

PROSPECT JOURNEY

| | Exploration | Awareness | Evaluation | Application | Decision | Enrollment |
|-----------|--|---|--|---|---|---|
| Activity | Exploring options for a degree. | Creating list of schools to consider. | Developing final list of schools to apply to. | Applying to final list of schools. | Making final decision whether or not to attend. | Enrolling in selected degree program. |
| Concerns | <ul style="list-style-type: none"> • Do I really need this degree? • How much does it cost? Can I afford it? • Am I ready to commit to pursuing a degree? • How do I choose? • What are my options? | <ul style="list-style-type: none"> • How much does it cost? • What kind of financial aid is available? • How long will it take? • What kind of reputation does this school have? • Can I get in? | <ul style="list-style-type: none"> • What school has the best financial aid? • Which school best meets my professional needs? • Which one is going to be the best fit for me? | <ul style="list-style-type: none"> • Am I really ready to do this? • Am I making the right decision? • Will I get in? • How do I assemble all the documents I need? | <ul style="list-style-type: none"> • Which is the right school for me? • What's the best offer I've gotten? • Am I ready to do this? | <ul style="list-style-type: none"> • Did I make the right decision? • What are my first steps? • Am I really ready? |
| Barriers | <ul style="list-style-type: none"> • Lack of knowledge about degree programs. • Anxiety about online vs. in-person • Time to search • Fear of making commitment | <ul style="list-style-type: none"> • Affordability • Entrance requirements • Understanding academic requirements • Fear of online format | <ul style="list-style-type: none"> • Lack of information • Lack of understanding of options • Misconceptions/reputation • Reservations about online | <ul style="list-style-type: none"> • Lack of information • Anxiety about process • Application fees • Required tests (e.g. GMAT) | <ul style="list-style-type: none"> • Confusion about options • Difficulty in securing funding • Fear of commitment | <ul style="list-style-type: none"> • Anxiety • Fear of commitment • Misunderstanding about academic requirements |
| Messaging | <ul style="list-style-type: none"> • How a degree can advance your career. • Tangible benefits of a degree. • Degree process. • What to look for in a degree program. | <ul style="list-style-type: none"> • Our school is an accessible, affordable way to get your degree. • We'll support you every step of the way. • Our graduates do great things (success stories). | <ul style="list-style-type: none"> • Call us and let us help you decide. • Our graduates are doing great things (stories). • You can do this: we'll help. • You can afford this. • You can fit this into your life. | <ul style="list-style-type: none"> • Look at what great stuff people like you have done with a degree! • You're ready, and we're here to help you get started. • It's OK to be nervous. Let us help you through the app. | <ul style="list-style-type: none"> • Let us help you decide. We're ready to answer all your questions. • We can help you make this happen. | <ul style="list-style-type: none"> • Congratulations! We're thrilled to start your journey with you! • Here's what you need to do to get started... |
| Channels | <ul style="list-style-type: none"> • Search • Content marketing • PR/Editorial • Video (e.g. YouTube) • Display (brand) • Mass media • Social media | <ul style="list-style-type: none"> • Search • Social • Display (Direct Response) • Website • Word of mouth • Events/Conferences | <ul style="list-style-type: none"> • Email • Phone • Social media • Website • Personal contact (e.g. Open House) • Remarketing | <ul style="list-style-type: none"> • Phone • Email • Social media • Website | <ul style="list-style-type: none"> • Phone • Email • Social media • Website | <ul style="list-style-type: none"> • Phone • Email • Website • Student portal |