

Effectively Using Text Messages to Increase Graduate Enrollment

How many people do you know who *don't* use text messaging? Maybe your grandparents? If you try to reach a potential student who is at work they probably won't answer their phone or email, but they will at least look at your text message.

Most of us use text messaging to communicate in personal life. (According to Pew Research)

- The average text message is read within 90 seconds
- 90% of people have a mobile device within reach 24/7
- 98% of all text messages are read

With the right text messaging system you can double or triple your response rate compared to email and phone calls.

To make your text messaging effective, it is best to use a 10-digit phone number from your area instead of a short code. An example of this would be getting a text message from a graduate school in Arizona from the phone number (480) 428-2506, instead of from a short code like 99000. A local phone number feels more personal and less like a computerized "bot" marketing blast. This by itself will increase responses.

TextAim has sent over 25 million text messages for colleges. The colleges we work with have shared their success using text communications and much has been learned about what gets responses and what doesn't. Even a text message from a short code will get some attention—but a good message that is done in conversational tones from a local phone number will have substantially higher responses. And those responses can be turned into back-and-forth conversations that lead to enrollments.

Example:

- **Good text:** Hi Dan, its Jolene from ABC University Masters Program. Still considering us for your MBA? Let's see if we are a good fit?
- **Bad text:** EARN YOUR MASTERS WITH US AND CHANGE YOUR LIFE TODAY!!!!

Graduate Programs that don't have a text messaging system using local numbers and allowing back-and-forth conversations are missing enrollments. Sending text blasts to a group of potential students only works if it leads to a text conversation that can continue on through the recruiting cycle.

Most recruits are looking at several schools. The quality of your program is of course important, but recruits remember who took the time to respond individually to them and more of that will happen by text than phone. Using text messaging allows your school to stand out from the other options for their Graduate School search.

If you would like to learn more about how to effectively use text messaging for your school, please contact us at info@textaim.com, www.textaim.com or call 877-659-TEXT (8398)