

CHANGING MINDS

The Science Behind
Conversions



UBIQ.



INTRODUCTION

It's fair to assume you do what you do because you believe in the impact your school can make. You want to connect with more families to drive meaningful change in their lives and the world.

To do that, you have to reach them. But, many families visit your website and never convert. And most never make it to your website in the first place.

You need to change their preconceived notions about the value of the education you provide. Even for higher-income families, the cost will require a lifestyle tradeoff. And the competition for their money is fierce, given the extremely targeted marketing coming from all kinds of businesses.

In this eBook, we'll dive into how you can make an impact.

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INFLUENCE YOUR AUDIENCES AND GUIDE THEM THROUGH PRE-CONTEMPLATION, CONTEMPLATION, AND ACTION TO DRIVE MORE CONVERSIONS.

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PART 1 | CHANGING MINDS

Behavior change marketing combines psychology, sociology, and communications -- not only to change your target audience's mind but also their behavior.

Think of it as a friend evaluating your choices and constantly reminding you of the better choice, the healthier choice, the safer choice – a sort of conscience nudging you in a specific direction.

It can be powerful.



THE POWER TO DRIVE A SALE

Proposing with a diamond ring results from a marketing campaign launched by De Beers in the 1900s. The campaign was born out of a time of austerity, where big spending was considered irresponsible. Rather than conform to societal norms, De Beers determined that they needed to link the process of buying a diamond ring to an emotional experience.

Their campaign slogan is 'a diamond is forever.'

To save 20 percent off to \$100
To save 20 percent off to \$200
To save 20 percent off to \$500
To save 20 percent off to \$1,000

The miracle of love
A girl's joy, flowering like a rose, is radiant and full in the
lovely miracle of love awakening. And for her a star,
Missing bright as her dreams, will recall this moment always.
Her engagement diamond, fair spark of eternity,
reflects the light of her happiness in changeless splendor,
and treasures its tender message of love until the end of time.

Remember, color, cutting and clarity,
as well as carat weight, contribute to
a diamond's beauty and value.
A trusted jeweler is your best adviser.
Extended payments can usually be arranged.

a diamond is forever

De Beers Gemstones of America, Inc.

In April, 1948, jewelry throughout the country was asked to the advice of that the grade engagement diamonds recommended in the weight column. This result is a range of prices, varying according to the quality offered. Ordinarily the above are higher prices, and feature the finest weight above all diamonds.

THE POWER TO REDEFINE A STEREOTYPE

"Strong Is the New Pretty" is a best-selling book by photographer Kate T. Parker that features a collection of photographs of girls and young women engaged in various activities, including sports, dance, and other physical activities.

It has significantly promoted positive body image, self-acceptance, and empowerment among girls and young women and challenged traditional notions of beauty and femininity.



THE POWER TO INSPIRE ACTION

Nike's "Just Do It" campaign has become an iconic example of behavior change marketing over the past three decades. By inspiring people to push their limits, overcome obstacles, and be active, Nike has encouraged people worldwide to adopt exercise and fitness.

More recently, Nike has used this campaign to support the fight for racial equality-- changing the "it" of "Just do it" from fitness into activism.



"You do not change people's minds by defeating them with logic."

HERBERT SIMON

Smoking
know the facts

Smoking causes **90%** of all lung cancer

Every day more than 6 people die in Northern Ireland from smoking-related illnesses

Babies exposed to second-hand smoke are **3 times** more likely to die from cot death.

Smoking increases the risk of blindness

NHS

Your smoking harms your child.

Over 90% of cigarette smoke is invisible. So no matter how careful you are, they still breathe in the harmful poisons. If you could see what's really there, you wouldn't smoke.

Text BREATHE to 63810 for a free Smokefree Kit or visit smokefree.nhs.uk

SMOKEFREE

It's about FEELINGS.

This makes the facts feel personal.

Rather than blaming the cigarette, the smoker is held accountable for the devastating consequence of the behavior-- harming their child.

This is how to change behavior.

SIX FACTORS THAT INFLUENCE CHANGE

01 MOTIVATION

When people acknowledge the need for change and possess a strong drive to make it happen, they are more likely to be open to modifying their behavior. Conversely, if they lack motivation or don't have a compelling reason to change, the process will be much more challenging.

Various factors, including personal goals, values, desires, and aspirations, can influence motivation. Intrinsic motivation stems from within and is typically more enduring and sustainable than extrinsic motivation, which is based on external rewards or consequences. It's crucial to establish clear goals, recognize the benefits of change, and find personal significance in the desired behavior to boost intrinsic motivation.

02 BELIEFS AND ATTITUDES

People's beliefs shape their thoughts and convictions about the world and themselves. Positive beliefs can encourage us to change and see the benefits of doing so, while negative beliefs can hinder our progress. To increase the chances of behavior change, it's important to challenge limiting beliefs and foster positive ones.

