Marketing through Alumni: A Lifelong Marketing Channel

Effective Marketing in Higher Education Conference

Tuesday 18th October 2011

Hallam Conference Center, London W1

The “Alumni Network”

- Diverse
- Resourceful
- Exclusive
- Transactional
- Expertise
- Networked
- Domestic – or - International
- Lifelong, Lasting, Valuable……

Alumni Play A Critical Role……

They are ambassadors

with the power and influence to strengthen institutional reputation and raise brand awareness

Communicate a Reason to Care

How do you translate institutional core values into meaningful messages to your alumni?

Lifecycle of Alumni

Current Students

Young Alumni & New Professionals (relocating often and sometimes going back home)

Mid-Career with and w/o families

Career Achievers or Changing Careers Prospective Parents and Empty Nesters

Retired and Potentially Active

Prospective Students and Legacy Families

The ROI in Building Alumni Relationships = Alumni Communicate Value

Alumni recruit other alumni volunteers

Alumni communicate status of their institution and are involved in current or future campaigns for support

Alumni market their institution as modern and which cares about its future

Alumni are involved as donors

Alumni understand the value for contributing to pipeline of support - measured in ***time, talent and treasure***

Thus.....alumni strengthen reputation and raise brand awareness

A Lifelong Marketing Channel

Thank You!

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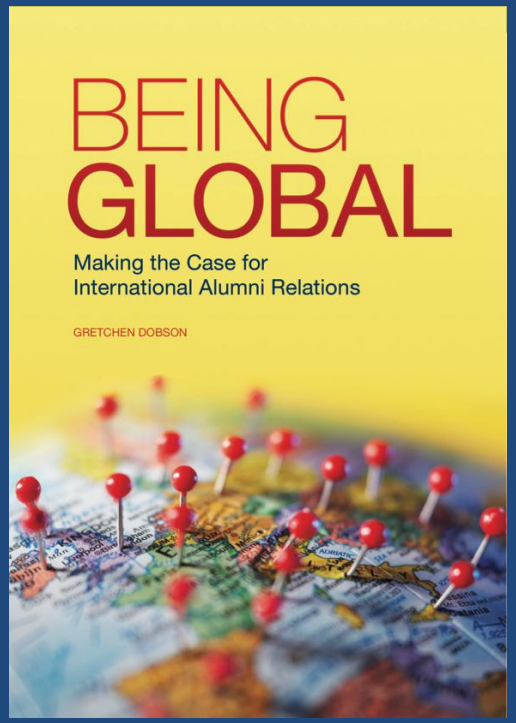

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