



MATURITY MODEL

Higher Education Enrollment Marketing Maturity Model

 **Orange 142[®]**
A Direct Digital Holdings Company

Enrollment marketing doesn't fail because of a single tactic. It breaks down when the systems, processes, and alignment required to support it aren't in place.

This framework outlines how enrollment marketing capabilities typically evolve, from limited visibility and inconsistent execution to structured, measurable performance.

Each category compares low- and high-maturity states. Most institutions will find themselves somewhere in between. The goal is not to achieve perfection, but to understand where gaps exist and where to focus next.

In General:

- Low maturity means: We generate leads, but don't know what happens next.
- High maturity means: We can track, evaluate, and optimize lead-to-enrollment performance.

1. CRM & Tracking Infrastructure

Low Maturity	High Maturity
CRM exists but is misconfigured or underused	CRM is properly configured and actively used
Leads lack consistent source attribution	Every lead has a clear, consistent source
Systems don't integrate (platforms, forms, CRM)	Systems are connected, and data flows cleanly
Can't track leads to enrollments	Able to track the full lifecycle from lead to enrollment

2. Ability to Evaluate Lead Quality

Low Maturity	High Maturity
Lead quality is questioned frequently	Lead quality is measurable and understood
No visibility into engagement or outcomes	Can track engagement (opens, clicks, actions)
Blames marketing for poor results	Uses data to diagnose performance issues
No feedback loop to validate campaigns	Can tie lead behavior to enrollment outcomes

3. Follow-Up & Lead Management

Low Maturity	High Maturity
Limited or inconsistent follow-up	Structured, multi-touch drip campaign
No defined cadence or ownership	Clear process and ownership of lead nurturing
Leads get lost or ignored	Every lead is followed up on
Limited to one channel (often email only)	Uses multiple channels (email, phone, SMS, etc.)

4. Marketing & Admissions Alignment

Low Maturity	High Maturity
Teams operate in silos	Teams share data and collaborate regularly
Marketing is unaware of outcomes	Marketing sees enrollment results
Admissions doesn't tell marketing what works	Admissions provides feedback and insights
No shared KPIs	Shared definitions of success and reporting

5. Website & Conversion Experience

Low Maturity	High Maturity
Traffic sent to pages with no clear action	Every campaign has a clear conversion path
Inconsistent or confusing user journeys	Streamlined, intentional user experience
Missing or untrackable forms	Forms are trackable and tied to CRM
Program pages vary widely in structure	Consistent conversion approach across programs

6. Application Path Visibility

Low Maturity	High Maturity
Multiple application paths with no documentation	Clear understanding of all application paths
Third-party applications break visibility	Known limitations are accounted for
Cannot track beyond site exit	Tracks what's possible and defines success accordingly
No alignment with the agency on measurement	Clear expectations for what can/can't be measured

7. Privacy & Platform Readiness

Low Maturity	High Maturity
Data usage rules unclear or inconsistent	Clear policies defined upfront
Restrictions discovered mid-campaign	Constraints planned for before launch
Limited understanding of platform limitations	Understands how privacy impacts targeting
Campaigns disrupted by policy changes	Strategy adapts to known constraints

8. Organizational Readiness

Low Maturity	High Maturity
Teams stretched thin and reactive	Still lean, but more structured
Roles blurred with little process	Clear ownership despite overlap
Limited training or system knowledge	Stronger operational discipline
Decisions based on assumptions	Decisions based on data