

## Website Lead Procedures

With the ever-increasing amount of Web leads we receive, it is imperative that these leads are worked in the most effective manner. The following policy is now in effect; all representatives should be aware of these changes and trained accordingly.

The DOA may use his/her own discretion on web rotation as well as web lead protection.

The National's recommendation is that you protect Web leads for 7 days as that process is bringing the best results in our company. We trust that you will make the best decision for your department.

The DOA is responsible for forwarding leads to the appropriate campus if they cannot be worked locally.

- STEP I**      **Automatic response from corporate webmaster**
- STEP II**     **Web lead is forwarded to the DOA, Executive Director and Coordinator.**
- STEP III**    **The Admissions Coordinator will immediately input the web lead into the system**
- STEP IV**     **The DOA will assign the web lead to representative.**
- STEP V**      **An attempt must be made to contact the web lead by phone within 12 minutes. *(Please keep in mind that this candidate is contacting an average of 5-7 other schools at the same time)***
- STEP VI**     **Immediately send a web response and put a piece in the mail if contact was not made after 12 minutes.**
- STEP VII**    **All web leads must be contacted 5 times within the first 2 days**

Below, please find approved email responses:

LINC0109028

**Lead with phone number:** e-mail reply upon receipt and rep to call immediately.

*I received your request for information regarding careers in the \_\_\_\_\_field. You are making an excellent choice in exploring the opportunities at (your campus). I would love the opportunity to speak with you. I will give you a call and see how I can help you.*

*Nelson  
Admissions Representative*

\* Follow e-mail with a phone call and follow LES appointment setting script. Continue to work the web lead as set forth above.

**Lead without phone number: Same day response.**

*I received your request for information regarding careers in the \_\_\_\_\_field. You are making an excellent choice in exploring the opportunities at (name of your school); I would love the opportunity to speak with you. Please call me at (School's 877 number).*

*I am looking forward to hearing from you.*

*Nicole  
Admissions Representative*

**(If prospect does not contact you by phone or e-mail)**

**Next day response:**

*I have not heard from you. I am sure that I can help you in exploring career opportunities in \_\_\_\_\_. I have taken the liberty of scheduling an appointment to meet with you on \_\_\_\_\_ at \_\_\_\_\_.*

*I am looking forward to meeting with you.*

**(Send confirmation of appointment through the mail)**

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If student no shows appointment, send the following e-mail:

*I am sorry you were unable to keep your appointment with me on \_\_\_\_\_ . I have sent you a career packet and I will look forward to hearing from you to answer any of your questions. (Business card, tri-fold, "why" fact sheet and mission statement). Keep the info very general so the prospect still has the need to schedule an interview.*

**Continue to follow up via e-mail.**

*I sent you out some general information a week ago. Hopefully, you have had a chance to view the information and formulate some questions. Please call me so I can answer those questions and give you the exciting news about the \_\_\_\_\_ field.*

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*BELOW YOU WILL FIND THE INVALID WEB INITIATIVE LEAD POLICY FROM THE MARKETING DEPARTMENT. It is very important that you return leads that fall into the following categories. You will be credited for these leads.*

**From: R -- Redacted by HELP**

**Sent:** Thursday, February 09, 2006 10:34 AM

**To:** Exec Directors: All; Directors of Admissions - All

**Cc:** Group Vice Presidents; Nat'l Directors of Admissions; **R -- Redacted by HELP Committee**

**Subject:** INVALID WEB LEAD POLICY

There are 3 main types of leads that will come into your email:

- 1) **Web Site** leads (Contact Us, Online Application, High School, Real Time Chat) or Search Engine (IJM Sponsored Listing and IJM Smart Splash Site)
- 2) **Web Initiative (WI)** leads (Cunet and Quinstreet)
- 3) **Call Center** emailed leads (i.e. Transfer and Non-Transfer) sent by USA800

As most of you know, a valid **Web Initiative (WI)** is a lead we pay for and must meet certain criteria. The lead:

- 1) Must be in your school's **territory**
- 2) Must be valid school **age** (i.e. have their HS Diploma or GED).
- 3) Must provide a way to **contact** the prospect (a valid phone number, valid email or complete address)
- 4) Must be a valid lead interested in **career education** (not tricked into being a lead by a scholarship survey or job application)
- 5) Must not be a **duplicate** lead from the past 30 days within a particular campus (note: a duplicate within CUnet or Quinstreet leads ONLY - not a duplicate between CUnet and other Web Site leads). You may still see duplicates across Web Initiatives (WI) and Web Site leads.

If any **Web Initiative (WI)** lead does NOT meet the above criteria, you may return them (by email) and we will not be charged for them. Please forward them (as many of you are already) to me via email (**R -- Redacted by** ). PLEASE also include a sentence or two stating why the lead is invalid.

**IMPORTANT: ONLY Web Initiative (WI) leads that do NOT meet the above criteria may be returned. This includes CUnet and Quinstreet. This does NOT include Web Site leads. You should not return any Web Site leads to Marketing.**

Out-of-territory and under-age and other "garbage" type leads may (and will) still come in to our Web Site. We can't filter those out - it is our public-facing School Web Site. That is why we created "gross" and "net" columns on the weekly lead sheets - so you can report the net web leads you get each week. Only invalid Web Initiative (WI) Leads should be brought to our attention because we pay for those to be valid, non-duplicate, in-territory and holders of a HS Diploma/GED from our Pay-Per-Lead Web Vendors. **All "out of territory" Web Site and Search Engine leads should be contacted just like any other bonus lead (they specifically chose your campus from a drop down).** Many times they are planning on moving to the area, may be willing to relocate, work in the area or may be contacting the school for someone else. We highly recommend (and we've done some test calls here at Corporate to prove this) that all schools contact these "out of territory" web site leads because many times they bear fruit.

REVISED 2/16/07

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