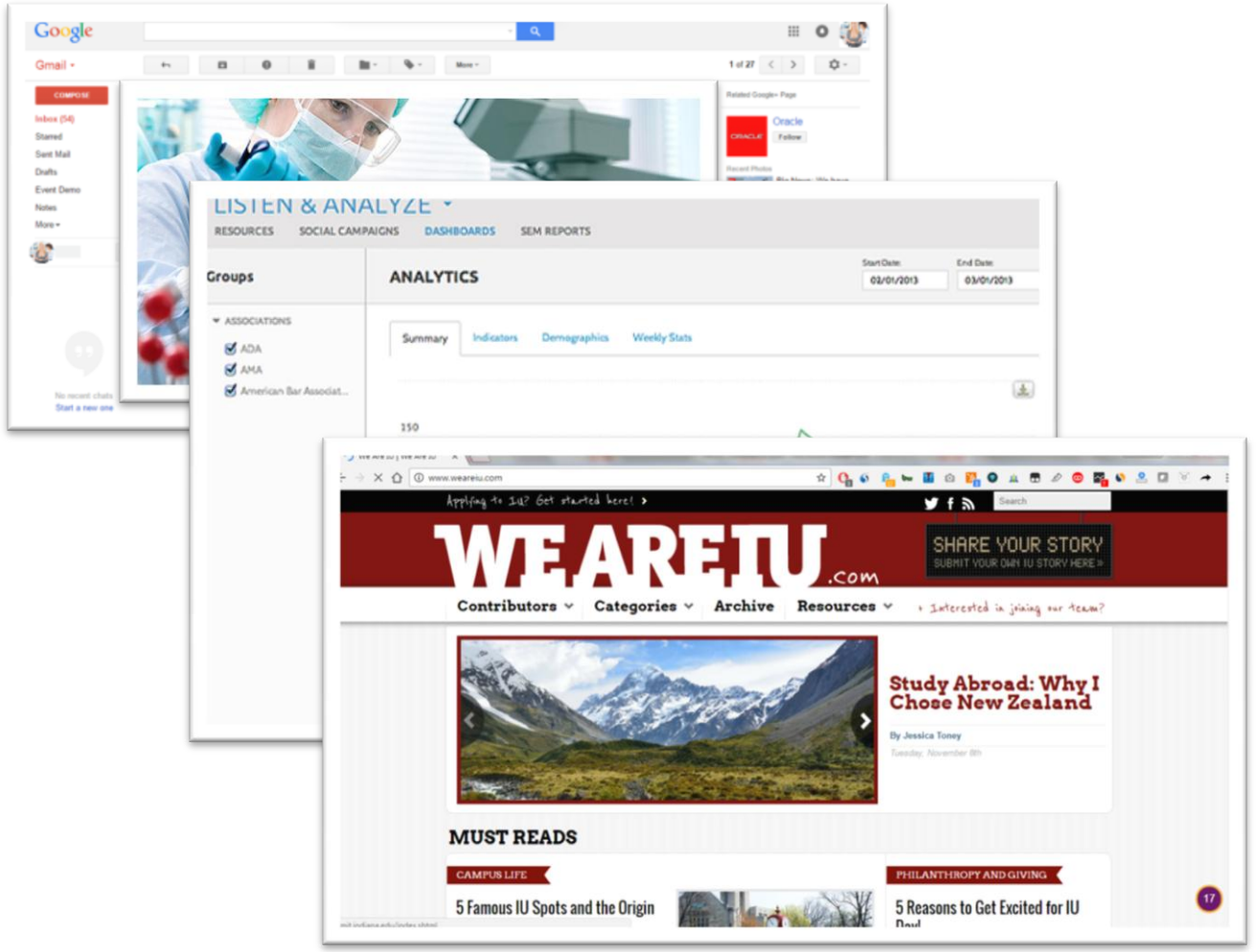
Lauren



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1 year later…

Recruiter

- *More data on Course Interest, residency details, gender, DOB and highschool*

