

Our 360-degree approach provides all the expertise and resources you need to find and enroll better qualified students. We'll help you customize the right mix of services to meet your unique goals.

### FEE-FOR-SERVICE OPTIONS INCLUDE:

#### Marketing Services

Find the right students for your institution – at the right time, at the right price

- **Increase** inquiries with targeted display, social, e-mail and paid search campaigns
- **Optimize** conversions with a/b and multivariate testing
- **Grow** your enrollments through custom landing pages

#### Contact Center Services

Stop just calling prospects, and start connecting with them

- **Fine-tune** your contact strategy by improving response times
- **Scale** your capabilities without having to expand in size
- **Increase** your enrollments with inquiry verification, qualification and nurturing

#### GlassPanel Inquiry Management and Analytics Platform

Manage the student prospect lifecycle with one simple, and 100% transparent, solution

- **Increase** inquiry flow and conversion through real time delivery of inquiries and attribution
- **Streamline** and ensure accuracy of data within one single repository
- **Manage** Key Performance Indicators (KPIs) to analyze performance and make more strategic decisions

#### Aslanian Market Research Services

Get the data you need to make strategic decisions

- **Learn** what potential students know and think about your institution
- **Assess** how well your current offerings match student demand
- **Offer** the degrees, certificates, licenses and courses in highest demand in your region

### ADVANTAGES OF PARTNERING WITH EDUCATIONDYNAMICS ENROLLMENT MANAGEMENT SERVICES:

- Deep experience managing digital media and enrollment management strategy and execution for higher education institutions
- Part of the industry leader in generating inquiries for hundreds of schools, agencies, and Online Program Managers (OPMs)
- Provide full transparency and ownership of data to school partners while fully collaborating on budgets, goals and strategies

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