Attitudes are evaluations and judgments about behaviors. Positive attitudes towards desired behaviors can motivate individuals to adopt and maintain them, while negative attitudes can act as barriers. Changing attitudes involves creating awareness about the benefits, providing credible information, challenging misconceptions, and addressing emotional barriers.

03 EDUCATION AND AWARENESS

By comprehending the motives for wanting change, the probable advantages and drawbacks, and the feasible approaches, we can gain the confidence to make informed choices. The provision of education, reliable information, and awareness drives can significantly encourage behavioral alterations. Enhanced understanding and consciousness can enable us to recognize the significance of change and make deliberate decisions.

04 ENVIRONMENTAL FACTORS

Accessible and supportive environments make it easier to adopt and maintain new behaviors. For example, if someone wants to start exercising regularly, having a nearby gym or park, suitable workout clothes, and a supportive workout buddy can make it more likely for them to follow through. On the other hand, environments that are not conducive to the desired change, such as a workplace that promotes unhealthy eating habits, can pose challenges. Modifying the environment, seeking out supportive spaces, or creating cues and reminders can help align the environment with the desired behavior.

05 EMOTIONAL FACTORS

Positive emotions such as joy, excitement, and pride can enhance motivation and reinforce desired behaviors. Conversely, negative emotions like fear, anxiety, or frustration can hinder change. Emotional regulation and management are crucial for successful behavior change. Strategies such as identifying triggers, developing coping mechanisms, practicing self-care, and seeking support can help individuals navigate and regulate their emotions during the change process. Addressing emotional factors can contribute to a more balanced and sustainable approach to behavior change.

06 SUPPORT AND SELF-EFFICACY

Having people who believe in and encourage the desired change can provide emotional support, practical assistance, and accountability. Support can come from family, friends, colleagues, mentors, or support groups. Sharing progress, seeking advice, and connecting with others who have similar goals can create a sense of belonging and make behavior change feel less daunting.

High self-efficacy increases the likelihood of behavior change, as individuals feel confident in their capability to overcome challenges and persist in their efforts. Building self-efficacy involves setting realistic goals, breaking down the behavior into smaller achievable steps, celebrating successes, and practicing self-care to maintain motivation and resilience.

IS THIS ON YOUR SCHOOL'S HOMEPAGE?



18%

International
Students



11:1

Student to Teacher
Ratio



100%

College
Matriculation



10 yrs

Average Tenure
of Faculty



21

Varsity Sport
Teams



\$2.9M

Annual Financial
Aid Awarded

If so, you're not alone. Look at most independent school websites, and you'll see something similar. It's important to note:

- They don't tell a story
- They don't change behavior
- They are easy for competitors to dispute

WHAT PUBLIC SCHOOLS HAVE TO SAY ABOUT IT

Parents researching schools can do a simple Google search, "*Is private school worth the money?*" and find articles like [this](#) from Public School Review. The article specifically calls out the "supposed benefits" of private schools-- which tend to be those stats on your homepage.

Also, public school districts are increasingly employing those same stats on their home pages. So while you may want to use stats to present FAQs in a visually appealing way, they are not an effective way to differentiate on your homepage.



THE "SUPPOSED" BENEFITS OF PRIVATE SCHOOL

- More academic opportunities
- Dedicated teachers and staff
- Smaller class sizes
- More extracurricular activities

PRIVATE SCHOOL? NO WAY!

Let's be honest about what many parents think about "private schools."

Common perceptions (valid or not) might prevent a prospective family from ever engaging with you in the first place.

So, it's essential to step back and think about what families need and how to tell your story.

01 We can't afford it.

02 It's not worth it.

03 Our local school is good enough.

04 We wouldn't fit in.

05 It's just for rich kids.



IT'S TIME TO REFRAME YOUR VALUE

To change perceptions, to reach more families, increase applications, and ultimately yield, you need to rethink and reframe your school's value. It's not about your stats, rather, it's about the specific problems you solve, how you solve them, and your story.

In other words, how can you help parents see things differently?

Of course it's different for different schools, but here's one example:

Fewer than half of young people are on track to acquire the skills needed to prosper in work and life.

WORLD ECONOMIC FORUM

The world economic forum frequently presents the skills that kids are going to need in the future as many jobs become obsolete. And the future they're talking about is **2030**.

Give that some thought.

- Do most parents even know this?
- Is their local school still "good enough"?
- How can you help?
- What does the future look like for your students?



-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

Source: Future of Jobs Report 2020, World Economic Forum.

PART 2 | THE STAGES OF BEHAVIOR CHANGE

Behavior change is a complex process that requires a thorough understanding of human psychology and decision-making. As marketers, it is important to be familiar with the stages of behavior change to effectively influence the attitudes and actions of our target audience.

Let's explore the various stages of behavior change and how you can use this knowledge to design effective campaigns and strategies.

