



ES Value-Based Services Suite

EDUCATION STRATEGY, LLC.

15419 Snowhill Lane

Centreville, VA 20120

v: 703.815.1924

f: 571.522.1924

e: info@educationstrategy.com

www.educationstrategy.com

Services Overview

ES-Full-PartnershipSM

(our most sought after option)

Ready to move into the adult and online marketplace but budget and resources are of great concern? An ES-Partnership is the rapid deployment of Education Strategy services including the ES-RainMaker™, ES-ConversionManager™ and ES-Market-Ready Curriculum™ products and services leading to guaranteed enrollments in 90 days. This is a unique relationship where Education Strategy offers its services and curriculum at our risk with no payment until your institution is up and running with new enrollments. Therefore, the Full-Partnership is self-funding.



ES-Market-Ready Curriculum™

(stand-alone)

Do you believe that you already have the lead generation and back-end systems in place to handle the adult learner, but are now ready to expand curriculum? The ES-Market-Ready Curriculum (stand alone) is available to you for direct purchase and immediate deployment. All curriculum includes accelerated classroom, blended and online. Access to our online faculty workshops is included.

- MBA or Master of Arts in Strategic Leadership (MASL) – complete program 39 credits
- Organizational Management (OM) – 48 credit degree completion (BA/BS)
- Health Care Management (HCM) – 48 credit degree completion (BA/BS)

ES-RainMakerSM

Your institution already has curriculum in place but now you need it to perform. Our clients target at least a 12% increase in enrollment prospects within their first year of following the implementation of RainMaker strategies. ES-RainMaker will evaluate your front-end processes, help you design new marketing strategies and develop benchmarked sales force methodologies to handle the incoming leads from generation sources and convert to qualified applicant status.

ES-ConversionManagerSM

The returning adult learner is a shopper. The veracity and response cycle time of internal systems are critical to pulling the shopper off the market and into a relationship with your institution. This process is critical to success and retention of the lead into a fully matriculated status. The ES-ConversionManager will evaluate your big-three systems (Financial Aid/Registrar/Student Accounts) and help you move through a strategic change initiative in order to nurture and convert the qualified applicant to a fully matriculated status following best-practices.

ES-LeadGeneratorSM

(coming soon)

Are you ready to outsource data-driven lead generation and qualification for your adult programs? Education Strategy is developing new online marketing channels capable of generating qualified leads with a high prospect of inquiry to your program offerings. This service is based upon new student profile analysis, and centralized call-center response mechanisms designed to present you with fully-vetted qualified adult-learners who have already expressed an interest in your programs and institution. Stay tuned for this exciting rollout of services leading to targeted enrollment growth.