

Custom Publishing B.E.S.T. Test

Run your project through the B.E.S.T. Test and answer the following questions to ensure your custom publishing piece is successful.

Questions to Ask Before Starting Your Custom Publishing Project

Behavioral

How do we want the student to feel?

EXAMPLES:
Encouraged?
Well-informed?
Motivated?

What action do we want the student to take?

EXAMPLES:
Request more information
Apply
Decide to attend

How will we measure their behavior?

EXAMPLES:
Response card
Distinct phone number or URL to track response
Applications
Enrollment

How will we put them on the path to enroll?

EXAMPLES:
Where does this piece fit into the admissions cycle?
What's the step before and what comes after?

Essential

What does the student need to know?

EXAMPLES:
How to enroll
Financial aid opportunities
What is the culture like?

What will provide the most benefit to them?

EXAMPLES:
What information do they want to know?
What information will make them favor your school?

How can we present the content for maximum positive impact?

EXAMPLES:
Layout
Design and colors
Readability

What are the mandatory elements?

EXAMPLES:
What information do they need at this time to take the next step?
Response mechanism to track ROI

Strategic

Does this help us achieve our strategic goals?

EXAMPLES:
Are we reaching the audience we need to reach?
Are we expressing the personality of the school?

Does it integrate with our other initiatives?

EXAMPLES:
Is it the right piece for the right time or event?
Does it complement what we are doing online?
Does it reinforce our face-to-face contact points?

Targeted

Have we precisely identified the prospects we want to target?

EXAMPLES:
Students seeking basic information
Parents who want information on how to pay for school
Stealth applicants we want to turn into enrolled students

Do we understand what motivates them?

EXAMPLES:
What's the persona of the audience we are targeting?
What would encourage them to take the next step?

Do we understand how they view what we offer?

EXAMPLES:
What are students asking?
Are students confused about something?
Are their research findings we can incorporate?