Whether you are looking to impact enrollment, encourage donations, or launch a new offering, understanding the stages of behavior change is an essential skill



STAGE 1 | PRE-CONTEMPLATION



WHAT PRE-CONTEMPLATION LOOKS LIKE

During this stage, individuals are not actively considering or intending to change their behavior. They may be unaware of the need for change, in denial about the negative consequences of their behavior, or resistant to the idea of making a change. They may exhibit:

- **Lack of awareness:** They may not recognize or acknowledge the problem associated with their behavior.
- **Defensiveness:** They may resist or dismiss feedback or information that suggests the need for change.
- **Ambivalence:** They may have mixed feelings about the behavior change, experiencing both pros and cons.

MARKETING IN THIS STAGE



Awareness Campaigns

Develop targeted awareness campaigns that educate them about the problem. Advertise across various channels, and leverage engaging storytelling and statistics.



Behavioral Framing

Emphasize positive outcomes, align the change with existing values or desired self-identity, and showcase the change as a solution to a problem or a way to reach goals.



Engaging Visuals & Content

Capture attention and maintain interest with eye-catching graphics, relatable personal stories, and bite-sized content delivered through social or blogs.

Note: This is *not* the time to pitch your school as the solution.

STAGE 2 | CONTEMPLATION



WHAT CONTEMPLATION LOOKS LIKE

Ideally, you get them to contemplation. This is when they become aware of a problem with their current behavior but haven't committed to changing it. They are in a reflective and evaluative mindset, gathering information, considering motivations, and assessing the feasibility and desirability of the change.

It's important to note that they may still have doubts and are not yet committed to taking action. They are in a transitional phase, considering the possibility of change and exploring their motivations and options.

MARKETING IN THIS STAGE



Educational Content

Address questions and concerns with accurate information about benefits and positive impact, address common misconceptions, and offer case studies and testimonials that illustrate positive outcomes.



Tailored Messaging

Highlight the relevance of the change to their specific goals and aspirations, emphasize alignment with their values, address barriers or challenges, and provide solutions or strategies to overcome them.



Social Proof and Peer Influence

Share stories from those who have made the change, encourage connections with others who are contemplating or have already made the change, and highlight the prevalence of change within their social circles or broader community.

STAGE 3 | CONVERSION



WHAT CONVERSION LOOKS LIKE

In the conversion stage of behavior change, individuals have decided to take action and actively engage in changing their behavior. They have moved beyond contemplation and are committed to implementing the desired behavior change. Here are some characteristics of individuals in the conversion stage:

- **Action-oriented:** They have a clear plan and are committed to following it.
- **Persistence and resilience:** They remain determined and find ways to overcome barriers, staying committed to their goals.
- **Seeking support and accountability:** They actively seek out support systems, whether it be through involving friends, family, support groups, or seeking professional assistance.

MARKETING IN THIS STAGE



Persuasive Messaging

Motivate them to take action with you with your own social proof and testimonials. Leverage virtual tours, online visit scheduling. Build clear calls to action and set SMART goals with specific steps and deadlines.



Practical Tools and Resources

Offer up step-by-step guides that make it easy to navigate the process, and provide access to online resources that make the change convenient and accessible. Leverage dynamic online application and enrollment checklists that show them their progress.



