CONNECTED OMNICHANNEL EXPERIENCES

Increase Student Engagement with Course Recommendations

Popular Courses

Free Course Preview

+ CAMPAIGN

New Course Available

+89%

Enrollment Rate[1]

Tests showed AI helped students discover the right classes.

[1]Blueshift Customer Case Study, 2019.

INTRODUCTION

Driving Student Engagement with Personalized Recommendations

Today's students expect the courses and curricula from their eLearning platform to be curated to their individual interests — always. Certain online learning brands have dominated the battle for student attention by doing just that.

The good news? You can gain a competitive advantage by providing relevant, engaging eLearning content. In fact, one Blueshift customer increased their enrollment rate by 89% through the use of personalized course recommendations.[1] With AI-powered recommendations platforms like Blueshift's SmartHub CDP, all marketers can make every brand touchpoint personalized to each student — you just need the right content recommendations strategy.

Make it more compelling for new students to enroll in courses by recommending the exact courses that match each student's interests.

In this playbook, you'll learn about the different content recommendation themes, how to select the right ones throughout your students' journeys, and best practices to add relevance across every interaction with your brand to increase student enrollment and retention.

EXISTING STUDENTS

Grow Student Enrollment and Retention Through Greater Relevance

Whether you're focused on enrolling and retaining students or driving continued learning, encouraging a student to take additional courses comes down to recommending the best courses to take next based on their learning and development intentions.

Boost student engagement and retention by delivering your platform's courses with AI-powered recommendations and personalized content.

Your brand has invested heavily in building a vast array of courses and lessons for the purpose of helping students deepen their knowledge and gain new skills. Help students access courses aligned with their interests by recommending courses that help them reach their goals. Now comes the challenge of matching students with the right courses and keeping them relevant over time. But how do you achieve that when you factor in all of the choices students have on various online learning platforms?

OPENCLASSROOMS

"The key selling point of Blueshift was the ability to offer cross-channel communications to our user base and our customers, and make sure we were able to store all our data in one tool..."

Pauline Fumeron
Marketing Automation Manager, OpenClassrooms

+**209**%
Conversion Rate

On emails with predictive recommendations[2]

+**111**%
Click-Through Rate

On emails with triggered recommendations[2]

+**64**%
Click-to-Open Rate

On emails with triggered recommendations[2]

[2]Blueshift's Smart Guide to AI Marketing, 2020;
Blueshift's Benchmark Report: Trigger-Based Marketing, 2020.

CONTENT RECOMMENDATIONS

For Continued Engagement

Luckily today there are AI-powered marketing automation platforms to assist you in connecting students with relevant courses based on their individual interests, including stated preferences, inferred affinities, and previous course load behaviors. These highly flexible recommender systems do the heavy lifting in collecting and activating student data to personalize content while meeting your platform's guidelines to maintain a seamless brand experience. One Blueshift customer saw a 33% increase in their engagement rate by individually tailoring content to students.[3]
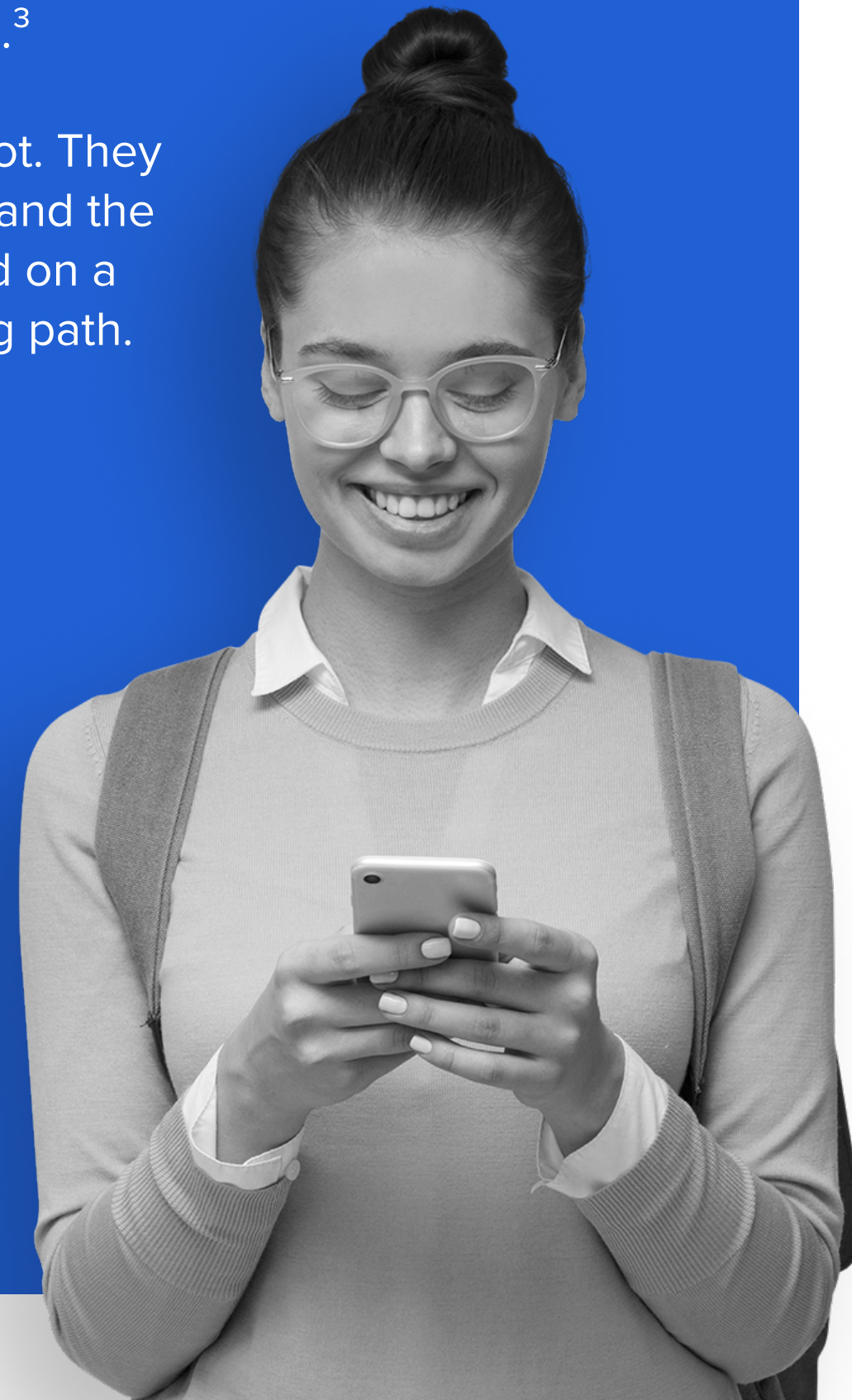
But recommender systems don't run on autopilot. They optimize to selected recommendation themes, and the best recommendation theme to use will depend on a particular student's stage in their online learning path.