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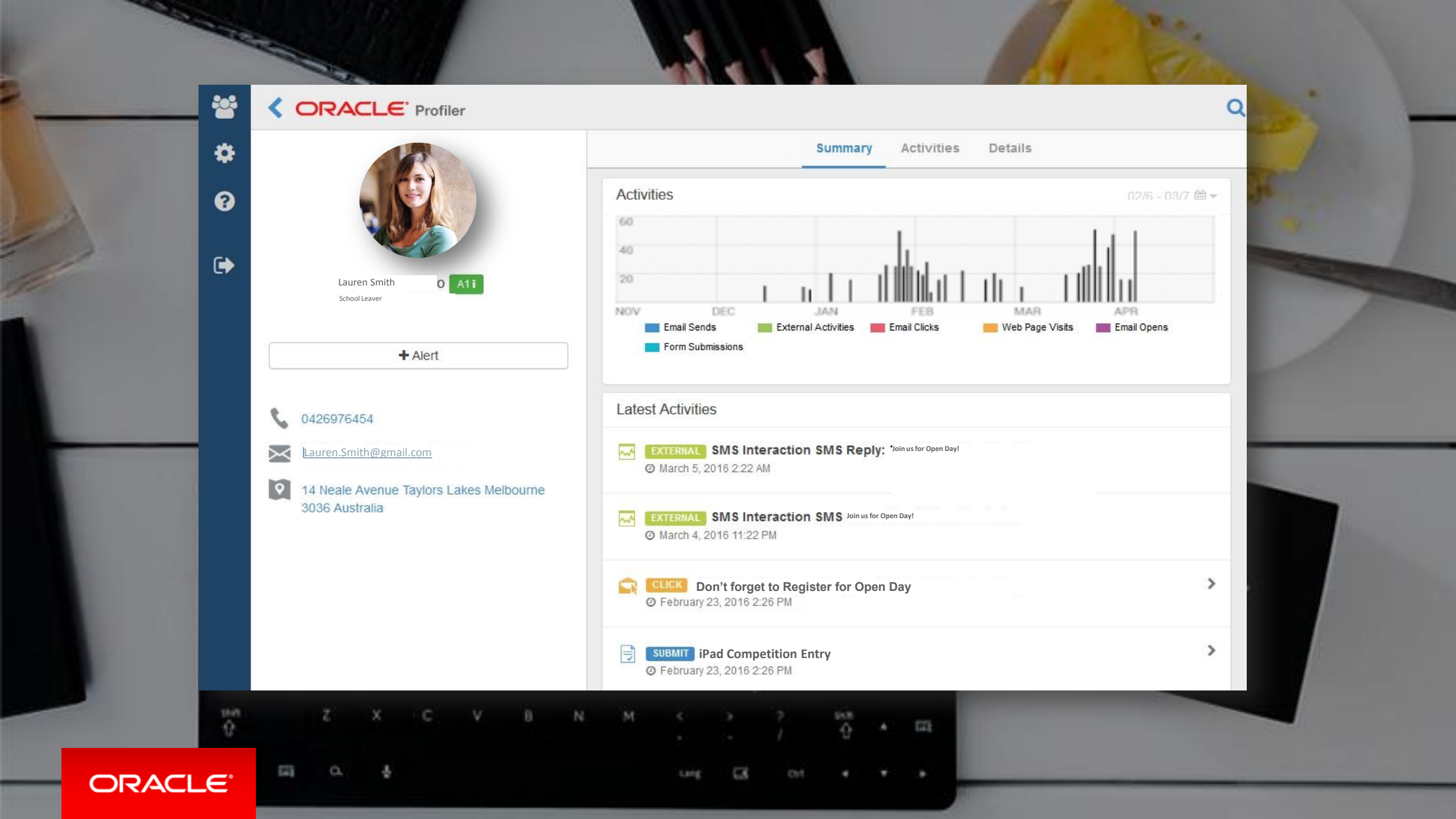
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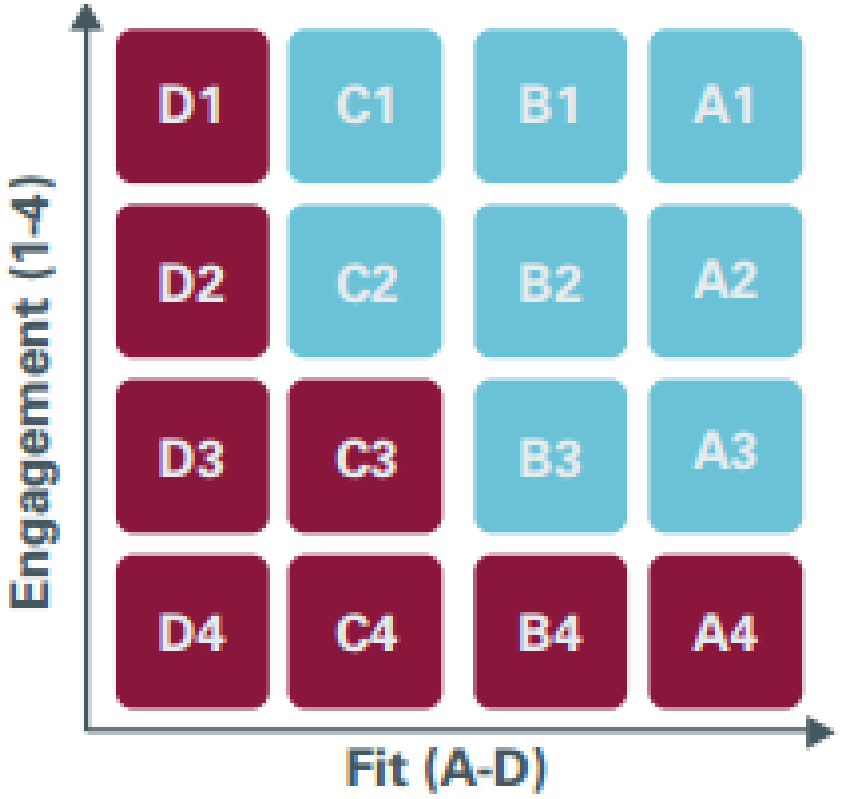