Community Engagement

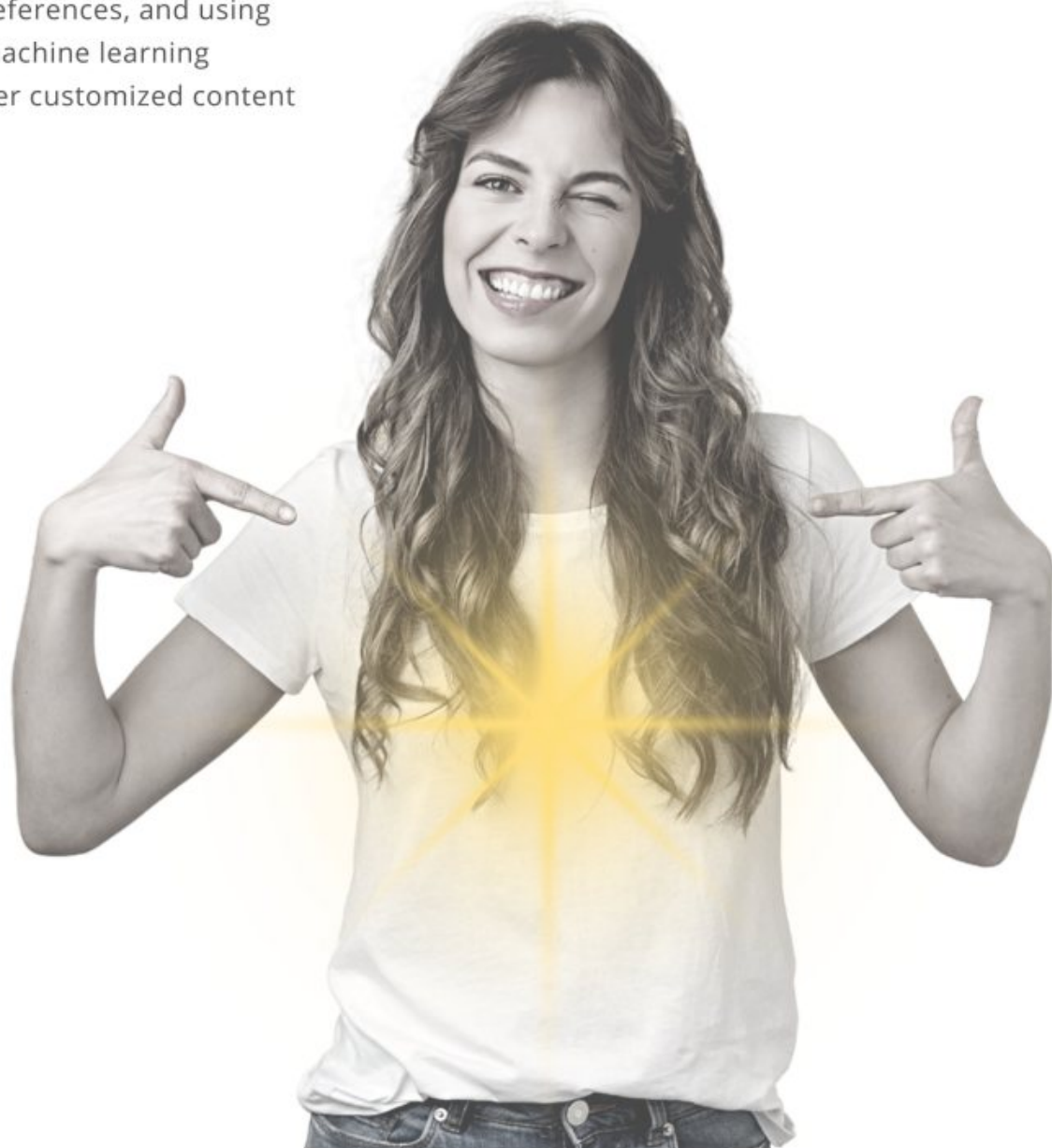
Establish online forums, social media groups, and connections to references. Organize events, workshops, and meetups. Encourage your community to share stories and testimonials to inspire others.

PART 3 | PERSONALIZATION

Personalization refers to the practice of tailoring your marketing efforts to individuals based on their specific characteristics, preferences, and behaviors.

This can be achieved through various methods, such as segmenting constituents into groups based on shared characteristics, using data and analytics to understand and anticipate their needs and preferences, and using technologies like machine learning algorithms to deliver customized content and experiences.

THE GOAL: create more relevant and meaningful interactions with your constituents to increase inquiries, applications, selectivity, yield, retention, donations, referrals, and, and, and...



WE LIVE IN A WORLD OF PERSONALIZATION

Marketing personalization has become increasingly prevalent as businesses seek to create more targeted and effective marketing campaigns. In turn, consumers expect it.

Engagement	72% of consumers say they only engage with personalized content. 74% feel frustrated when content isn't personalized.
Conversions	targeted content leads to a 10x increase in conversions
Loyalty	66% of consumers are willing to pay more for a better experience
Competition	89% of digital businesses invest in personalization

74%

feel **frustrated** when website content isn't **personalized**

HELP!



NOW IS THE TIME TO GET PERSONAL

Given these new expectations when it comes to personalization, it's crucial to make it a core part of your school marketing efforts.



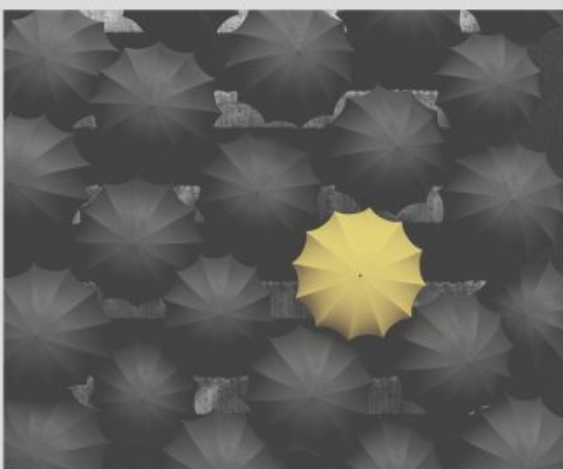
Step 1 | **Observe Your Audience**

Regardless of their stage of behavior change, you need to understand your audience. Only then can you create content that speaks to them personally.



Step 2 | **Group Core Visitors**

The easiest way to start is to List your core visitor groups (e.g., prospects, current families, donors, job seekers, etc.)



Step 3 | **List Key Personas**

Then list the different personas within those groups, and highlight your key personas (e.g., full pay, financial aid, athletes, special needs, first-time donors, upper school parents, and so on.

