

New Marketing Venues



- **Military- marketing to returning veterans**
 - One million soldiers are mustering out this coming year with educational benefits.
 - We are advertising in a quarterly magazine of 50,000 subscribers called "the Griffon". It is the magazine of 108th Training command for the US Army.
 - We will be running both program specific and branding ads in the magazine, a banner website ad, as well as the opportunity for editorial content, blogs or video on their website. www.thegriffon108.com
- **Jetspring- live chat on websites**
 - When Paskill Stapleton & Lord (Website Assistance Project at IUP) interviewed prospective graduate students and asked the question, "When looking at other college websites what features of their academic page should IUP consider to better enhance the prospective graduate student experience?", a live chat feature was one of the top answers.
 - Jetspring <http://www.jetspring.com/>, a live chat company, that offers customized solutions to answering prospective student questions. All their agents are based in the U.S. and have 4-year college degrees.
 - Jetspring develops a knowledge base from the information housed on IUP's website including your program site. They will answer any question within 15 seconds from 9am - midnight M-F and 10am - six pm Sat. Any questions that require knowledge of a more complex nature will then be forwarded to the graduate admissions' staff.
 - What's the PAYOFF? Jetspring has been able to increase conversion rates as high as 17%.
- **Hotcourses- native language international websites**
 - 25 million students use Hotcourses with 21 local websites in 14 different languages. Our markets will be Global, Brazil and India.
 - An IUP graduate studies profile page has been developed and will provide an overview for the university and the graduate school.
 - We will have 6 additional pages to highlight specific programs.
 - The advantage to this is that Hotcourses website is accessed in the student's native language. www.hotcoursesabroad.com