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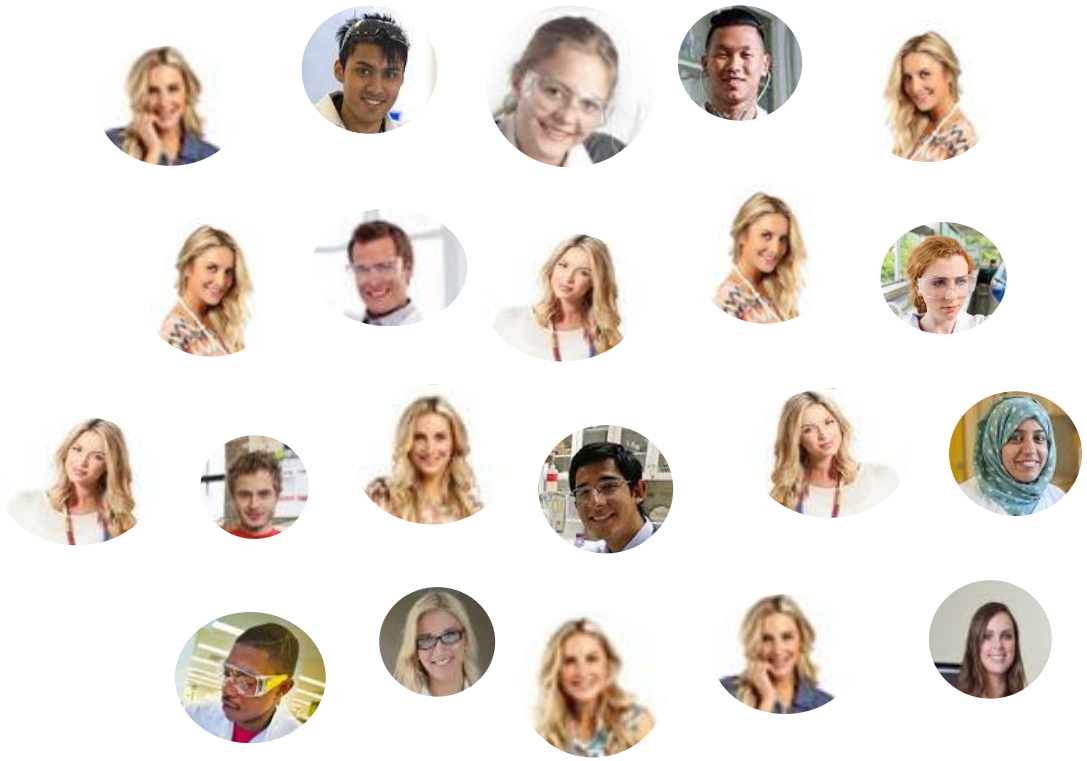

