



# THE MOST EFFECTIVE FORM OF STUDENT RECRUITMENT NO LONGER CONSISTS OF HANDING OUT BROCHURES

ONLINE PERFORMANCE IS NOW THE CORNERSTONE OF A MODERN INSTITUTION'S MARKETING, COMMUNICATION AND ENGAGEMENT EFFORTS

## WHY?

The student demographic has shifted; students are now travelling from further afield, crossing state, country and even continent lines to search for the university that provides the best fit for their needs.

Today's students have more choices available to them, can access information at the touch of a button and are actively searching for the information they need to help them choose the right school.

## ONE SYSTEM TO RECRUIT THEM ALL

TERMINALFOUR's digital engagement and web content management platform provides you with a complete student recruitment solution that can completely revolutionize the way you target, connect with and ultimately recruit students.

Our system allows you to unify all your content, brand, web and social recruitment strategies in one place; making things more efficient, effective and powerful.

Our unique system is built exclusively for higher education and offers the following intuitive features that are designed to increase the effectiveness of your student recruitment efforts:

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# FEATURES

## COURSE SEARCH



Research has shown that if students can't readily find the information they need from a university website they quickly move onto the next school on their list. For this reason, TERMINALFOUR has developed a powerful course search that helps students find the courses that best suits their needs in seconds.

## EMAIL CAMPAIGNS & MARKETING AUTOMATION

Marketing campaigns are one of the most effective ways to reach prospective students. With TERMINALFOUR you can easily manage campus wide address lists, link email campaigns to landing pages create professional and targeted email newsletters, test what performs best for your institution and measure results in dashboards.



## PERFORMANCE DASHBOARDS



At TERMINALFOUR, we understand the importance of measurement which is why our performance dashboard takes central stage in our product. Our system integrates with existing website analytics packages and other third party systems and displays user friendly KPI dashboard information to system users meaning all the key information is right there in front of you. This means you know what marketing campaigns are working for you and which ones aren't.

## EASY FORM CREATOR (EFORMS)

eForms are a vital part of both the higher education website and the student recruitment process enabling you to transact with students with ease. Eforms allow students to easily request catalogs enabling your institution to turn prospects into transactions.



## SEO OPTIMIZED



Competition for students has never before been so high among universities and colleges and most of the recruitment battle is now fought online. There's no point in having a great website with an intuitive design if nobody can find it. SEO rich content is the life-blood of your website; it needs to be good quality, visible and updated regularly in order to be attractive to search engines and web searchers. TERMINALFOUR doesn't just manage your online revenue it helps drive it too by making your website more visible in searches.

## CRM INTEGRATION

The university or college website is the most common route that students take on their journey from tentative prospect to fully-fledged student member. Just like any traditional business model, universities and colleges must also track every lead to ensure that no revenue falls through the cracks. TERMINALFOUR helps you to manage your student's journey from the early stages of being a prospect right through until the alumni stage by tailoring their experience based on the content in the CRM.



## OTHER KEY FEATURES CHECKLIST

- ✓ Recruitment dashboard
- ✓ Analytics
- ✓ People finder
- ✓ Personalization
- ✓ Responsive design supported
- ✓ Digital brand management
- ✓ Campaign performance management
- ✓ Accessibility
- ✓ Multi channel publishing

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