DESCRIBING YOUR PERSONAS

A persona is a fictional character representing a group of users or customers with shared characteristics, behaviors, and goals. Personas are often used in user experience (UX) design and marketing to help businesses understand the needs and motivations of their target audience.

The data behind personas is typically collected through market research, surveys, focus groups, and customer interviews. This data is used to create detailed profiles of the target audience.

TYPES OF DATA NEEDED

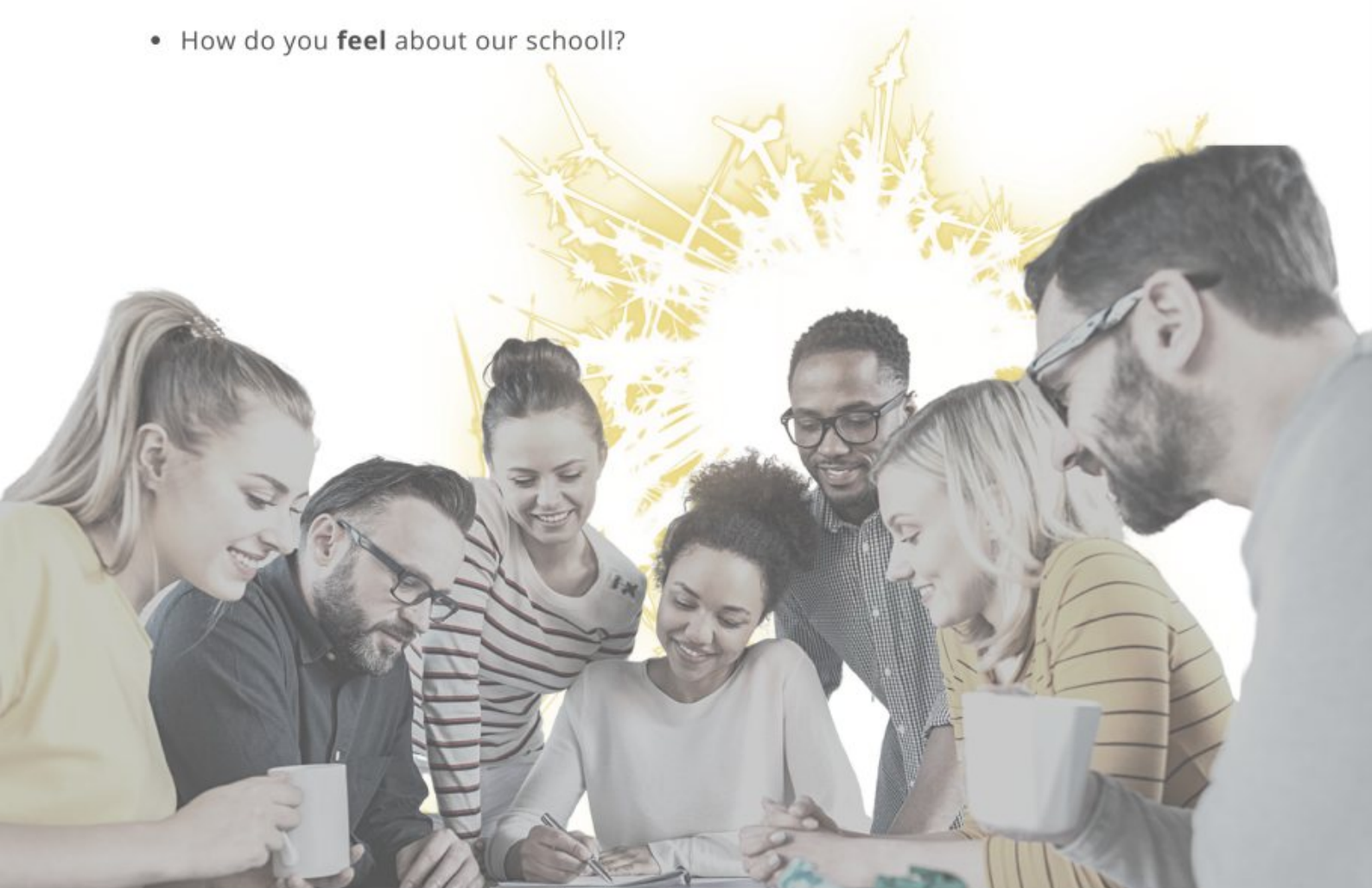
- **Demographic information:** This includes information on factors such as age, gender, income, education level, and location.
- **Attitudinal data:** This includes information on users' attitudes, values, and beliefs, such as what they care about, what they want from a product or service, and what motivates them.
- **Goal-related data:** This includes information on users' goals and objectives, such as what they hope to accomplish by using a product or service, and what problems they are trying to solve.

