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# Digital Health Check Report Preparation

prepared for



## Assessment Details

“Presentation topic - As the Senior Manager Digital Marketing, you have been asked to conduct a digital health check on the customer experience that supports the recruitment post graduate students. In a maximum of 3 slides, can you outline the steps and process you might go through to come up with a report. Please ensure you stay within a 7 minute limit as it reflects on your time management skills.”

For the attention of:

Alan Brideson, *Chief Marketing and Communications Officer (Chair)*

Ryan Bailey, *Deputy Director Marketing and Student Recruitment*

Tony Dalwood, *Deputy Director: Information Strategy*

Alecia Shekhar, *Deputy Director: International Systems and Operations*

Julie Bennett, *Recruitment Consultant, People, Talent & Culture*

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# 1. RESEARCH

First we must understand the current status of student recruitment. Establish benchmarks and identify resources.

Engage stakeholders and leaders in the business to understand existing problems.

We don't want to begin with assumptions.

## ENROLMENT TARGETS

- What are our targets for domestic & international students?
- Identify existing programmes. Are we introducing any new programmes?

## ENROLMENT DATA

- What does our historical intake data look like?
- Do we have demographic analysis?

## SALES & MARKETING AUDIT

- Do our Digital Ads support these programmes?
  - What are our current budget allocations?
  - Stakeholder engagement; does the current website and digital marketing collateral support their enrolment goals?
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# 2. MEASURE

What metrics matter to our digital health check?  
Recommendations should be supported by data. Before beginning our health-check report we evaluate the status of our analytics, data platforms and external digital assets. Then we establish base-lines, identify metrics and create reporting templates.

## WEBSITE ANALYTICS

- Do we have full analytics in place?
- Are 3rd party tracking pixels in place?
- Do we have visual interaction data?

## USER INTERACTIONS

- On site searches - what are students asking?
- Can we tell when people are getting lost?

## CONTENT

- Are we multilingual, current and compliant?
- Does our content answer the right questions?
- Are forms functioning cross platform?

## BEYOND THE WEBSITE

- What other digital assets can we leverage?
  - Are we managing and growing our extended digital footprint? Email databases, Alumni Facebook Groups and Instagram.
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# 3.RECOMMEND

Match our recommendations to the available resources.  
Construct business case for additional resources.

## EXPLAIN THE RESEARCH

- Understand the reports intended audience and present our data accordingly.

## CONNECT EVERYTHING

- Connect our findings to our recommendations and predicted outcomes.
- Actions and Risk Profiles

## IMPLEMENTATION STRATEGY

- Outline a realistic implementation strategy that supports our findings.

## REVIEW

- Provide expectations on success metric reporting.
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# Q&A

## FOLLOW UP

Slide deck available at:

<https://alexiscounsell.com/unisa>

