

Who Are Our Leads?

Presented by the Home Office
Admissions Department

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KHE 056399

Objective

- Apply your knowledge about leads and improve efficiencies in your day to day tasks

Who Are Our Leads?

- Everything on a campus or an Admissions department begins and ends with leads
- In this training we will discuss:
 - Definition of a lead
 - Lead generation
 - Basic psychology of leads

What is a Lead?

- Lead
 - Person that has contacted the campus to inquire about pursuing education
- Leads fall into two areas:
 - Media Leads – Any lead that was driven to inquire about education through any advertising effort whose cost to the campus can be monetarily quantified
 - Non Media Leads – Any lead that was driven to inquire about education through personal referrals or a grassroots marketing effort whose cost to the campus was nothing

What is a Lead Type?

- Lead type – Defines who prospects are, not how they heard about the campus
- Four Kaplan Lead Types:
 - Adult – Prospect that graduated from high school six months ago or more or did not graduate in their expected year
 - High School – Prospect scheduled to graduate in the current high school year
 - Distance – Adult or high school student who lives outside of the local recruiting area and requires relocation to attend school
 - Later Too Young – A high school junior who is not of enrollment age

Media Leads and Their Categories

- Media Categories:

- Television – Contact the campus in response to an advertisement on TV
- Radio – Contact the campus in response to an advertisement heard on the radio
- Print – Contact the campus in response to print advertisement
- Direct Mail – Based on zip code, demographic and psychographic information purchased by KHEC from various vendors
- Yellow Pages – Contact the campus by referring to the Yellow Pages for the school's information
- Internet – Prospects who search the Web for information on schools or programs and contact the school through a site sponsored by an outside vendor
- Website – Inquiries from prospects via the school's website
- Recirculated – Leads already in the database who have been retargeted via new advertising efforts.
- Specialty – Represent various types of advertising efforts that do not fall into other media categories.

Non Media Leads and Their Categories

- Non Media Categories:
 - Personally Developed Lead (PDL)/Referral:
 - PDL – Results when someone who works at the school talks to an individual who is potentially interested in the school and personally obtains the prospect's contact information
 - Referral – Results when a lead, student, or graduate provides contact information of someone interested in attending school
 - High School Comment Cards – High School presenter or High School rep from your school makes a presentation at a local high school and brings these cards to the campus as leads

Later Too Young Category

- Classified as juniors in high school
- Leads with a status of sophomore or younger should not be entered into CampusVue

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Lead Source

- Vendor specific origin of a lead
- Specific to the area of the media that produced the lead
 - Example: A local newspaper lead has a lead category of Print, but a Lead Source of “Kaplan Tribune”

Scenario One

Any lead that was driven to inquire about education through any advertising effort whose cost to the campus can be monetarily quantified which of the following?

Incorrect: The correct answer is B, Media

You must answer the question before continuing

Your answer:
 You did not answer this question completely

- A) Later Too Young
- B) Media Leads
- C) Lead Type
- D) Non Media Leads

Remember...

- A Media Lead is any lead that was driven to inquire about education through any advertising effort whose cost to the campus can be monetarily quantified

Scenario Two

Which of the following is a Non Media category?

Incorrect. The correct answer is B, PDL. Click

You must answer the question before continuing.

Your answer:
You did not answer this question completely

- A) Television
- B) PDL
- C) Print
- D) Internet

Remember...

- A Non Media lead is any lead that was driven to inquire about the school through any personal referral or any grassroots marketing effort whose cost to the campus was nothing.

Remember...

- A lead type defines who the prospects are, not how they heard about the campus

Lead Psychology

- Lead psychology describes:
 - General personality traits associated with a lead category
 - Behavior in response to advertisement
- Allows Admissions team members to customize their approach when communicating with a lead

I Want it NOW!

Impulse Leads

- Television, Print, and Radio leads are:
 - Impulsive
 - Desire instant gratification
 - Want information now
 - Live in the moment, for the moment
 - Eager to act
 - Must be transferred to Admissions Representatives quickly
 - They may lose interest and move on to something else

I've Shopped Around! Informative Leads

- Internet, Website, Yellow Pages, and Direct Mail leads have a desire for information
 - Researched many schools in their area
 - Know what they want in a school
 - 50 % of all Internet and Website leads will enroll with the first campus that contacts them*
 - Likely to move on to other competitors if immediate contact is not made
 - Must be transferred to Admissions Representatives quickly

*Source: Course Advisor, Inc.

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I Know Someone! Common Interest Leads

- PDL's and Referrals are directly connected to:
 - Prospective students
 - Current students
 - Campus employees
- Choose to attend for:
 - Positive campus experience
 - Personal campus contact

It's Time to Test Your Knowledge!

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Scenario Four

What percentage of internet and website leads will most likely enroll at the first campus that contacts them?

Incorrect. The correct answer is C, 50%. Click

You must answer the question before continuing

- A) 25%
- B) 12%
- C) 50%
- D) 65%

Your answer:
You did not answer this question completely

Remember...

- 50 % of Internet and website leads will most likely enroll at the first campus that contacts them
- More likely to move on to other competitors if immediate contact is not made

Scenario Five

What are some of the common psychological characteristics of a Television lead?

A) Impulsive

B) Desire for instant gratification

C) Eager to act

D) All of the above

Correct! The answer is

D, All of the above.

Click anywhere to

You must answer the question before

continuing

Your answer:

You did not answer this question completely

Remember...

- Television leads are:
 - Impulsive
 - Have a desire for instant gratification
 - Eager to act
 - Want information now
 - Live in the moment, for the moment

Remember...

- PDL/Referral leads result when a prospective, current, or a graduate student provides contact information of someone interested in attending school

Scenario Seven

Which of the following is a common psychological characteristic of a Personally Developed Lead or Referral?

Incorrect. The correct answer is C, Directly connected to prospective students, current students,

The correct answer is: You did not answer this question completely

- A) Impulsive
- B) Desire more information
- C) Directly connected to prospective students, current students and campus employees
- D) Eager to act



Remember...

- Personally Developed Leads and Referrals choose to attend school for reasons such as:
 - Positive campus experience
 - Personal contact at the campus
- Usually referred by a prospective student, current student, or campus employee

Scenario Eight

Which of the following is NOT a psychological characteristic of an Internet lead?

Incorrect. The correct answer is C, Internet leads are impulsive and desire instant gratification. Internet leads are informative and will most likely enroll with the first campus to contact them.


The correct answer is: You did not answer this question completely

- A) Internet leads are more likely to move on to other competitors if immediate contact is not made
- B) Internet leads have most likely researched many schools and know what they are looking for
- C) Internet leads are impulsive and desire instant gratification
- D) Internet leads will most likely enroll with the first campus to contact them

You must answer the question before continuing

Quiz

Accuracy	
Number of Quiz Attempts	{total-attempts}


[Review Quiz](#)

Summary

Congratulations! You have completed Kaplan Higher Education's
Who Are Our Leads Presentation!

- Apply your knowledge about leads
- Improve efficiencies in your day to day tasks

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