Ultimate Checklist

10 Tools Every Higher Ed Admissions and Marketers Need

About Concept3D

Concept3D is an interactive recruitment tool with a decade of experience.

With a focus on virtual engagement, we've been designing, mapping, and touring since 2006.

Our design services and recruitment software is trusted by over 400 Universities and Colleges across the nation.

About This Checklist

Use this as a way to grade your admissions collateral.

Each tool listed is proven to boost leads and enrollment.

Keep in mind not every school necessarily needs every item listed. Contact us to see if what you are missing is detrimental.
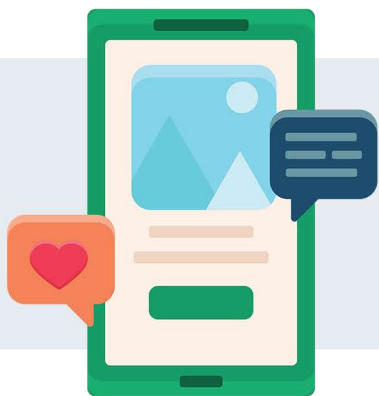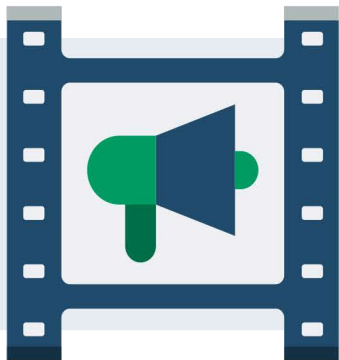
Social Media Presence

68% of students use social media to research colleges before applying. Take advantage of content that can be easily found, like pinned posts or story highlights.

CRM Tool

A way to communicate with your potential students is vital. Emails are teens' most prefered method of communication. Followed by social media and phone calls.

Video Libraries

78% of teens watched a video while researching colleges. 22% of students did so in the last 24 hours. Video is an engaging way to inform students about your school.

Paid Ads

73% of respondents remember seeing higher education ads on their phones or computer. 56% said they clicked on at least one. Perception of university ads is mostly positive, so take advantage.
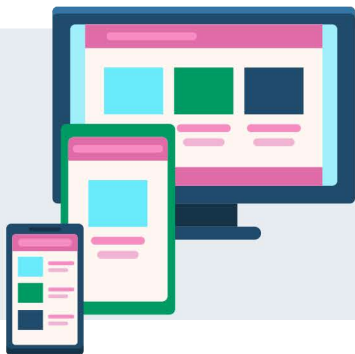
Responsive Website

Your website is the most used tool for college research, but how does it look on mobile? Having a responsive website is imperative to your prospective students' research.
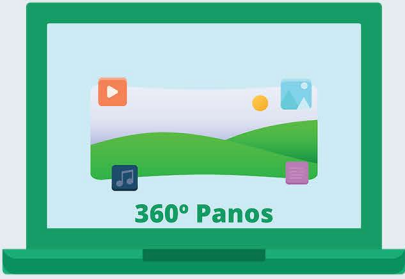
☐ ## Virtual Tour

1/10 respondents said that virtual tours were the most important action when selecting their university. 85% said they would be more likely to select a university if it had a virtual tour.

360° Panos

☐ ## Interactive Map

87.5% of respondents look at your campus map once they are accepted. Having an interactive campus map increases the time on page and can point out places of interest on, and around, campus.
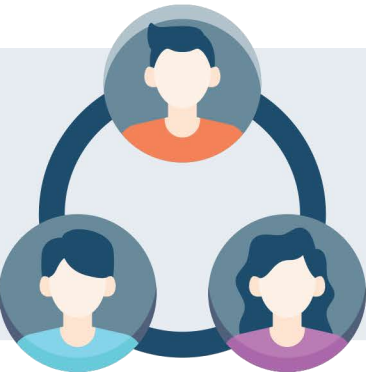
☐ ## Ways to Connect

Students overwhelmingly want to connect with future classmates and professors. Facilitating a way to make that connection will boost your student conversion rate.

☐ ## Direct Mail

70% of prospective students use direct mail and brochures to research colleges before they apply. One college credited a piece of direct mail for a 55% boost in admissions.
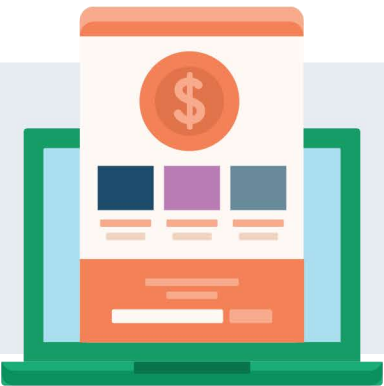
☐ ## Financial Aid Info

Financial aid is the 3rd most researched piece of media after the college's website and major information. Try adding a financial aid calculator and watch your time-on-page soar.

CONCEPT3D

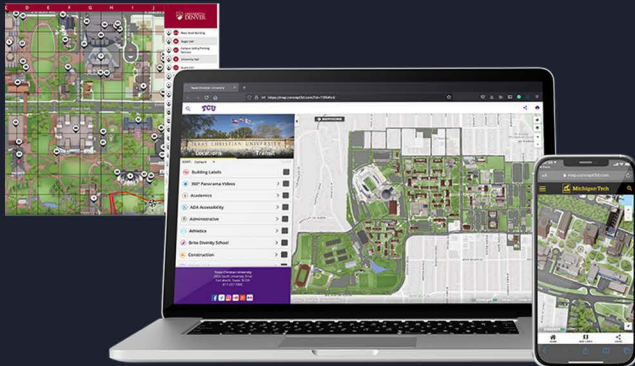# Ready to take your admissions to the next level?

Check out how our two products can be used in your admissions cycles.

Free Virtual Tour Software

Virtual tours are the hottest item in admissions recruitment. Do you have the best virtual tour software? Do you have a virtual tour?

Claim Your Free Software

3D Maps Available on All Mediums

Our Interactive 3D Maps are available on computers, mobile, print, and kiosks. See what is possible with our 3D Maps.

Request a Demo

CONCEPT3D