

Marketing Return on Investment at SFCC

Marketing and Public Relations

Information from CLARUS Corporation

MROI

- **Measurability**
 - **Where We Are And Where We Want To Go**
 - Where We Are – Measuring Against Historical Data
 - Where We Want To Go – Utilizing Tracking And Conversions To Enrollment
- **Determining ROI**
 - **Marketing ROI OR MROI**
 - Providing Our College An Understanding Of Our Impact On Enrollment

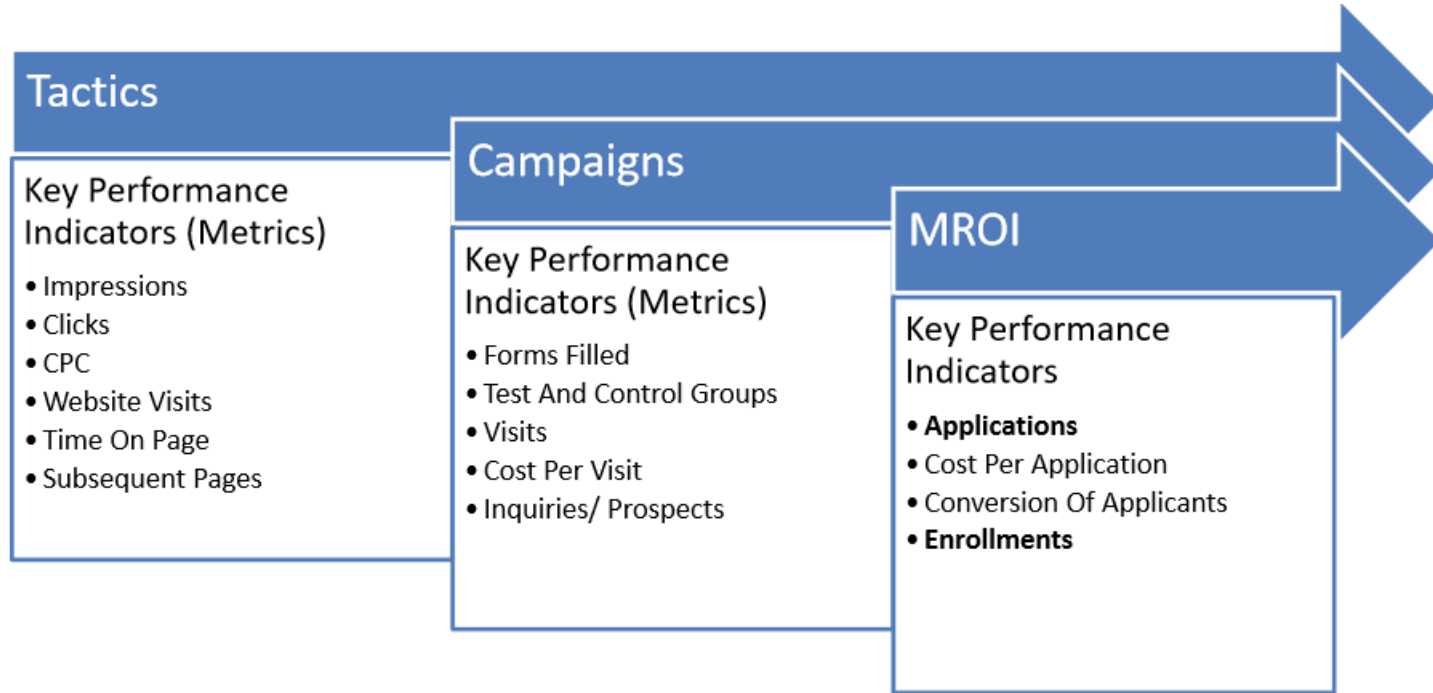
MROI: Issues to Address

- **Defining MROI - Marketing Return on Investment**
 - Calculations And Difficulties
- **Methods For Measuring MROI And Examples Of How To Do It**
 - From Simple To Complex
- **Understanding What Conversations Have To Be Had Internally At Your College To Do MROI**

MROI: Formula

$$\text{MROI} = \frac{(\text{Revenue} - \text{Cost})}{\text{Cost}}$$

MROI: Indicators



MROI: Challenges

- **Defining MROI For College Is Much More Complex**
 - **Long Enrollment (Sales) Cycles**
 - **Multiple Touch Points From Marketing And Other College Divisions**
 - **Marketing Not Responsible For Student After Application**
 - **Defining Revenue At The College**
 - **Defining Cost At The College**

MROI: Challenges cont.

- **Defining Revenue For College**
 - **Enrollments**
 - **Credit Hours Enrolled**
 - **Revenue Per Credit Hour**

**18 Enrollments x 12 Credit Hours x \$125 Per
Credit Hour = \$27,000**

MROI: Challenges cont. 2

- **Defining Costs Is Real Challenge For An Enrollee**
 - **Direct Costs**
 - Media Costs, Creative Costs
 - **Indirect Costs**
 - Creation Of Landing Page, Placing Website Codes, Etc.
 - Management Time
 - Student Services Touches (Example: Recruitment, Advising, Etc.)

MROI:

NEXT STEPS

Digital Recruitment and Marketing Strategist

Intensive Training

Interdepartmental Collaboration

Data Alignment

Strategic Planning Alignment