How More Students Helped a Halifax Acupuncture College Pinpoint Their Ideal Students - And Bring In 150x More Qualified Leads

What if your college could reach more potential students and generate an increased flow of qualified leads?

That was the goal when More Students worked with Ian Whynacht, Marketing and Recruitment Officer at the Canadian College of Acupuncture and Traditional Chinese Medicine.

Prior to working with More Students, Ian was the only one in his office working on marketing and recruiting. He had done some social media work, gone to a few trade shows and done a few open houses. He even tried billboard advertising, radio ads and newspaper ads.

However, he wasn't getting the volume of leads he wanted.

Ian knew that he needed to work with a company who understood where the market is right now and what types of advertising are most effective in today's world.

About CCATCM

CCATCM is the only fully-recognized college in Eastern Canada for acupuncture and traditional Chinese medicine. They offer an Acupuncture Diploma program that meets provincial, national and international standards - emphasizing clinical experience and hands-on practice.

The school also offers Masters and PhD programs, through an affiliation with Guangzhou Chinese Medicine University in China. CCATCM is known for its highly qualified faculty and small class sizes.

The Solution

The team at More Students jumped right into working with Ian on training and strategy for a plan to generate more leads.

One of the first steps More Students took was to understand the ideal student for CCATCM. They used data to define exactly what that student would look like, so that they could attract the right leads to the college.

“They got as much data as they possibly could,” explains Ian, “to make sure they were able to do what they needed to do to help us.”

After looking into this data, the team at More Students worked with Ian to develop a monthly plan for social media and Google marketing. The types of students who enroll at CCATCM range from 18 year old high school graduates to mature students in their 60s, so the target market was very diverse.They developed a robust plan to target a wide range of demographics with different types of digital marketing.

“The work that John and his team have done to understand us and to tailor our ads… I can’t say enough about it. They are a good team who check in on you, stay engaged, are always revising things and making sure you feel prepared and the quality of what you are getting is there.”

The Advantages

Working with More Students offered CCATCM a lot of benefits, such as:

- More Student Meetings and Better Qualified Leads

The marketing campaign brought more students through the door for meetings, which lead to interested students moving through the process to the next step.

Yet not only has CCATCM experienced an increase in the amount of leads, the leads are also a better fit for their school. “We’ve been able to get more quality people through the door,” says Ian, “More people who are interested in starting a career in this field.”

"That's the goal of any organisation like ours - to have a number of people to be able to call. The most important thing when you're in a sales environment is to have as many touch points as possible, which is what I feel I've gotten from this."

- A Full Lead Nurture Strategy

"Not only did More Students bring their expertise, they brought a lot of training too." says Ian. More than simply bringing in leads, the team at More Students showed Ian and his team a full strategy for nurturing and converting those leads from start to finish.

"We decided how we were going to contact those leads, how to stay on top of them and nurture them." More Students helped Ian set up a tracking system to record every time lead had made contact, scheduled a meeting or enrolled. They also tracked the leads who didn't convert, recording their objections.

After all, it's not enough to simply bring in an influx of qualified leads without a plan for how to convert them afterwards. It's essential to have a system in place for organizing them, meeting with them and converting them into students.

The Results

With the marketing plan developed by More Students in place, lead generation at the Canadian College of Acupuncture and Traditional Chinese Medicine has become a breeze.

In the first month of working with More Students, CCATC saw a 150x increase in leads. Plus, four students are now in the "hopper" - the stage of the application process where they have applied and committed and are simply waiting for funding to come in.

In addition, Ian says the steady flow of leads has made his job more enjoyable.

"It makes it so much easier and so much more fun to do this job when you are able to have a lot of people to contact... It really takes a lot of stress off when you have someone like More Students working behind the scenes for you, so you can focus more on the things you enjoy."

Want to work with us to bring a steady stream of qualified leads to your college? Click here to request a custom proposal.