+33%

Increased Engagement Rate[3]

Tests showed individually tailoring content resonated with students.

[3]Blueshift Customer Case Study, 2019.

Continue Course

Remind your existing students to pick up where they left off in their course curriculum.

Complete Course

Encourage students to finish a course when there are only a few assignments left.

Next Course

Showcase the next course or subject in a series based on a student's specific learning path.

Similar Courses

Recommend a course taken by students on a similar learning path, or one with their favorite professor.

Popular Courses

Highlight trending courses that may be interesting and valuable to your newly enrolled and existing students.

Newly Added

Suggest new courses relevant to a student's learning path that may be of interest to them.

Campaigns and Channels

Realize the full potential of recommendations within your campaigns across all channels with the following tips:

Triggered Messages

Set up automated messages with tailored recommendations that trigger based on key student actions or class availability.

Seamless Omnichannel

Remove friction and improve experiences by linking students directly from a message recommendation to where they left off.

Personalize at Open Time

Make sure content is always fresh and relevant by populating recommendations at the time of open, not send.

Personalize Subject Lines

Grab attention with dynamic subject lines that pull in content based on students' interests such as courses or topics.

Engagement Time

Optimize the send time of messages by sending when students are most likely to engage based on historical behaviors.

Test and Optimize

Continue to optimize every element of your marketing messages by analyzing what's driving clicks and actions.

Email

This channel provides the most real estate for recommendations. Take advantage by sending personalized daily or weekly newsletters.

Push Notifications

Create urgency by focusing on one critical action for students to take such as finishing a lesson or renewing their subscription.

In-App

Keep students in your app longer by introducing an infinite scroll of recommendations to easily skim through and find the right content.

Onsite

Use onsite recommendations for in-session recommendations based on students' most recent content engagement.

Support Desk

Provide an easily accessible list of course recommendations tailored per student to help promote retention opportunities.

THE FUTURE OF STUDENT ENGAGEMENT

With Course Recommendations

As you begin to perfect recommendations within your eLearning experiences, it's important to remember that there is no one right way to use recommendations — your technique will likely be totally unique to your online learning platform. But, what you've learned from this playbook provides a solid foundation for using content recommendations to enable seamless, engaging 1:1 student experiences and ongoing content discovery.

Key Takeaways

In review, the journey to highly personalized, relevant eLearning experiences starts with:

- The right knowledge and guidelines from recommendations experts
- The right tool to fully unlock your data, like Blueshift's SmartHub CDP
- The right recommendations strategy tailored to your online learning platform's goals

Once all of the pieces are in place, the student journeys and experiences you've dreamed of will be a breeze to execute! Ready to start implementing stellar recommendations for students that drive revenue for your brand? Reach out to our team of eLearning marketing experts to learn more.

VIEW RESOURCES   **CONTACT US**