

7 Tactics for Recruiting Law Students Virtually



Use the strategies below to recruit prospective law students when traditional marketing isn't possible.



SUPPORT STUDENTS SEARCHING ONLINE



1 | Optimize your website experience

While websites have long been integral to prospects' search process, prospects are now relying on your site—and your peer institutions' sites—more than ever. Ensure that your site enables easy access to relevant and engaging information. Periodically review the most popular organic pages and ensure that they're easily accessed through your home page or other central pages. In addition, review technical components of your site that impact user experience, including page speed and broken links, to facilitate navigation.

The Critical Role of School Websites

Prospective professional, graduate, and adult students identify school websites as the **most important source** of information as they research their options, according to EAB's [2020 student survey](#).



2 | Create a virtual tour of your law school

Design a virtual tour that highlights aspects of your program that matter most to prospective law students and helps them envision themselves on your campus. Your tour can help showcase notable campus spaces and program features such as your Moot Courtroom, career and academic support services, your local area, internship and career opportunities, and other key differentiators. At a time when demonstrating return on education is more important than ever, tours can also include interactive web content such as student and alumni testimonials that demonstrate the value of your program.



3 | Engage prospects with personalized, intent-based marketing

With many prospects changing their enrollment plans because of the pandemic, it's increasingly important to tailor your marketing to individual candidates' motivations and concerns. Use tools like micro-surveys to discover prospects' academic intentions, learn why they want to enroll, and find out what concerns they have about pursuing their education further. Leverage those insights to create messaging that is customized to resonate with each prospect.



4 | Ensure your messaging is timely and accurate

Many law schools have shifted their messaging strategy during the pandemic. Ensure that your messaging is up-to-date across all channels, including in digital ad creative and emails. Make sure that website headlines and content are accurate and clearly address any key changes to your institution's testing policies or other responses to the crisis.



NURTURE RELATIONSHIPS WITH PROSPECTS



5 | Cut through the noise with outreach from faculty and recruiters

While your communication strategy likely already includes personalized outreach, it's more important than ever to ensure your messages are effectively strengthening students' connection to your institution and helping alleviate their enrollment concerns. Faculty outreach can be especially influential in assuaging concerns from students who are mid-application or admitted but not registered, as those students often have questions about a program's academic rigor or career preparation. Consider equipping your faculty or admissions staff with a couple of questions they can ask to gauge student concerns about going back to school during the pandemic, or even email scripting they can personalize and send to prospects.

62%

of surveyed graduate and professional enrollment leaders said they planned to increase personalized staff and faculty outreach because of COVID-19



6 | Ramp up your paid search efforts

Paid search can be an effective lead-generation tool which can supplement more traditional sources, including LSAT-taker lists, that have faced disruption during the pandemic. Help online researchers find relevant and engaging information through paid promotion of your programs. To maximize return on investment from your campaigns, carefully monitor performance and adjust ad creative, keywords, and other parameters as needed.



7 | Host virtual events

EAB's 2020 survey of enrollment leaders found that 65% of respondents planned to add or increase live virtual events to engage students during social distancing. They also allow students who may otherwise have been unable to attend your event—due to geographic distance or travel costs—the opportunity to engage with you in a live setting. To maximize event attendance, use a multichannel approach to recruitment including digital ads, social media, and email.

Learn How EAB Can Support Your Institution at Our Upcoming Webinar

EAB's Law School Enrollment Services offering combines intent marketing, market research, strategic consulting, and consumer analytics to help law schools meet their recruitment and enrollment goals. **To learn more, attend our webinar:**

Law School Recruitment Strategies for a Shifting Market

Wednesday, Feb. 10
2:00 p.m. EDT



Register here:

<https://pages.eab.com/Law-School-Recruitment-Strategies-for-a-Shifting-Market.html>