



enlightened™ is a customized marketing research program that provides you with 12-months of the data, analysis and insightful recommendations you need to effectively and efficiently achieve your adult student enrollment goals - and at \$3,999 per month (annual payment), you get to enjoy incredible savings too.

### Here's how it works...

We sit down and identify the questions you want answered, and we develop an annual research plan customized for your needs. This includes:

- Goals and objectives
- Methodology
- Deliverables
- Project time line
- Key milestones

We also include regular project status updates, quarterly strategic planning meetings and unlimited telephone and email support.

The annual program maps out each project to be performed during the course of the agreement in an agreed upon sequential order. Once everything is agreed upon and the paperwork is signed, we get to work!

### What's Available...

Here's a quick overview of the services you can choose from:

- Primary and secondary, quantitative to qualitative research;
- Surveys and in-depth interviews that gives you actionable insight into various audiences – prospective students, current students, alumni, faculty, staff and more – so you can improve recruitment and retention performance;
- Competitive intelligence that provides you with ways to gain an advantage in the market
- Market demand research that identifies the programs and services you need to offer in order to achieve your enrollment goals;
- Recruitment and retention process audits and optimizations that analyze your current processes, identify opportunities for improvement and provide you with practical recommendations for bringing those opportunities to life.

And these are just a few of the more popular services we can provide to you!

Service	Research Firm 1	Research Firm 2	enlightened™
Mystery Shopper	\$10,000	\$8,000	
Satisfaction Survey	\$15,000	\$8,000	
Market Segmentation Optimization	\$13,000	\$8,000	
Competitive Scan	\$24,000	\$18,000	
Product Demand	\$24,000	\$15,000	
Survey: Customers	\$15,000	\$10,000	
Survey: Prospects	\$15,000	\$10,000	
Survey: Former Customers	\$15,000	\$10,000	
Total Proposed Cost	\$131,000	\$87,000	\$47,988

The above table presents some typical research projects and pricing that we have seen from other firms.

enlightened™ is available for \$3,999 per month (annual payment) or \$4,999 per month (monthly payments). The annual payment option (\$47,988) provides you with a \$12,000 savings over the monthly payment option (\$59,988). Prices subject to change without notice.