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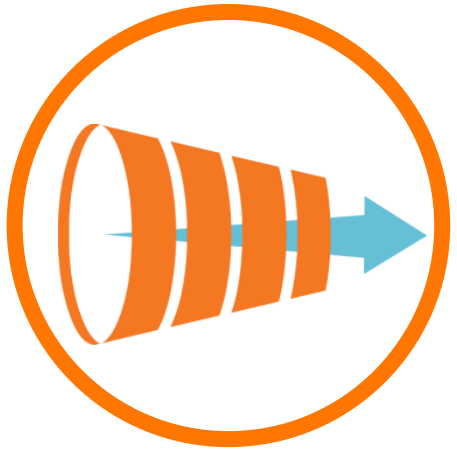
Engage across the Student Lifecycle

Identify

Convert

Onboard



Manage/Retain

Upsell

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4 | Marketecture

Social Relationship Management

Content Marketing

Web Testing and Optimisation

Digital Advertising (DMP)

Marketing Automation

Customer Relationship Management

- **Deliver 1:1 Cross channel experiences to known contacts**

Management

Marketing

Optimisation

Digital Advertising

Marketing Automation

Customer Relationship Management

- **Deliver 1:1 Cross channel experiences to known contacts**

Management

Marketing

Optimisation

Digital Advertising

Email

PURL

SMS

Push

Social Advertising

Customer Relationship Management

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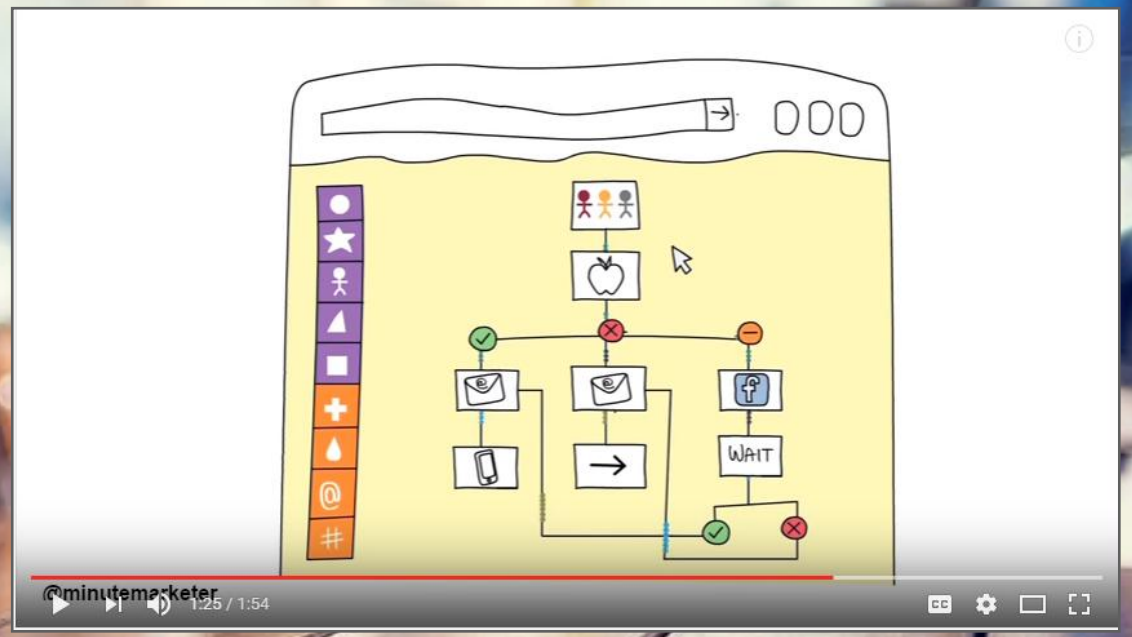
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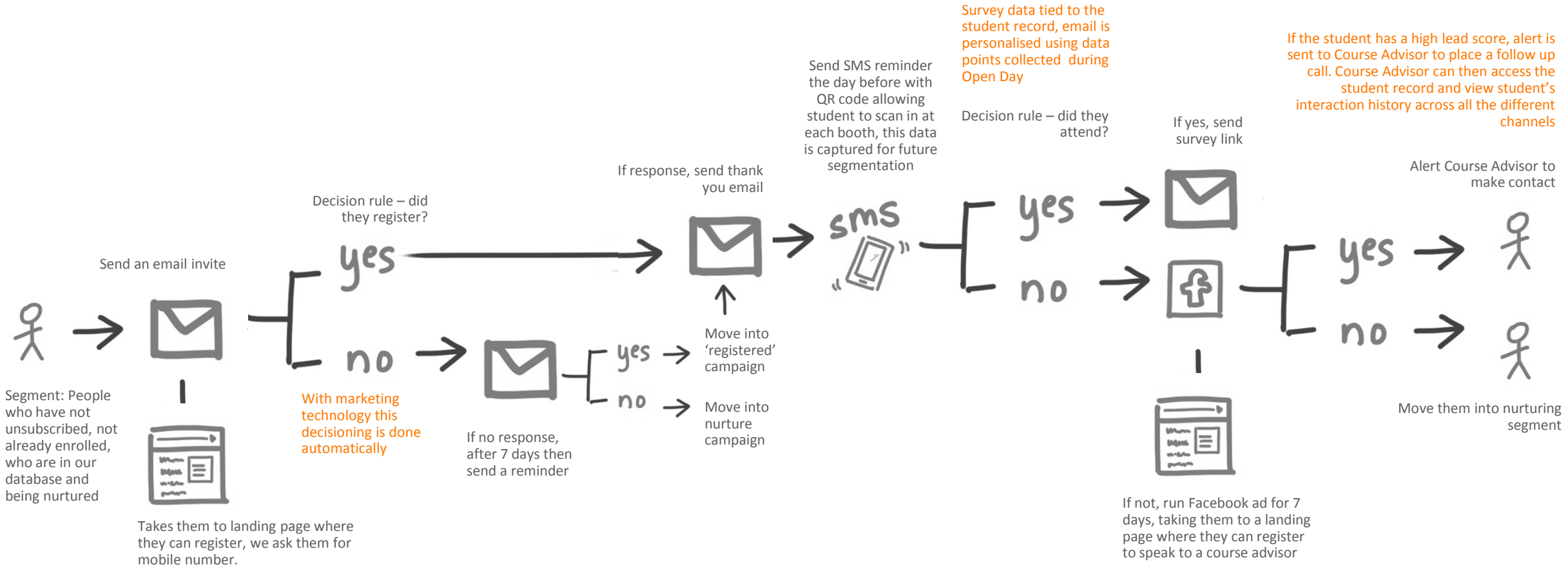

