

Get leads through Facebook, AdWords, Portals and convert them to students with WhatsApp with Elias Faethe

Venue: English UK, 219 St John Street, London, EC1V 4LY
Date: Wednesday 29 November 2017
Timings: Registration from: 10:30 | start time: 11:00 | end time (approx.): 17:00
Price: Members £175, non-members £280
Format: Interactive session that involves all participants – **please bring a smartphone and tablet/laptop with you to this session.**

Why attend this training day?

This session will show easy and affordable ways to increase student numbers. The focus will be on getting the most out of contacts already in the recruitment funnel through using WhatsApp and all its features in conversations (WhatsApp web, broadcasting, templates...) instead of e-mail. When the follow-up processes are in place and tried by the participants, we will move on to easy ways to increase the amount of leads through third parties (i.e. Google, Facebook, or portal advertisements), compare them and implement landing pages. This session will cover the process of getting leads, right through to the point when a student enrolls, in a straightforward way which will be helpful for small schools with limited resources.

Learning outcomes

Participants will be able to run campaigns on third party sites (Facebook, Google, portals) and know how best to use WhatsApp for follow-up from the generation of a lead to the point of enrolment. The session will give participants matching tools to manage every step of the recruitment funnel.

Who is this session for?

Administration staff, marketing staff, directors and principals who are inexperienced in using WhatsApp for student recruitment.

About the trainer



Elias Faethe has been involved in digital marketing for educational institutions since 2010. Back then he actively followed the rise of Facebook in recruitment processes and policies created to align communication. He expects a similar development with WhatsApp and has been monitoring this closely. Elias has consulted more than 50 education providers on the ROI of their digital marketing and evaluated the outcomes of each channel. He holds a degree in engineering and management, which allows him to bridge the gap between marketing needs and IT possibilities. Elias has held workshops and sessions on digital marketing in the UK, Europe and the US.

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