



How to Attract More Applicants



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Here's your problem...

Faced with the current or potential threat of decreased enrollment, you need an effective marketing plan to attract more applicants to your program.

You may also be trying marketing strategies, but not seeing the results you are hoping for.



An introduction...

Since 2020, helped 20 programs increase enrollment through awareness marketing campaigns.

Since 2010, supported 2,000 applicants through our admissions coaching program and understand how applicants make program choices.

Since 2009, used effective digital marketing strategies to build a 7-figure online business.

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As featured in...

Marketing your program is complicated...

- Limited marketing support or budget
- More competition among programs
- Less applicants
- Wasted resources on strategies with poor ROI
- Doing the same thing and hoping for better results
- Generational changes in communication style
- Digital marketing learning curves
- Declining college enrollment nationwide
- Programs at risk of getting shut down (jobs at risk)



WARNING: Listing off all the facts about your program is not a marketing plan.

Agenda

- ✓ 3 Strategies to “Sell” your Program
- ✓ The Applicant-Attracting Marketing Plan
- ✓ How We Can Help

You will learn how to create a marketing plan where applicants will be more likely to...

- believe that you can help solve their specific problems
- connect emotionally to your program through story
- feel more ready to take the next step towards applying
- trust that your program is a great fit for them
- apply to your program
- rank your program as their top choice

3 Strategies to "Sell" your Program to Millennial and Gen Z Applicants

How can your program solve these problems?

- How is this going to help me get the job I want?
- Is it flexible to meet my interests or my life situation?
- Can it help me launch my career in a specific specialty?
- Does it give me the opportunity to work on the side?
- Does it provide unique rotations or professional development opportunities?
- Is this going to be a good fit for me? Will I feel like I belong? (Non-traditional applicants)
- Will I like living there?
- Do current and past interns enjoy the program?

They are not deciding based on facts and figures about the program alone.

#1. Make applicants the “hero”

Who is your ideal applicant? Get specific.

What type of applicants do you already attract to your program?

What problems can you solve for your interns? (That other programs don't.)

What kinds of transformations do your interns experience?

What would their life look like after completing your program?

What type of career do they want?

–Consider increase in career changer applicants

Action Step: Talk to your current and past interns and ask them 1-2 things that made them want to apply that other programs weren't offering.



#2. Position your program as the “guide”

How you will solve their specific problems?

How can you create transformation?

Why should they choose you?

Make this clear and easy to understand. If you confuse, you lose.



#3. Elicit emotion with “frosting” stories

“Same cake, different frosting”

What is your “frosting” story?

A fact wrapped in a story is 22-times more memorable.

-Psychologist Jerome Bruner

- Video, peer-to-peer stories
- Help applicants feel like they could “belong” and “fit in”

Action step: Create a plan for intern-generated content, video preferred (2-5 minutes) with guided questions.



Summary

- 1. Make applicants the “hero”**
- 2. Position your program as the “guide”**
- 3. Elicit emotion with “frosting” stories**

The Applicant-Attracting Marketing Plan

The Applicant-Attracting Marketing Plan

Take prospective applicants through a journey to build trust and make your program their top choice.

1. Awareness
2. Lead Generation
3. Sales Funnel
4. 1:1 Meeting (optional)



#1. Awareness -

Website, Open House, Dedicated Email, Social Media

- Initial stage - “meeting” you for the first time
- Get them to take the next step only (Lead generator step) - don't need to ask to apply
- Prioritize the transformation they are looking for (hero/guide/frosting story)

Introduction template:

- Make the applicant the hero
- Define your applicant's problems
- Be a guide with a solution
- Create a clear plan
- Include a clear call to action
- Discuss the potential for failure
- End your story with success

show you understand them
the ones that you can solve
your "frosting"

how intern transforms
lead generator

what they might miss out on
intern stories with "frosting"

Program Website Mistakes:

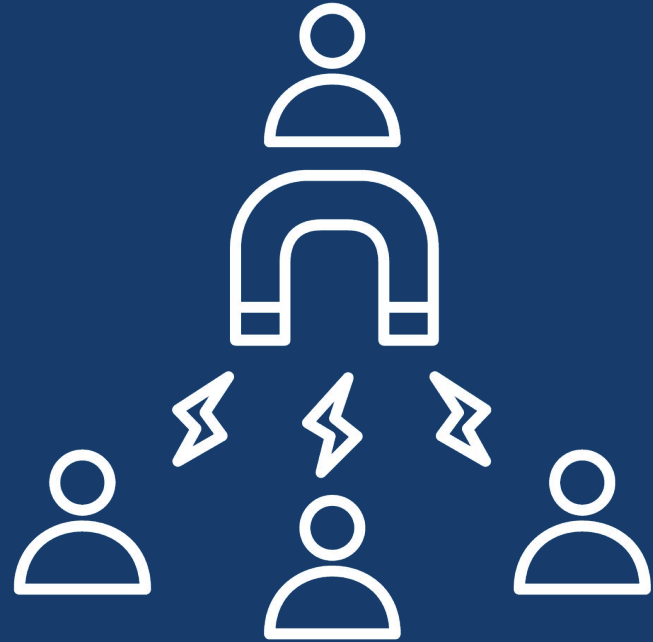
- No video
- Not speaking TO applicants (“You”)
- Too wordy or disorganized
- Not including your “frosting”
- No lead generator to capture emails



#2. Lead Generators

- Capture email in exchange for value*
- Identifies your interested applicants
- Attracts new applicants
- Positions you as guide that cares about their problems

*Make it easy to get!



Lead Generators Examples

- Preceptor Contacts Database
- Intern- Generated Newsletter
- Preceptor Search Training Video
- Financial Management Spreadsheet or Resources
- Top 5 Ways to Stand Out According to Director PDF
- Rotation Sites List
- Day in the Life Videos
- Meet the Director Video
- Past Intern Profiles - Where They are Now Ebook
- Open House Link (register to view recording, so you can get email!)

#3. Sales Funnel

Build trust through a communication plan via email marketing to your lead generator list.

1. Share the lead generator
2. The problem they have that you solve
3. Credibility and testimonials via story
4. Objection and how to overcome it
5. Applicant FAQs
6. Frosting Story (1-3 emails)
7. Call to action - Apply to program
8. Urgency (Application Deadline)



#4. 1:1 Meeting

- With any program representative
- Mentorship and authenticity
- Guide them through the decision
- Use the hero/guide/story strategies
- Send a form beforehand and an agenda (helps student know what to expect)
- Follow-up communication plan



Summary - Applicant-Attracting Marketing Plan

1. Awareness
2. Lead Generator
3. Sales Funnel
4. 1:1 Meeting

=PROGRAM GROWTH!

**How Can We Help You Attract
More Applicants?**

Please Take the Marketing Survey:
allaccessdietetics.com/marketing-survey



Learn more about Program Marketing
allaccessdietetics.com/program-marketing



Thank you!

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Program Marketing Opportunities

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