

Convert your GMASS leads with customized content

Follow these tips to nurture your leads to the application process

Key differences between Millennials and Generation Z

Your audience is likely to be either a Millennial or a Gen Zer. The two generations consume content quite differently. Here are a few key differences to keep in mind when crafting your content:

Millennials



Optimistic.
 Focused on the here and now.



Scans text.
 Focuses on headlines and bullet points.



Public.
 Share their lives through social media.



Follow brands.
 Engage and share branded posts.

Generation Z



Realistic.
 Harder to sell to and focused on the future.



Image-focused.
 Think and communicate visually.



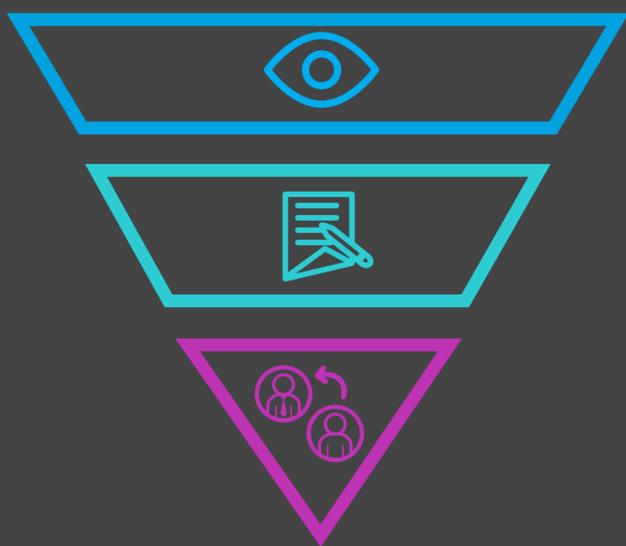
Private.
 Aware of privacy and share relevant content.



Follow Influencers.
 Simple content delivered by influencers more meaningful.

Stages of the funnel

Your GMASS leads may be at different stages of the sales funnel, so your messaging and content should be tailored appropriately to each stage.



Awareness

These candidates know very little about your business school or program. Share entertaining blog posts, e-books, educational/funny videos and expert webinars to educate them about your brand.



Evaluation

These candidates have demonstrated some interest in your program by engaging with your content or visiting your website. Share student and alumni profiles, employment reports, ROI calculators, offer a campus visit.



Conversion

These candidates are very close to submitting an application to your program. Entice them with scholarship offers, an opportunity to speak to faculty, students or alumni.

What content provides the best value and engagement?

You'll interact with your GMASS candidates at multiple times in the process, whether it is via email, social media or at recruitment fairs.



Email

Email is still popular among Millennials and Gen Z. Ensure your content includes visual elements, like a video, graphics, or interactive quizzes to help candidates get to know your brand.



Social Media

Forty-four percent of Gen Z check their social media at least hourly. Upload your GMASS contacts into Facebook's Custom Audience tool and target them with interesting content at their fingertips.



Recruitment Fairs

The close rate for in-person meetings is 40% so within your marketing messages make your call-to-action to connect at a fair in the candidate's home city.

The GMASS database helps you find the right talent and fit for your programs:

30+

searchable profile categories

2,000

possible unique search combinations



Set up recurring searches to reach new candidates as they enter the database



500,000+ prequalified candidates