Example of Automated Journey

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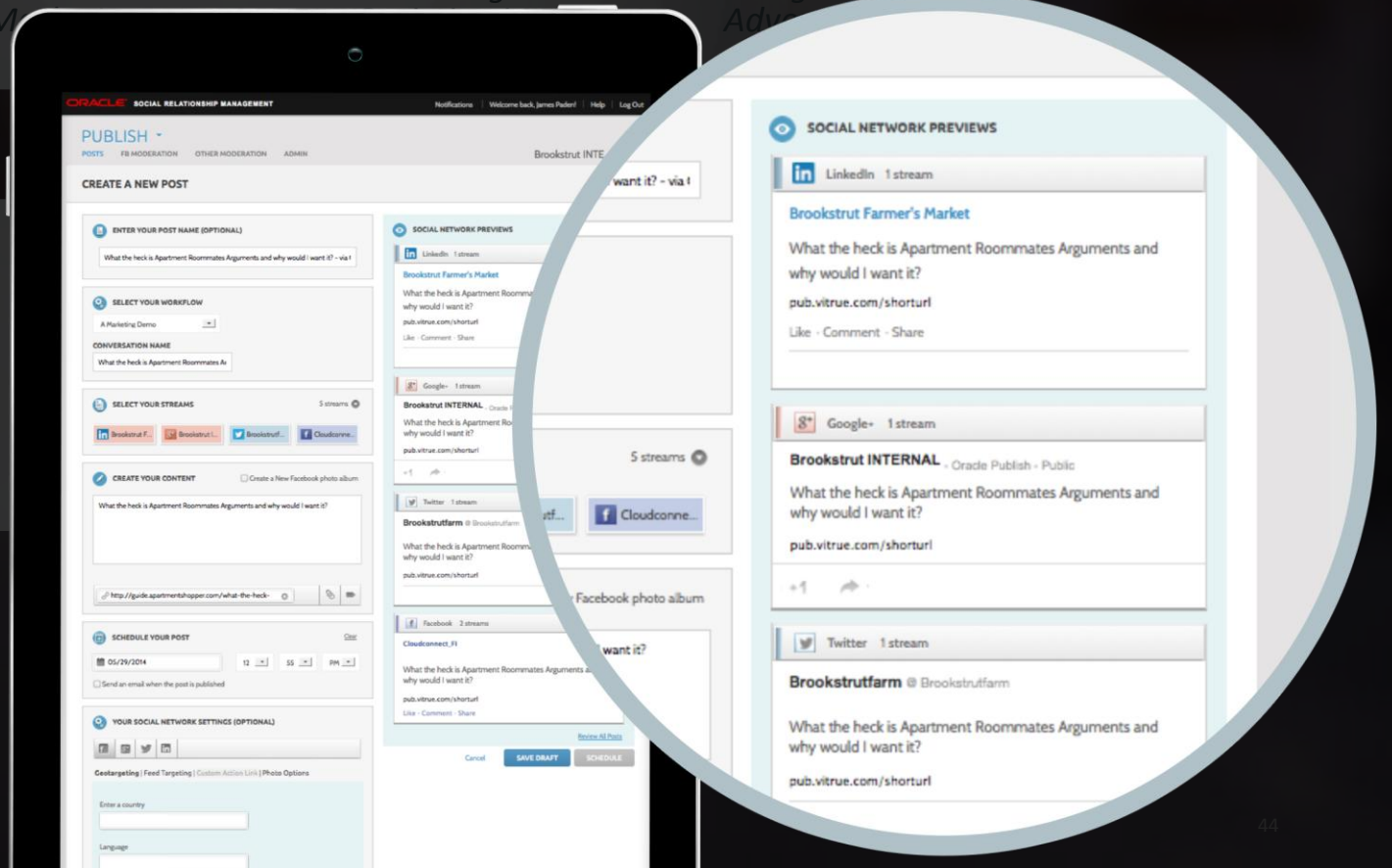
Social Relationship Management

Content M...

Web Testing and

Digital Adv...

- **Listen** across 40 million sites
- One stop shop for social media **engagement**
- Amplify social **marketing** through 55+ App Integrations

