

What's New with WWP?

This month, we are proud to share www.schoolsfor nursing.org with you, the first of many program specific niche sites to be unveiled by 2016. Schoolsfor nursing.org is a directory of accredited nursing schools dedicated to helping prospective students find a school that offers nursing programs such as RN or Nursing Assistant. Our research revealed that prospects interested in pursuing a degree in nursing often sought more information than available on americolleges.com. By creating a directory specifically for nursing, we are able to help prospects make a more informed decision and confidently start their career journey. Americolleges.com will continue to provide nursing as a program option with www.schoolsfor nursing.org focusing only on nursing. Please visit our new site and let us know your thoughts! www.schoolsfor nursing.org – Changing the world, one nurse at a time.



Summer – New Graduates – New Students

Let WWP help your digital marketing efforts by building a plan that will ensure you are ready for the busy season ahead. The August/September back to school rush is not only reserved for primary and secondary level students, this is a high volume enrollment time for the postsecondary sector as well! Are you ready?

Please feel free to contact me anytime at dc@worldwebpartners.com.



Attention Floridians!

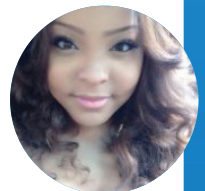
Please visit our sister company, Tribeca Marketing Group, at the 2015 Florida Association of Postsecondary Schools and Colleges Annual Administrator Conference July 28th-July 30th! This year the conference will be held at the Boca Raton Resort & Club in Boca Raton, FL. This special conference will host pertinent training, professional development and networking opportunities for school administrators, owners, and campus directors. Our VP of Operations, Diana Chacon, will be there, too, so be sure to stop by and say hello!



Tips and Tricks – Text for Success!

Text messaging is quickly becoming the new standard of communication, with 98% of text messages being read compared to 10 - 12% of emails. In our line of work, texting is the new way to continue engaging with prospects that have opted in. Here's why you should incorporate texting in your marketing strategy:

- Saves time – send messages to thousands of students at one time
- Reduces manpower – Admissions only contact those who respond back
- Warm response rate – 2-3%
- Set Appointments – conversing with students who cannot respond to a phone call via text





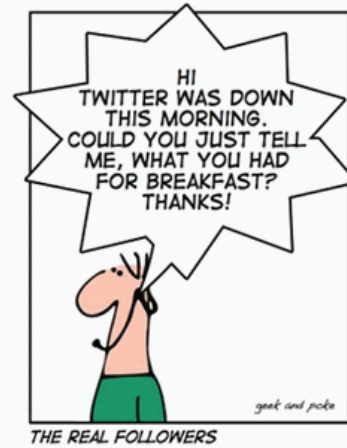
Hello Pluto

On July 14, 2015, the New Horizons spacecraft turned all its sensors to Pluto for a 20-hour flyby. Before it went dark—no contact with Earth—New Horizons sent one last chunk of data home. Contained therein was the best picture of Pluto in history. When NASA received that image, they posted it on Instagram. The “gorgeous” planet’s image got over 350K likes in just one week. It became NASA’s most liked photo and also gained them 300,000 new followers. What image would you put on your Instagram account to help gain you hundreds of thousands of new followers?








Accept what is, let go of what was, and have faith in what will be.

- Sonia Ricotti



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