

# 8 Tips to Maximize Recruitment Success with the GRE® Search Service



Are you getting the most out of your recruitment marketing dollars? If you're already using the GRE® Search Service, you know that it's a simple and cost-effective tool that helps you identify the qualified students your program needs. And if you're not, there's a lot that can be gained with minimal expense and effort.

## #1 Start early

Prospective applicants narrow the list of programs they're considering long before they complete their first application. By identifying students with an upcoming or recent test administration date using the "GRE test date range" criteria, you can catch prospects as soon as they've registered for the GRE General Test or a GRE Subject Test. Engaging with prospective students when they're likely still evaluating a broader range of options gives you a competitive opportunity to prompt them to take a closer look at your program.

## #2 Get Specific

Save the time and money you could be wasting on hit-or-miss recruitment tactics by pinpointing exactly the types of prospects who can meet your program needs and support institutional goals. With hundreds of major graduate fields and the ability to specify planned date of enrollment, degree objective, and even number of years of work experience, you can narrow down the pool of 500,000+ to those that best fit your criteria.

## #3 Experiment

Once you've customized and saved your search, and before placing an order, experiment to see whether you can do better. While \$.60 per name is inexpensive, if your search yields too many prospects, get more specific. If your search yields too few names, try expanding your geographic parameters, widening your academic aptitude criteria (GRE score band in combination with UGPA) or selecting complementary undergraduate major fields.

## #4 Get personal

With all of the information about prospects at your fingertips, make the extra effort to customize your messages to different audiences. Personalizing your messages can help prospects feel you are interested in them specifically, not just someone like them. Provide applicants with appropriate peer and faculty contacts and arrange for class visits and lab tours to get them excited about your program.

## #5 Localize

Increase the turnout and effectiveness of events like open houses and student fairs by reaching out to likely attendees with a personal invitation to stop by your table. Find them using the geotargeting feature in the GRE Search Service, which uses the Google Maps™ service to help you search for prospects around a particular address.

## #6 Be timely

Plan a stream of communications based on prospects' planned date of enrollment. For those looking to enroll soon, let them know of upcoming deadlines. For those looking to enroll in future semesters, reach out with a "Get to Know Us" campaign. GRE Search Service purchases include reuse, so you can send multiple communications and reminders to the same names without expense.

## #7 Stay current

Keep your funnel fresh by setting up a recurring order to capture the newest leads, which are added to the database twice a week. Choose your preferred frequency and use the dedupe feature, which excludes search registrants from previously placed orders to ensure you don't pay for the same name twice.

## #8 Supercharge

Take your recruitment efforts up a notch with the HigherYield™ solution. With the help of enrollment marketing experts, develop dynamic, multichannel campaigns that engage prospects with personalized and relevant content. Access real-time campaign performance and advanced analytics information to understand prospect behaviors and refine your messaging to build stronger relationships.

## New to the GRE Search Service?

A search service specialist can run a sample search for you right on the phone, so you can get a quick read of the number of names that meet your specific criteria.



Call 1-609-524-8080 from 9 a.m. - 5 p.m. M-F Eastern Time for immediate assistance.



Or email with your available times and we'll get back to you.

ONLY WITH THE:

**GRE**® SEARCH SERVICE



Visit [ETS.org](https://ets.org) for an overview of the service including the criteria by which you can search.



GradSchoolMatch™

Visit [GradSchoolMatch.com](https://gradschoolmatch.com) to be matched and cultivate connections with top prospects.