



Student Marketing Company Introduces Student Recruitment Tool, Education Alerts

Boston-area student marketing company, Effective Student Marketing, introduces a new student recruitment marketing system, Education Alerts, at the Annual Career College Association Convention, held June 26-27 in Las Vegas, Nevada. The Career College Association Convention and Exposition is the only one of its kind for the career college community.

Andover, MA (PRWEB) June 26, 2008 – Boston-area <http://www.effectivestudentmarketing.com/services.html> [student marketing] company, <http://www.effectivestudentmarketing.com/> [Effective Student Marketing] (ESM), introduces a new student recruitment marketing system, Education Alerts, at the Annual Career College Association (CCA) Convention, held June 26-27 in Las Vegas, Nevada.

Education Alerts

<http://www.educationalerts.com/> [Education Alerts] is ESM's online student marketing system for career schools and continuing education units of colleges and universities. Education Alerts is a dynamic content engine designed to produce an ongoing dialogue to excite and engage students and prospects. Through a consistent flow of relevant content, Education Alerts helps schools generate new leads, maintain a dialogue with existing prospects and build a strong market presence, ultimately leading to improved enrollment revenue and profitability of <http://www.educationalerts.com/product.html/> [student marketing] programs.

“We needed a way to reach the students looking for schools electronically. We had experience with other media, but didn't know where to start with the internet and email. Education Alerts generated targeted ads, produced relevant content, and crafted direct response emails to reach students we previously didn't know how to contact. We've definitely seen an increase in enrollments since we began Education Alerts.” says a California beauty school President.

Effective Student Marketing, Inc.

Effective Student Marketing, Inc. is a strategic marketing organization specializing in student lead generation programs, student marketing and student recruitment, designed exclusively to help career schools, colleges and continuing education units reach the right students at the right time.

The management team has many years of combined senior level experience working exclusively in education marketing on the school side. Although ESM utilizes internet marketing tools and techniques, including cost per lead and search engine advertising, ESM's staff of education marketing specialists have the experience, skills and knowledge to provide client schools with a full range of marketing services.

Effective Student Marketing joined the Career College Association in 2007. ESM is exhibiting at the 2008 Career College Association Convention in Booth #634.

Career College Association Convention & Exposition

The Career College Association Convention & Exposition is the only one of its kind for the career college community. It consists of breakout sessions led by experts from a variety of different educational tracks, exhibits from business partners and servicers, and networking opportunities for industry associates. The event concludes with the Imagine America Foundation Gala where recognition and awards are given to members who have positively impacted business.

This year's convention 'Made in America: Education for a Global Marketplace' will feature Conservative Political Visionary and Thought-Leader, Newt Gingrich and IBM Corporation, Innovation and Technology Executive Vice President, Nicholas M. Donofrio.

Attendees are typically presidents, owners, directors and administrators of career colleges – privately owned and publicly traded, certificate and degree-granting, credit hour and clock hour – from across the United States and Puerto Rico. The majority of the institutions are members of the Career College Association (CCA currently has nearly 1,200 member institutions). These convention attendees are the decision-makers and the most influential purchasers of products and services designed specifically for the private, post-secondary education industry. Typically, there are nearly 1,000 attendees who register for the CCA convention each year.

Career College Association Mission

The Career College Association (CCA) is a voluntary membership organization of accredited, private post-secondary schools, institutes, colleges and universities that provide career-specific education programs. CCA has nearly 1,200 members that educate and support over one million students each year for employment in over 200 occupational fields. CCA member institutions provide the full range of higher education programs: master and doctoral degree programs, two- and four-year associate and baccalaureate degree programs, and short-term certificate and diploma programs. Visit CCA at www.career.org.

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