EBA - Final

Import from Slate → **HubSpot** → ⚙️ LC Stage = Prospects → ✉️ Engagement Email

✉️ Email Follow Up X 2 (if not visited campaign page)

Social Posts

Retargeting if they land and don't form.

Organic Traffic to Website → 🗲 Web Banner

Ads

Retargeting if they land and don't form.

🗲 Campaign Landing Page: Your Guide to Applying and Free T-Shirt

🗲 Campaign Landing Page(s): Download Resources

▤ EBA Campaign Form → 🗲 Thank you page

⚙️ LC Stage = Engaged Prospect

EBA Campaign Form

First Name

Last Name

Email

I am interested in (Dropdown of Subjects)

I am currently a (Dropdown of year of study)

Lead Nurture

✉️ Nurture 1 - Personalized intro to College. SCHEDULE CAMPUS VISIT —No engagement→ ✉️ Nurture 2 - Showcase academic and campus experience. SPEAK TO AN ADVISOR/Faculty —No engagement→ ✉️ Nurture 3 - Invitation to webinar for prospective students. SIGN UP

🗲 Campus Visit LP

🗲 Speak to an Advisor/Faculty Member LP

🗲 Sign Up for Webinar LP

▤ Form

▤ Form

▤ Form

⚙️ LC Stage = INQUIRIES

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SLATE → **Admissions Process Takes Over**