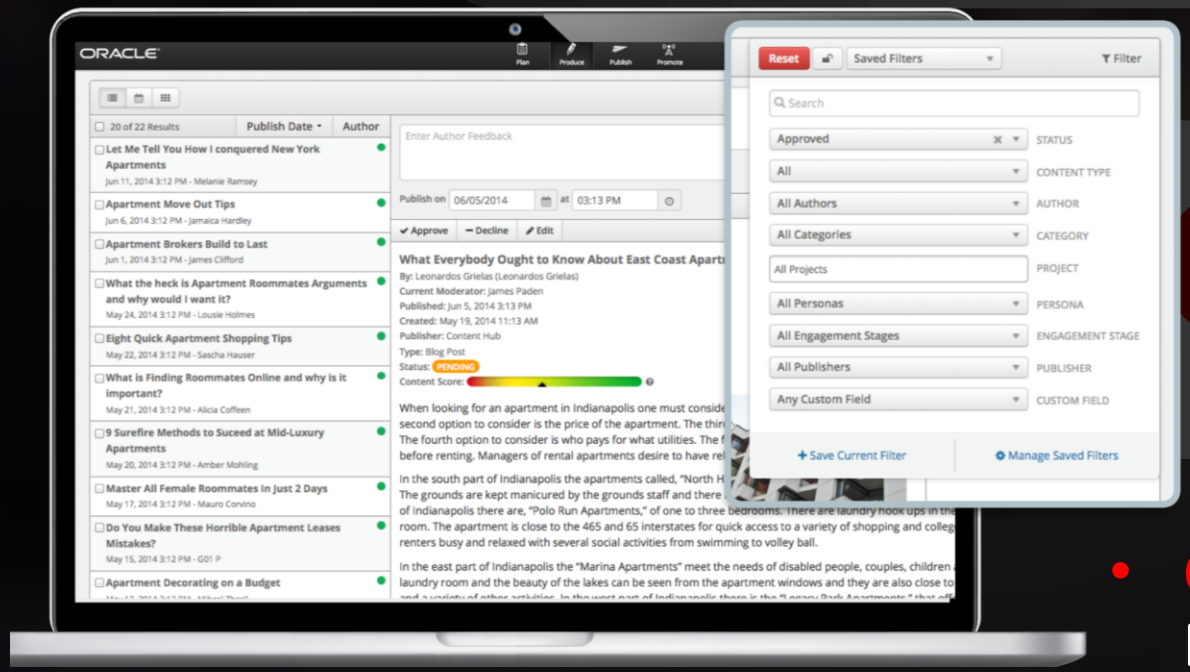


Social Relationship Management

Content Marketing

Web Testing and Optimisation

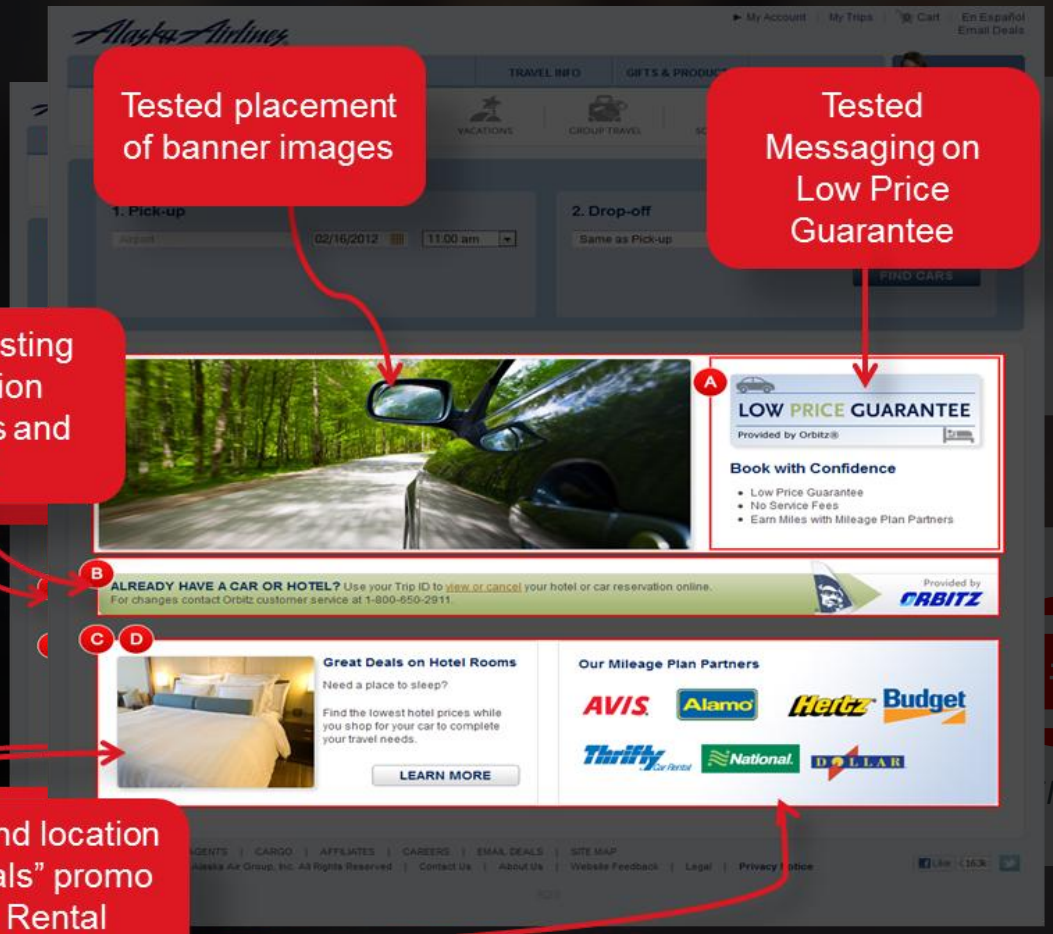
Digital Advertising



SMS

Push

- **Centralised** Platform to Plan, Produce, Publish, Promote and Analyse content



