

The Higher Ed Marketing & Recruitment Periodic Table 1.0

Prod/Service		Promotion										Price		Place		People		Process	Evidence
what you offer your audience		the tools and tactics you use to show your audience why they need you										what your audience pays		where you are seen + engage		those who engage with your audience on your behalf		how you deliver your product/	evidence of brand and mix
1 Core Ed Learning Experience																	2 Mr Marketing/ Recruitment	3 Ca Campus/ Facilities	
4 Core Ac Academics	5 Traditional Pt Print											6 Tu Tuition Fees	7 Cp On Campus	8 Fc Faculty	9 St Students	10 Ad Admissions/ Bursar	11 Tr Testimonials/ Reviews		
12 Core Vo Vocational Relevance	13 Traditional Rt TV and Radio	14 Cl Calendar	15 Bi Billboard	16 Dm Direct Mail	17 Rs High School Road Shows	18 Cv Campus Visits & Tours	19 Cf College Fairs	20 Ps Personal Recruiting	21 Earned Pr PR & Publicity	22 An Ancillary Fees	23 Hi High Schools/ In Community	24 Sf Staff	25 Ff Family, Friends Community	26 Av Advancement	27 Mc Marketing Collateral				
28 Actual De Degree/Dip/ Cert	29 Owned Co <i>Content</i>	30 We Websites	31 Vb Viewbooks	32 Bl Blogs/ Ebook/ Newsletter	33 Gr Graphics/ Infographics	34 Vi Video	35 Po Podcasts	36 Events Wo Webinars/ Office Hours	37 Events Vt Virtual Tours & Events	38 Fd Financial Aid/ Discounting	39 On Online	40 Al Alumni	41 Ep Employers/ Biz Partners	42 Ss Stu Support + success	43 Bm Branded Goods & Materials				
44 Augmented Sv Student/Comm Services	45 Shared Sm <i>Social Media</i>	46 In FB/Instagram/ Snapchat	47 Yt Youtube	48 Tt TickTock	49 Tw Twitter	50 Os Other Social	51 Sl Social Monitor & Listening	52 Sr Advocacy Social CRM	53 In Influencers	54 Cb Cost, Revenues Margins, Profits	55 Cb Conferences/ Businesses	56 Sp Services Providers	57 Ag Agents/ Consultants	58 So Social	59 An Accreditation Trust Elements				
60 Augmented Ex Student Exper/ Brand	61 Paid Ad <i>Online Advertising</i>	62 Pp Pay-Per-Click	63 Rm Remarketing	64 Na Native	65 Pg Programmatic	66 Ot Streaming Channel Ads	67 Lp Landing Pages	68 Us User Consent	69 Em Email/Texting	70 Ps Pricing Strategy	71 Ag Agents and Resellers	72 Cu Culture	73 Go Governance	74 Sd Service Design	75 Cj Customer Journey				
76 Ms <i>Strat, Planning, Mgmt. and Opt</i>		77-82 Pg <i>Positioning</i>	83-89 Se <i>SEO</i>	90-95 Lg <i>Lead Gen + Management</i>	96-101 An <i>Metrics & Analytics</i>	102-106 Ux <i>User Experience</i>	107-111 Op <i>Other Optimization</i>	112-115 Em <i>Emerging</i>											
78 Ta Audience/ Personas		84 Ke Keywords	91 Ct Call to Action	97 Tb Traffic/ Behaviour	103 Ud User Research/ Journey Map	108 Pd Page Speed	113 Am Digital Asset Mgmt												
79 Cn Competition		85 Or Organic Traffic	92 Fo Forms + LPs	98 Go Goals + Events	104 Ud Experience/Inter action Design	109 Gc Google Search Console	114 Ch Marketing AI												
80 At Key Attributes		86 Ra Ranking Factors	93 Le Lead Scoring + Attribution	99 En Engagement	105 Ia Info Architecture	110 Ab A/B and Multi Variable Testing	115 Om Omnichannel												
81 Vp Value Proposition		88 Sc Search Schema + Featured Ship	94 Cr CRM	100 Co Conversions To Student	106 As Accessibility	111 Cv Conversion Rate													
82 Br Brand/ Branding		89 Vc Voice	95 Ma Marketing Automation	101 Cm Common Metrics															



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