FLATIRON SCHOOL

Marketing Stackup Talk: April 20th, 2017

Nicole Kroese, Director of Marketing

@NicoleKroese

Learn Love Code

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ABOUT ME

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➔ Director of Marketing @ Flatiron School

➔ Formerly VP of Marketing @ Likeable Local

➔ NYU Dance + Business

➔ Former professional dancer & fitness instructor

➔ Seattlelite turned New Yorker

likeablelocal

NEW YORK UNIVERSITY

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ABOUT FLATIRON SCHOOL

Mission: to enable the pursuit of a better life through education

CORE TO THE FLATIRON BRAND

➔ Transformational experiences
➔ Transparent outcomes
➔ Community
➔ Love <3
➔ Rigor

FLATIRON VALUES

➔ Make No Little Plans
➔ Be Scrappy
➔ Work Together
➔ Pursue Mastery
➔ Radiate Positivity

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MARKETING @ FLATIRON: EVOLUTION

2016

Driven by: Infrastructure building, quick wins, production/experimentation

➔ Developing funnel metrics & KPIs
➔ Data hole-patching
➔ Infrastructure: nurturing
➔ Demographic research

2017

Driven by: data-inspired optimizations, constant iterative testing, funnel customizations

➔ Customizing experiences using data (lead scoring, nurturing, etc)
➔ Modeling growth
➔ Scaling paid channels
➔ Expanding top of the funnel content

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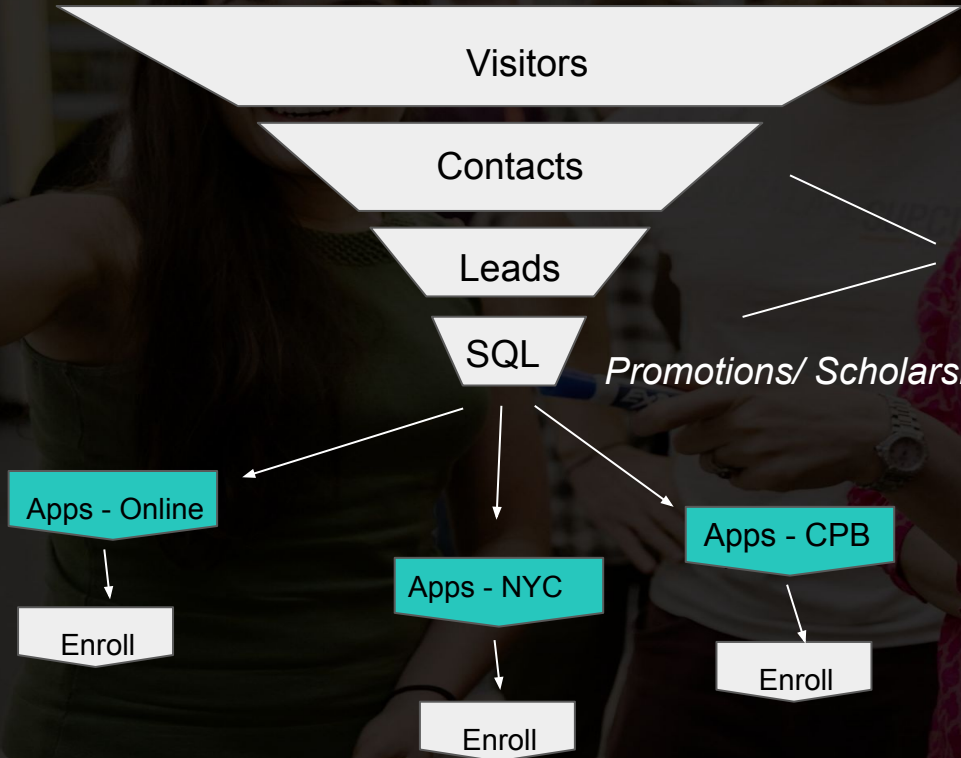
TACTICS: DRIVING ACQUISITION

PAID

➔ Facebook
➔ Instagram
➔ Google branded
➔ Google non-branded

PARTNERSHIPS

➔ Sponsored Content
➔ Scholarships
➔ Webinars

CONTENT

➔ ToFu offers
➔ eBooks
➔ Quizzes
➔ Reports

PRESS

➔ Architecting Opportunities

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TACTICS: CONVERSION & FUNNEL

| LEAD SCORING | EMAIL | EVENTS | CONTENT |

Nurture To Welcome To Learn 5 + IDE

Actions   Settings   Performance   History

Delay the next action for 1 day
68 contacts

If/then branch:
Contact is a member of Downloaded IDE.

NO   YES

Send email Nurture To ITL 5 + IDE – A
7.4% click rate / 264 met goal criteria

Send email Nurture To ITL 5 + IDE – B
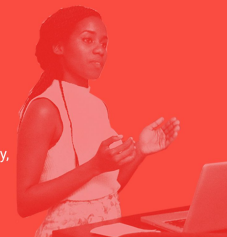7.8% click rate / 566 met goal criteria

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Let's Change the Face of Tech Together.

Through Women Take Tech, Flatiron School creates opportunity, cultivates inclusivity, and provides inspiration for the next generation of women in technology. Join us.

TEAM

Technical Marketing Associate

➔ Paid
➔ Email
➔ Landing Pages
➔ Funnel Management

Content Marketing Manager

➔ Blog
➔ Website
➔ Copywriting
➔ Larger Content Pieces
➔ Branding

Events & Partnerships Associate

➔ Events In-Person
➔ Events (Online)
➔ Marketing Partnerships

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These are a few of our favorite tools...

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FINAL THOUGHTS

➔ Technical curiosity → superusers = 💥

➔ Extra clear & visible goals (whiteboards!!)

➔ Frequent, quick standups

➔ Impact > Production

➔ Cut vanity metrics