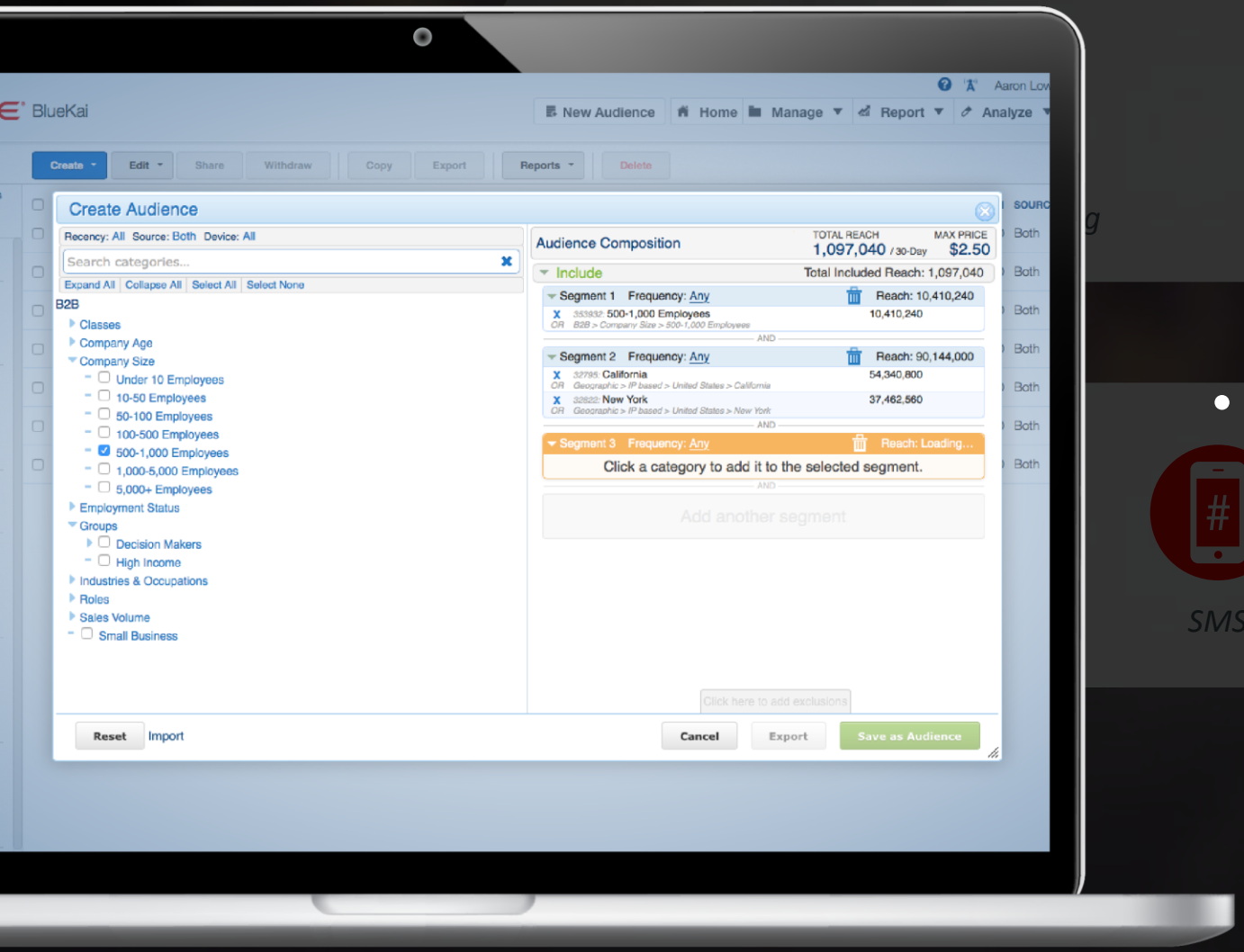
Web Testing and Optimisation

Digital Advertising

*MS

*Push

- **Test and Optimise Digital Experience for Conversion Rate Optimisation**



Web Testing and Optimisation

Digital Advertising

SMS

Push

- Aggregate **first, second and third party data** for better targeting of ads across search, display and social for improved acquisition, retargeting, analytics (lookalike modelling/audience discovery) and data monetisation

Social Relationship Management

Content Marketing

Web Testing and Optimisation

Digital Advertising

Marketing Automation

Customer Relationship Management

4 | In Summary

Personalisation is Everything (Data > Personalisation > Growth)

Embrace a Culture of Rapid Experimentation

Develop a Marketecture Strategy!

5 | Thank You

For more information please contact:

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