

# Elevate Your Grad Program Launch

## CHECKLIST

Establish Your Program as the Leading Choice in a Competitive Environment

### 5 PILLARS FOR A SUCCESSFUL PROGRAM LAUNCH

To build a successful digital marketing plan, enrollment marketing teams need a highly personalized, data-driven, and engaging experience for prospective students.



#### DATA-DRIVEN DECISIONS

Every action must be informed by data. No guessing.



#### PERSONALIZATION AT SCALE

Deliver customized experiences based on individual student profiles.



#### COMPELLING STORYTELLING

Showcase the program's value through engaging content.



#### SEAMLESS CUSTOMER JOURNEY

Provide a friction-free experience from initial inquiry to application.



#### CONTINUOUS OPTIMIZATION

Monitor, and analyze the strategy to maximize results.

### PHASE 1: PRE-LAUNCH: DISCOVERY & PLANNING

4-6 Months Prior to Program Launch



#### Data-Driven Decisions

Lay a strong foundation built on insight, not instinct.



Conduct market research and competitor analysis to understand audience demand and positioning.



Define your program's unique value proposition (UVP) that differentiates it from others.



Create 3–5 student personas capturing motivations, barriers, and communication preferences.



#### Personalization at Scale

Set up systems to deliver meaningful, individualized experiences.



Configure your CRM to track leads and segment audiences by persona or behavior.



Establish automated email and content workflows that respond to student actions.



Map key student journey stages – from awareness through application – to align messaging and timing.

Encoura combines Eduventures® research with digital audience data to identify market potential, define key student personas, and position your new program for success.

### PHASE 2: AWARENESS & ENGAGEMENT

2-3 Months Prior to Program Launch



#### Compelling Storytelling

Bring your program to life through authentic, student-centered content.



Create a mix of materials – landing page, videos, blogs, and alumni stories – to showcase program strengths.



Highlight faculty expertise, outcomes, and career pathways.



Ensure content is optimized for SEO and a seamless mobile experience.



#### Seamless Student Journey

Make it easy for prospective students to take the next step.



Use clear calls to action on your website and in outreach materials.



Launch coordinated digital campaigns (search, social, streaming, email) to reach each persona where they are.



Develop nurturing sequences that guide inquiries toward application through timely, relevant communication.



#### Data-Driven Decisions

Use data to direct your launch and measure performance.



Develop targeted paid advertising campaigns across Google Ads, LinkedIn, Facebook, Instagram, etc.



Base audience targeting on personas developed in Phase 1.



Implement conversion tracking to assess campaign effectiveness and ROI.

Encoura Digital Solutions activates targeted, cross-channel campaigns to reach your prospects, tell your story authentically, and drive qualified inquiries.

### PHASE 3: POST-LAUNCH – ENGAGEMENT & OPTIMIZATION

Ongoing



#### Personalization at Scale

Continue individualized engagement to convert and retain interest.



Leverage your CRM and marketing automation system to deliver personalized communications based on student behaviors and engagement levels.



Offer virtual campus tours, online info sessions, and one-on-one consultations with enrollment advisors.



Maintain a consistent and responsive presence throughout the decision-making process.



#### Continuous Optimization

Refine, test, and adapt to sustain measurable impact.



Monitor KPIs such as website traffic, inquiries, conversion rates, and cost per lead.



Review performance regularly and adjust creative, messaging, and targeting.



Conduct A/B testing to continually improve engagement and outcomes.

Encoura partners with your team to personalize ongoing communication, monitor performance, and continuously optimize campaigns for sustained enrollment growth.

### STRENGTHEN YOUR LAUNCH FROM INSIGHT TO IMPACT

Launching a new graduate program today means navigating shifting demand, digital competition, and heightened accountability for results. Success depends on aligning research, marketing, and enrollment strategy from the start.

### READY TO TURN THIS CHECKLIST INTO ACTION?

If you're preparing to launch a new graduate program, reach out about Encoura's **Elevate Your Graduate Program Launch: A Strategic Framework for Digital Recruitment Success** – a brand-new solution that helps you build, execute, and measure a fully integrated digital program launch strategy – rooted in data and designed for measurable results.

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