

# EXTEND YOUR ONLINE MARKETING REACH

**without overextending your department.**

When you're relying on a disparate network of vendors to meet your recruitment objectives, it can be difficult to judge the quality of inquiries and the likelihood of conversion to students. Effectively managing that complex network takes a lot of time away from executing your larger marketing goals.

As your trusted partner, it's our business to act as your agency, understand your goals, and work together to put an effective strategy and media plan into place. We centralize your vendor relations and report their efficiency through our customized technology system. This makes it easier for you to see a complete picture of your online marketing strategy and its performance, and adapt based on results.

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## TRUSTED, EXPERIENCED PARTNERS

The CUNet Inquiry Management Services (IMS) group acts as an extension of your team, giving you access to industry expertise, leading technology and best practices. We leverage our years of experience to create a marketing strategy that is based on your unique business objectives while ensuring your brand and compliance standards are met. You benefit from our experts' deep understanding of higher education and established relationships with key affiliates.

We're committed to building deep relationships with our school partners, understanding your challenges and opportunities, and developing innovative marketing strategies.

## MARKETING AND MANAGEMENT

Our marketing experts keep track of time-consuming, detailed campaign management and compliance—allowing you to focus on executing your larger strategic marketing and educational goals. We consult with you to create a custom media plan based on your specific enrollment and start goals. Your dedicated account manager will continually analyze results and optimize your campaign based on real-time performance data. We also combine aggregate knowledge and leverage our buying power from our large roster of clients to produce tangible benefits for inquiry cost and performance.

## LEADING TECHNOLOGY

Using Sparkroom—the leading enrollment marketing automation technology available—allows us to provide real-time analytics and insights that optimize campaigns with immediate results. This proprietary technology gives you a centralized view of your online marketing strategy. In addition, real-time performance reports supply you with full transparency into what's working, and what isn't.

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**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING AN INQUIRY MANAGEMENT STRATEGY THAT ALIGNS WITH YOUR GOALS.**

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