

International Students Program Coordinator Recommends Enrollment Resources

Noteworthy:

- Enrollment Resources helps School District 63 systemize follow-up with leads
- ER Develops a successful lead generation campaign
- Increased profile and return for SD 63 without increasing workload

As the Coordinator of a district wide International Student's Program, Phil Ohl spends a lot of time on the road. He works hard meeting students and agents around the world but did not have a system to effectively manage and follow up with these leads.

"Enrollment Resources assisted us and worked closely with us to develop a Google ad campaign complimented by a follow-up system which allowed us to enter leads into this program and then on a regular basis provide these leads with some information about our program" says Ohl.

The email tracking system developed by Enrollment Resources not only allows staff in Saanich schools to maintain contact with prospective students but also with agents. Agents work to place students in International Education programs. So, increased exposure to agents has increased Saanich School District's exposure to students exponentially.

Ohl says of the project, "We have a much better exposure with the agents; we have a presence of mind with them. With student leads the process has allowed us to increase our profile with them without requiring much of my time to do so."

When working with out-of-area prospects, whether they are in a neighbouring city, or as is often the case for Phil, the other side of the world, utilizing online materials is key. Enrollment Resources teach their clients economical ways to make today's technology work for them.

Of the teaching relationship fostered at Enrollment Resources Ohl maintains "It's definitely been a good learning experience for me in my role in terms of marketing, advertising and sales. As well as dealing with prospective clients and indirectly using the electronic means that we have with the world wide web etc."

When asked about his overall experience with the company, Ohl offers praise. "Working with Enrollment Resources has been very helpful. It has given me a better foundation with regards to how to approach the marketing and advertising scope of my job. I would highly recommend Enrollment Resources to anyone in my position."

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