 Demographic	 Attitudinal	 Goal-Related
Who? <ul style="list-style-type: none">• gender• ethnicity• ages• income• location	Why? <ul style="list-style-type: none">• likes/dislikes• values• affinity groups• lifestyle• buying behavior	How? <ul style="list-style-type: none">• goals & objectives• problems that need to be solved• outcomes and accomplishments

A CLOSER LOOK AT FOCUS GROUPS

When it comes to understanding your audiences, one method that can be very effective for finding psychographic data is a focus group. Ideally, this should be an unbiased audience that closely aligns with your target persona.

- What are your **needs and wants**?
- What are your top **priorities**?
- What are some of the biggest **challenges** you face?
- What kind of **research** did you do when evaluating schools?
- What do you think of our **brand** and messaging?
- How do you **feel** about our school?
- What **other school options** are you aware of and how do they compare?
- Would you **invest** in education like ours?
- How do you feel about our **cost** of tuition?
- **Why** did you choose a different option?



PERSONA JOURNEY MAPPING

Journey mapping is a great way to understand and document the experiences, emotions, and behaviors of your different personas as they interact with your website. The process can give you insight into your personas' perspectives and identify opportunities for improvement across their journey.

When you understand the customer journey, you can identify pain points and areas for improvement, develop targeted messaging and content, and optimize the customer experience to drive desired outcomes.

To create your own, think about where your audiences are, the key messages you want to get across, and what you want them to do on your website.

Use the template below to map out each of your core personas! Don't forget to incorporate the stages of behavior change!

Journey Stages	ATTRACT Why do they even start the journey?	INTERACT Why would they trust us?	ENGAGE How can they feel successful?	CONVERT Why would they tell others?
ACTIONS What does the customer do? what information do they look for? What is their context?				
NEEDS What do they want to achieve or avoid?				
TOUCHPOINTS What part of your website/social do they interact with?				
FEELINGS What are they feeling? (Use and emoji!)				

PART 4 | TECHNOLOGY

Technology has revolutionized the way we live, work, and interact with the world around us. In recent years, it has also emerged as a powerful tool for behavior change marketing.

By harnessing the potential of technology, behavior change marketing can reach larger audiences, provide personalized experiences, and deliver real-time feedback, ultimately increasing the effectiveness and impact of behavior change initiatives.





LIQUID EXPECTATIONS

Customer expectations are fluid across industries & the bar is sky high.



Parents will compare your school's digital experience, not just against another school, but against anywhere they spend money.

Liquid expectations are all about how our standards and expectations are shaped by the different experiences we have in our lives. Thanks to technology and global connections, we're exposed to various industries' products, services, and experiences.

And guess what? It affects how we expect things to be in other areas too! If we have a great experience with a super user-friendly mobile app, we might expect the same level of smoothness and convenience in other aspects of our lives, like healthcare or transportation.

Today, most brands are leveraging sophisticated tools for their digital experiences. Let's dive into some of the tools they're using.

WEBSITE BEHAVIOR TRACKING TOOLS

Here are some specific examples of tools you can use to understand the behavior of your audience on your website:

- **Web analytics tools:** Google Analytics is a widely used tool that provides a range of insights into website traffic and engagement. It can help you track the number of visitors to your website, the pages they visit, how long they stay on the site, and more.
- **Heatmap tools:** Crazy Egg and Hotjar are two popular heatmap tools that can help you understand where people click, scroll, and hover their mouse on your website. These tools can provide insights into which areas of the website are most engaging for visitors and where there may be opportunities for improvement.
- **User testing tools:** UserTesting and Lookback are two tools that allow you to see recordings of people interacting with your website and provide feedback on their experience. These tools can help schools understand how people use your website in real-time and identify areas for improvement.
- **Surveys and polls:** SurveyMonkey and Google Forms are two tools you can use to create and distribute surveys and polls to gather insights into what people like and dislike about your website and how it could be improved. You can use these tools to gather feedback about their experience on the website and identify areas for improvement.



Certainly, these tools can provide valuable insights into how visitors interact with your content and help you identify opportunities for improvement.

The challenge?

Time, resources, and disparate information. A DXP can do much of this work for you, keeping everything in one place.

THE EVOLUTION OF SCHOOL WEBSITES

The evolution of website technology has been rapid and ongoing since the creation of the first website in the early 1990s. Notice the 20-year gap in major innovation and think about how our marketing needs have changed.



