

# Cross Media Marketing Campaign Case Study



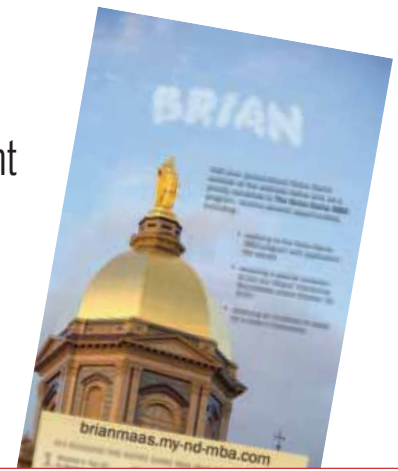
## **University of Notre Dame** Priority Candidate Graduate Student Recruitment



# University of Notre Dame

## Priority Candidate Graduate Student Recruitment

### Cross Media Marketing Campaign



The University of Notre Dame’s MBA Program launched a student recruitment cross media marketing campaign using Scope 1 Marketing Technologies—integrating variable print direct marketing, email marketing, personalized URLs and microsite technologies. The closed loop strategy with multiple touches based on prospective students’ actions significantly out-performed typical response rates of either traditional direct mail or email only campaigns, generating double-digit response rates and converting nearly half of all respondent to qualified leads.

## Campaign Objectives

- Reach high potential, Priority Candidate graduate program prospects—identified and pre-qualified based on individual GMAT performance rankings.
- Engage Priority Candidate prospects through personalization of content based on multiple demographic variables including gender, diversity, and military service sub-sets.
- Target non-responders to initial direct mail contact through follow up email strategy to generate engagement and increase responses
- Qualify and transition Priority Candidate respondents to leads with personalized graduate program content based on respondents inputs and response incentives
- Convert Priority Candidate leads to graduate program applicants

## University of Notre Dame Mendoza College of Business Graduate Program Facts

### Profile:

MBA Students	339
Exec. MBA Students	243
South Bend and Chicago	
MS in Accountancy Students	85
MS in Accountancy Program	59
For Ernst & Young Students	
MNA Students	73
Total Graduate Program	799
Enrollment*	

\*October 2009

### Facts:

Aspen Institute-Beyond Grey Pinstripes  
Ranked #5 Worldwide Among  
Top 100 MBA Programs – 2009

Business Week  
Ranked #20 Among Top US MBA  
Programs – 2008

Average GMAT Score	683
Average Work Experience	62 Mos
Female Students	25%
International Students	23%
Number of Countries Represented	16
Minority Students	19%

## Campaign Results

Total Population Response Rate:

18.4% "Click-Through" to Personalized Web Page

- **Phase 1:** Direct Mail Response Rate 3.7%
- **Phase 2:** Email Follow up Response Rate 9.7%
- **Phase 3:** 2<sup>nd</sup> Email Follow Up Response Rate 3.5%
- **Phase 4:** 3<sup>rd</sup> Email Follow Up Response Rate 1.5%

Total Population Unique Leads:

8.5% Completed Priority Candidate Registration Page

- **Phase 1:** Direct Mail Unique Leads 2.3%
- **Phase 2:** Email Follow up Unique Leads: 3.9%
- **Phase 3:** 2<sup>nd</sup> Email Follow up Unique Leads 1.1%
- **Phase 4:** 3<sup>rd</sup> Email Follow up Unique Leads 1.3%

Lead Conversion Rate from Personalized Web Page  
"Click-Through" to Priority Candidate Registrant Leads

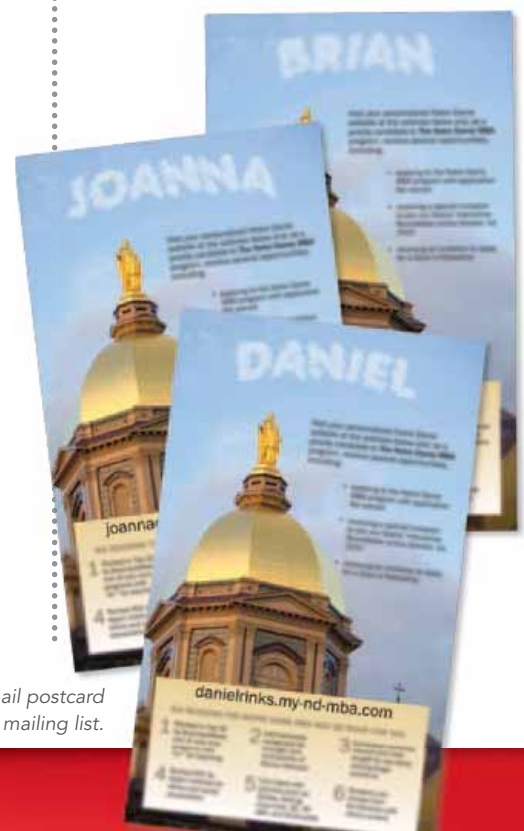
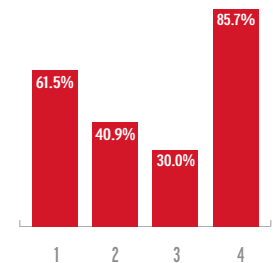
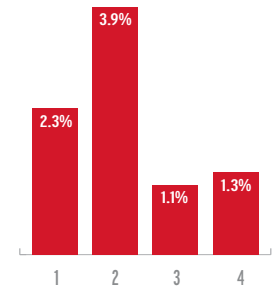
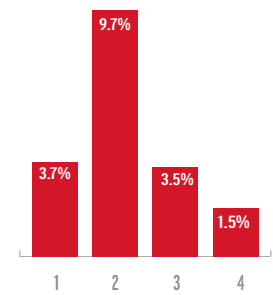
- **Phase 1:** Direct Mail Response to Lead Conversion Rate 61.5%
- **Phase 2:** Email Follow Up Response to Lead Conversion Rate 40.9%
- **Phase 3:** 2<sup>nd</sup> Email Follow Up Response to Lead Conversion Rate 30.0%
- **Phase 4:** 3<sup>rd</sup> Email Follow Up Response to Lead Conversion Rate 85.7%

