

5 steps for Higher Education Marketers to create effective content

We partnered with StoryFuel on tips and best practices for Higher Education Marketers to adapt their content to effectively reach current and evolving audiences.



Audit: What, if anything, should we change about our existing content?

Language:

New realities:

Add words like “virtual” and “online”

New meanings:

Avoid words like “viral” “spread” and “curve”

Calls to action:

Revise CTAs like “visit” where relevant

Imagery:

Technology:

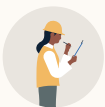
Include laptops, phones, video calls

Location:

Include students at home vs on campus

Distancing:

Avoid imagery with handshakes and crowds



Build: What new content or messaging should we be creating?

Instructional content:



Online:

Offer tutorials on tools, work from home habits, and technology



Pivoting:

Offer advice for going back to school, job hunting or changing industries



Planning:

Offer guides for deciding, applying, preparing, and more



Thoughts Leadership:

Demonstrate:

Internal experts can educate about health, wellness, business, economics, sociology, etc.





Confirm: How can we reassure and maintain the trust of our audience?

Organizational details:

- **Services:**
Confirm your availability, hours, access, etc
- **Deadlines:**
Confirm deadline for applications, testing, paperwork, payments, etc.
- **Contact:**
Specify clear contact points for questions and help

Trustworthiness:

- **Transparency:**
Explain your decisions and choices
- **Citations:**
Cite reliable sources and hyperlink to original sources
- **Experts:**
Find expertise to ask questions, quote and reinforce your points



Deliver: How should we deliver our messages for maximum impact?

Video & Live Video:



Accustomed:
Our audience is now comfortable with virtual meetings



Fewer barriers:
Working from home means less worry about video noise, timing



Connection:
Video and live are our closest proxy for face-to-face communication

Simple & Accessible:



Mobile:
Make sure content is mobile-first, optimized or friendly



Navigation:
All content should be easy to navigate on small screens



Empathize: How can we more authentically connect with our audience?

Listen:

Be responsive:

Reply quickly and anticipate questions and needs

Acknowledge concerns:

Create content that acknowledges the need for alternative timelines, balancing childcare, and dealing with health and financial struggle

Humanize:

Faces & voices:

Include real people as often as possible

Diverse experiences:

Your audience needs to see themselves in your content

When we adapt our content and messaging, we stay relevant, provide value, and deepen relationships.