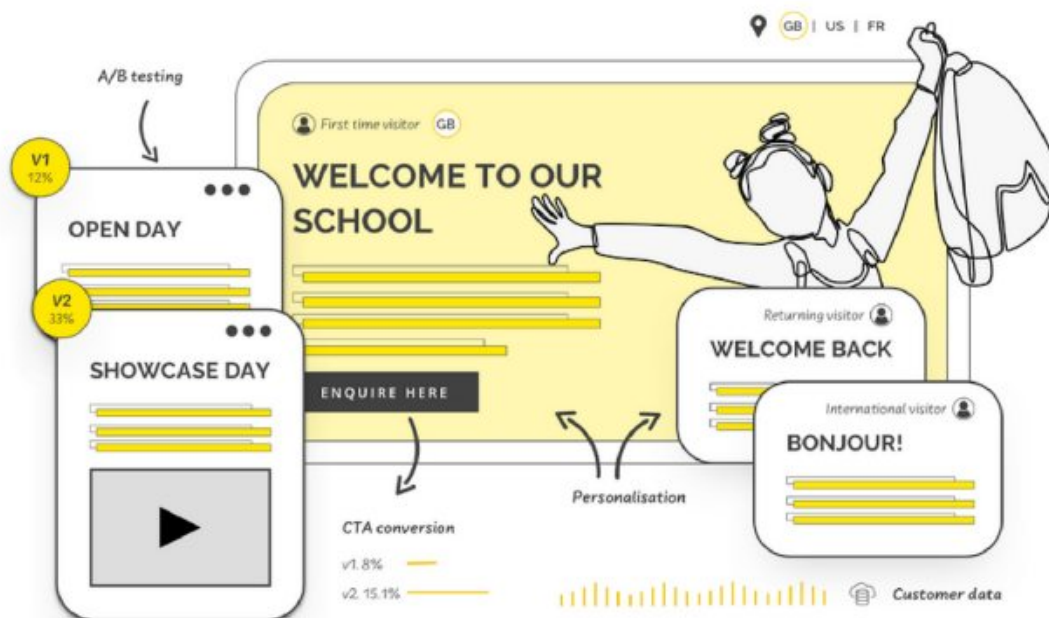
The Emergence of Personalization:

The increased need for marketers to leverage the digital channel to engage with their customers led to the development of the Digital Experience Platform (DXP)-- a software platform that enables organizations to create, manage, and deliver personalized digital experiences to their customers across various channels and devices.

NOTE: eCommerce sites started leveraging DXP's **over a decade ago.**

DXP | THE FUTURE FOR SCHOOLS

Digital Experience Platforms (DXPs) can be powerful tools for school marketers because they offer a range of features and capabilities that can help schools effectively reach, engage, and convert their target audiences.

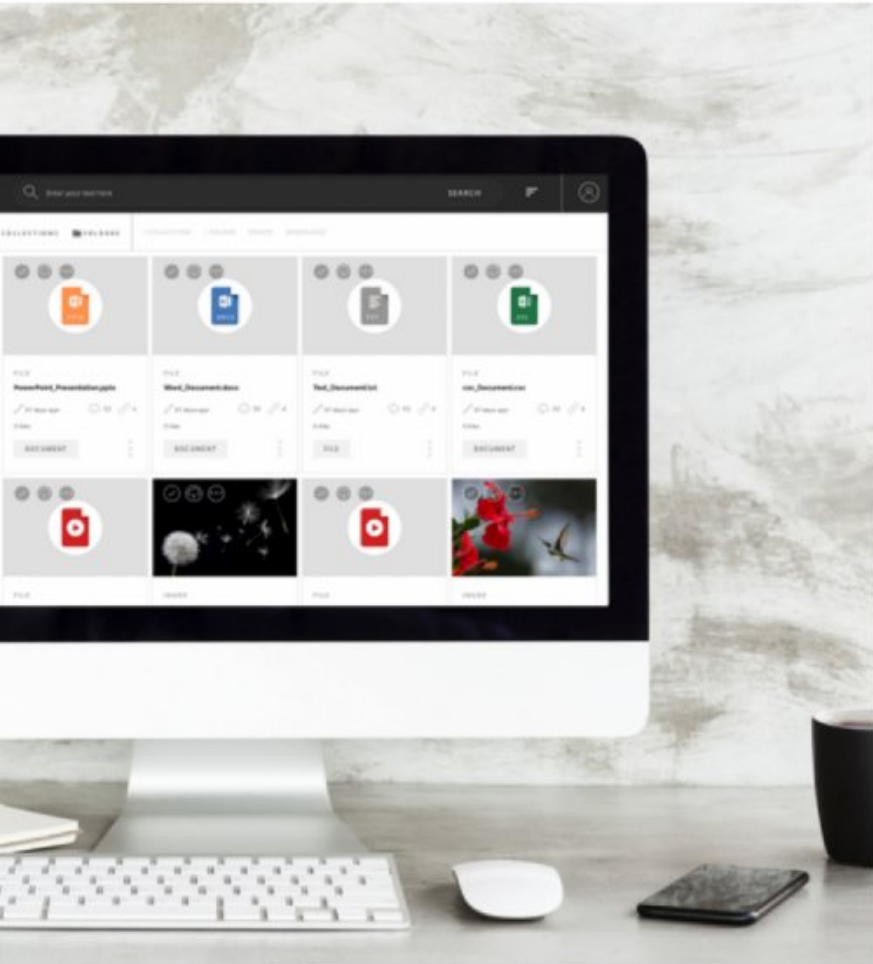


Personalization: DXPs can help schools deliver personalized digital experiences to their target audiences by using data and analytics to understand the preferences and behaviors of different audience segments. This can help schools tailor their messaging and content to better resonate with diverse groups of people, which can increase engagement and conversion rates.

