University Marketing & Outreach: Personalization Checklist

Personalization activity	Importance	Notes	Status
Student names in all communications	★★★★★		
Segmented communications based on the program	★★★★★		
Personalized outreach by geography *(e.g., country)*	★★★★★		
Behavior-triggered emails *(e.g., form fill, page visit)*	★★★★★		
Dynamic website content by geography or interest	★★★★★		
Personalized calls-to-action on program/application pages	★★★★★		
Retargeting ads based on prior behavior	★★★★★		
Personalized follow-up after inquiry	★★★★★		
Program-specific brochures or pages	★★★★★		
Basic email cadence based on funnel stage	★★★★★		
Campus visit communications that reflect registered interest	★★★★★		
Tailored scholarships and awards communications	★★★★★		
Parent-specific messaging in yield communications	★★★★		
Personalized video messages or viewbooks	★★★★		
Chatbot or live chat triggered by program interest	★★★★		

Personalization activity	Importance	Notes	Status
Peer-to-peer ambassador matching based on geography or program	★★★★		
Personalized financial aid estimates or calculators	★★★★		
Smart forms that remember past interactions	★★★★		
SMS/WhatsApp/WeChat message tailored by stage and/or country	★★★★		
Social media retargeting with program-specific content	★★★★		
Personalized orientation content (e.g., travel, housing, cultural prep)	★★★★		
AI-powered "next best step" communication engine	★★★		
Multilingual landing pages	★★★		
Fully customizable applicant portals (content varies by interest/profile)	★★★		
Personalized drip campaigns based on predicted yield scores	★★★		
Personalized print mailers with QR codes	★★★		
Use of predictive analytics for student support and conversion	★★★		
Personalized peer testimonials and faculty messages by interest	★★★		

Ready to upgrade your student outreach program? Get in touch with an Explore representative today