

Think Quality, Not Price

Using Online Vendors – Upfront Evaluation is the Key to Success

Ask yourself what you want to get from an online program before you start.

- What impression do we want people to have of our institution?
- Who do we want using our name and in what context do we want it to be used?
- How do we find and stop online predators from misusing our trademarked name?
- Are there any legal or accreditation requirements that need to be shared with our advertising agency and media vendors?
- Do we want our lead vendors bidding in the search engines on our name?
- What resources should we devote to policing the Internet to ensure we are being presented properly?
- How do we attract enough interest to meet student population goals?
- Do the systems that we have in place guarantee that we follow-up on student inquiries in a consistent, timely and effective manner?
- How do we handle inquiries from students who were responding to misleading advertisements done by third-party vendors?
- What systems do we have in place to make sure outbound admissions calls are being handled properly?

Ask vendors questions first to avoid headaches later.

- How do they generate their leads? Have them describe in detail and walk you through their process. Test this process yourself.
- Do they own all of the Web sites they use for generating the leads? If not, what percentage is owned versus third-party?
- Do they buy leads from third-party vendors? Do they have the third-party host your actual form or is traffic passed on the back-end?
- What types of traffic do they use for their sites? How do they drive that traffic there (search, email, display, etc.)?
- Do they utilize call center leads (where a call center rep submits the lead info on behalf of the prospect)?
- Will they pass SubID tracking info representing their different sources?
- What are their return policies for leads?
- What is the price differential for leads? Are leads priced appropriately for how they convert?