Multi-channel support: DXPs can help schools reach their audiences across various channels, including their website, social media, email, and more. This allows schools to communicate with their audience through the most relevant channels and can help increase the reach and effectiveness of their marketing efforts.

Integration with other systems: DXPs can integrate with other systems and tools that schools use, such as their CRM, marketing automation software, and analytics platforms. This can help schools streamline their marketing efforts and get a more holistic view of their audience and their engagement with the school.

Content management: DXPs often include features for creating, managing, and publishing content, which can be helpful for schools that need to keep their website and other digital channels up-to-date with fresh and relevant content.



INTRODUCING

AM AIS.

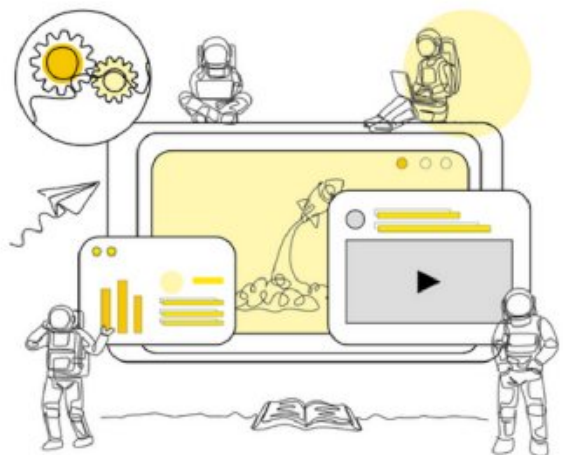
The first data-driven digital experience content ecosystem for schools.

- Harnesses the power of artificial intelligence (AI) and machine learning (ML)
- Transforms data into insights and makes actionable recommendations
- Creates personalized digital experiences
- Identifies new audiences and helps build relevant experiences for them

STUNNING WEBSITES DESIGNED WITH PURPOSE.

We're putting an end to the dysfunctional, gimmick-led, templated school websites that lack the necessary depth to be effective.

Our unique and data-driven creative methodology will take your school on a journey of analysis and discovery, resulting in engaging, custom digital experiences that connect with more audiences and achieve better outcomes.





AMPLIFIED BY THE VIRTUAL MARKETER.

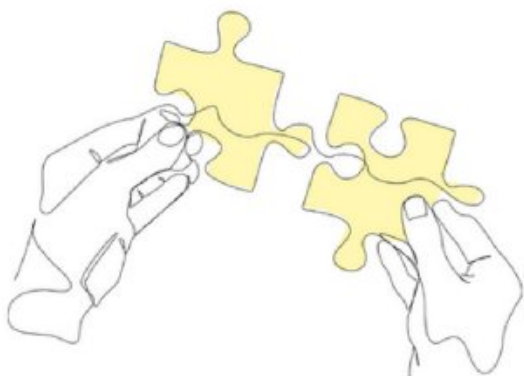
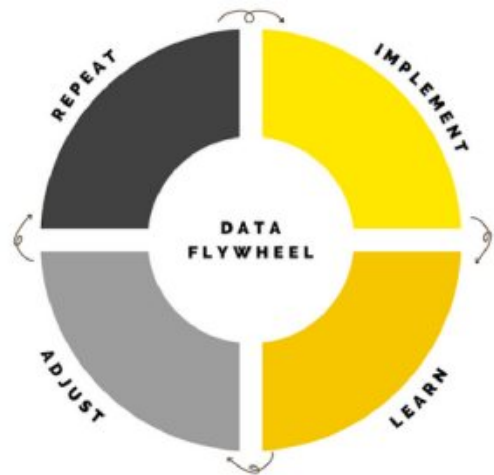
Promote and amplify your online presence once your new site is live with a full year of service from the Virtual Marketer (VM).

VM is a stand-alone digital marketing agency dedicated to the craft of helping schools get more from their digital campaigns.

ENHANCED BASED ON DATA

Leveraging artificial intelligence (AI), the AMAIS™ platform maps your journeys to our analytics engine to analyze how your website users engage with each touchpoint. It provides real-time personalization and recommendations to increase conversion for your different personas.

Combined with annual support & guidance from UBIQ, your website will age like a fine wine.



MADE STRONGER WITH INTEGRATIONS

Integrating with third parties is incredibly easy – it is what we designed AMAIS™ to do.

A fundamental premise of our solution is the ability to directly connect to other systems via API. This brings the added power to create omnichannel digital experiences.

[LEARN MORE](#)

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DARE TO BE DIFFERENT

www.UbiqEducation.com