

TypeFocus™ Find Your Match Program won of the Gold Paragon Award from the National Council for Marketing and Public Relations! It is an unparalleled student recruitment program that should pay for itself in one month.



How it works.

Students visit your campus with one question in mind:

Will I get the education I need to succeed?

To answer this question, your visitors need to know what careers interest them. Many do not have a good idea and so they click around to see what programs jump out at them. It is a hit-or-miss process and often leaves visitors with no clear direction. The upshot is that they do not have the information they need to make a decision, so they leave and become what are known as SECRET SHOPPERS.

The TypeFocus program will entice these SECRET SHOPPERS to leave their contact information in trade for a first-class personality report. This report answers the question of what careers will fit their natural strengths. It is a simple quid pro quo and people are happy to make the trade.

All visitor contact information is captured so you wind up with a list of people who have visited your website, identified specific programs of interest and are expecting a follow-up call.

Testimonials – prospective students

- ▶ Great results help me decide my future career
- ▶ I find it hard to believe that with such few questions you can get accurate results
- ▶ I love it and thank you!
- ▶ I was astonished by how accurate it was.
- ▶ Scary accurate!
- ▶ The reports really described my personality accurately, and I feel like I know myself better than I did before.

Testimonials – professional recruiters

We are so excited to start using the TypeFocus - Find Your Match tool here at Humber! The TypeFocus team was amazing to work with and so receptive to helping us implement the tool for our new recruitment plan.

Joy Borman: Manager, New Student Recruitment & Advising, Humber Institute of Technology and Advanced Learning

Our campaign was unique and innovative and is a fantastic tool for prospective students to learn more about the programs at RDC that suit their personalities. The Find Your Match program, developed by TypeFocus ... has been so popular we use it as an ongoing tool for prospective students.

Joyce Fox, Director of Marketing, Communications and Student Recruitment at Red Deer College.

TypeFocus gave us an effective tool our prospective students used to help with their program choices. Our Find Your Match online quiz was a success, made possible with the expertise provided by TypeFocus. It was great to work with them!

Cindy Corah: Online Marketing & Communications Coordinator, Red Deer College

Our clients find the collection of bonafide visitor contact information has increased up to three hundred percent over previous recruitment drives. With the extra students recruited using this tool, it is not a matter of can you afford to use the Find Your Match Program, but rather can you afford not to?

Do not fall into the trap of just providing your visitors the same old boring list of drop down menus that are not interactive. Ask yourself, What is going to differentiate our college from all our competitors? And remember, for most visitors, your most serious competitor is the option of not doing anything at all. Give them a reason to act.