## Campaign Description

The University of Notre Dame’s MBA program launched their Priority Candidate student recruitment campaign with an initial direct mail postcard to 1,422 prospects. Although a relatively small mailing, the list was comprised of prospective students recognized by the University as “high flyers” based on GMASS data. Application incentive rewards during the four-week cross media marketing campaign included an application fee waiver, and invitation to participate in an online interactive Dean’s roundtable forum, and an opportunity to apply for a Dean’s Fellowship.

### Phase 1 pURLs Direct Mail: Priority Candidate Rewards

For the initial Phase 1 launch, direct mail postcards were digitally printed and personalized for all 1,422 prospective students using Scope 1 variable print technologies. Personalization included each prospective student’s name



Phase 1: MBA Priority Candidate direct mail postcard with personalized URL sent to full mailing list.

embedded in the primary image, relevant secondary photos based on demographic variables, personalized salutations, and a personalized URL (pURL) directing each prospect to their own, personalized website landing page and microsite. At their personalized landing page, prospective students were prompted to complete a registration form including MBA program interests to receive their Priority Candidate incentive rewards. Upon registration completion, registrants could click through to a second page on the microsite, populated with dynamically generated personalized content based on their inputs on the registration page. Personalized content on the second page included relevant messaging and links to the appropriate MBA programs, course descriptions, and other related content hosted on the [notredame.edu](http://notredame.edu) website. Registrants were also sent a follow up “Thank You” email with their personalized content. In the first phase, the direct mail postcard generated a 3.7% response rate—the “click-through” rate to the personalized web page. Of those respondents, 61.5% were converted to unique leads, completing the registration.

### Phases 2-4 pURLs Email Series: Priority Candidate Opportunities

Non-respondents in the first phase were targeted in the second phase of the campaign two weeks after the initial launch with an email marketing initiative. (Email addresses were included in the GMASS mailing list data from student opt-ins for receiving MBA information.) Phase 2 email messaging highlighted the application incentives and additional MBA program details including independent national survey rankings for Notre Dame’s MBA programs and interim week-long international study opportunities. Personalization included a personalized salutation and a personalized URL link to their own website landing page, and urgency was amplified with an impending two-week deadline to apply. At their personalized landing page, prospective students again received the registration form with dynamically generated, personalized program information upon completing their registration, and a “Thank You” follow up email. In the second phase, email marketing generated a 9.6% response rate—the click-through rate to the personalized web page. Of Phase 2 respondents, 40.9% were converted to unique leads, completing the registration.



Phase 1: Backside of direct mail postcard with multiple custom field and assets.



MBA Priority Candidate personalized URL website landing page with registration form to capture prospective students personal information and program interests.



Phase 2: MBA Priority Candidate personalized email to Phase 1 non-respondents.

Non-respondents to Phases 1 and 2 were targeted via personalized email messages in the third phase of the campaign approximately three weeks after the initial campaign launch and five days after Phase 2. Phase 3 email messaging heightened emphasis on the personalized URL, the prospective students' selection as a Priority Candidate, application incentives and the impending registration deadline. Phase 3 email marketing generated a 3.6% click-through rate to personalized web pages, converting 30% of Phase 3 respondents into unique leads—completing registrations.

In the final fourth phase of the campaign, all remaining non-respondents were targeted via personalized email messages four days after Phase 3 and three days prior to the final registration deadline to qualify for program application incentives. In Phase 4 emails, the personalized URLs and registration deadline again received increased emphasis and messaging focused on the prestige of the University and its worldwide alumni community. Phase 4 email marketing generated a 0.9% click-through rate to personalized web pages and of those final phase respondents, 84.6% were converted to leads by completing registrations.

*45% of all respondents were converted into unique leads.*

## Conclusion

At completion of the Fall 2010 University of Notre Dame Priority Candidate student recruitment campaign, the four-phase cross media strategy generated a 17.8% response rate and click-through via personalized URLs to the pURLs Welcome Page. Eight percent of the total population and 45% of all campaign respondents were converted into unique leads. "The initial direct mail postcard with a personalized URL generated a 3.7% response rate. That's about 168% higher than if we had relied on a single, traditional direct mail piece without a pURLs component. Current industry trends data peg average response rates at 1.38% to prospect lists.\* "I think that the Phase 1 performance alone is testimony to the University's great brand and program, the quality of the GMASS list, and the lift personalized content and pURLs can give," says Steve Bennett, Vice President of Marketing-Higher Education at Scope 1. "And consider that the four-phase cross media strategy generated 381% more responses than if we had only implemented Phase 1, and a response rate nearly twelve-times more than industry trends, it was an unequivocal success." The campaign resulted in 114 new, highly qualified, Priority Candidate incentives applicants to Notre Dame's MBA program.

\*Source: Direct Marketing Association, 2010 Response Rate Trend Report (Letter-size envelope)



Phases 3 & 4: MBA Priority Candidate personalized emails to non-respondents of any of the previous phases respectively.



Automated "Thank You" follow-up email with duplicated personalized content qualifying and confirming registrants for MBA program application incentives.