

Scoir vs Traditional Recruiting

Scoir is your all-in-one solution to attract, engage, and convert best-fit students.

How does Scoir compare with traditional recruitment methods?

Let's break it down with some of our core features.

Messaging

Our outreach tool reaches students with demonstrated interest, whether or not they're in your CRM, on the platform where they're focused on all things college admissions. Scoir messaging outperforms email with **average open rates of 66%** and **average click through rates of 12%** for first time automated messages.

CMS

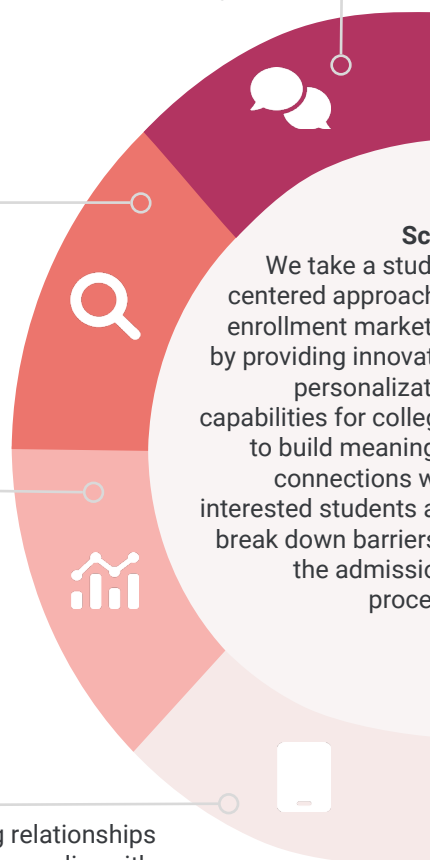
With our dynamic content management system (CMS), you can effortlessly personalize your profile and appearance in search results for every student at scale, based on their preferences and interests and using your existing content.

Insights Dashboard

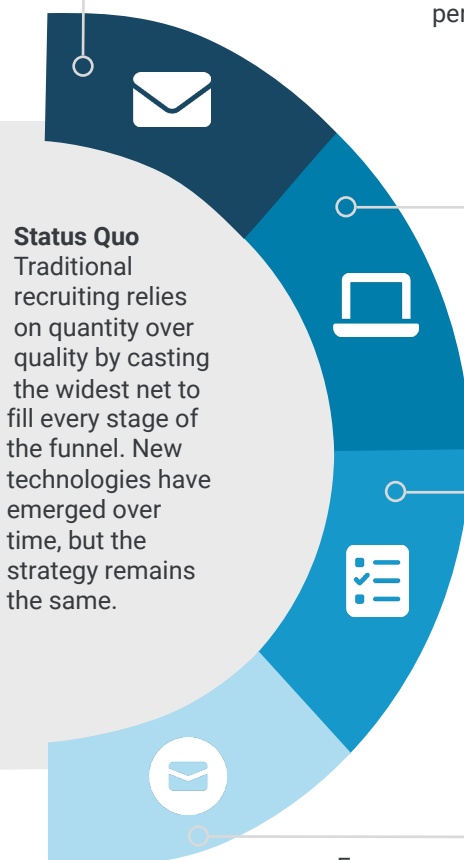
Our data dashboard is ready out-of-the-box, providing the information you need most at your fingertips with no setup required. Plus, we're continually adding new insights.

Parent Messaging

You can begin developing relationships with parents and guardians earlier with Scoir. Family contact information is collected as soon as students begin their college search journey, which is as early as freshman year of high school.



Scoir
We take a student centered approach to enrollment marketing by providing innovative personalization capabilities for colleges to build meaningful connections with interested students and break down barriers in the admissions process.



Status Quo
Traditional recruiting relies on quantity over quality by casting the widest net to fill every stage of the funnel. New technologies have emerged over time, but the strategy remains the same.

Email

Email campaigns require contact information for prospective students and are often reliant on purchased names. On average, **only 9% result in inquiries**. It's easy to get lost in the noise of inboxes, competing not only with dozens of other schools, but also retail sales, personal email, and more.

Website

Static assets like websites and digital ads try to meet the needs of all audiences with one-size-fits-all messaging and rely on students discovering schools on their own.

CRM Reports

Gathering insights about a school's admissions funnel depends on CRM reports requiring manual configuration. Schools are limited to data of existing prospects.

Parent Emails

For many schools, parental emails are collected during the application process when students' decisions are already partially made.

Ready to rethink your recruitment efforts?

Contact Us