

bconnect+ed.

marketing with honors

+ 1:1 Marketing

1:1 Marketing

+ Variable Data + Personalized URL + Multi Channel (Print, Email, Web)

When a prestigious Midwestern university needed to reach the top prospective students in a competitive education market, they looked to **bpt** to make the connection.

bpt

communicationsolutions
printing + data management + web



the **right** solutions. the **best** results.

+ 1:1 Marketing



A public Midwestern university wanted to specifically focus on increasing the quality of applicants for its prestigious Honors Program. Attempting to attract some of the most heavily recruited, “high-achieving” students, the university chose to move away from traditional campaigns and develop a highly personalized 1:1 Marketing Campaign.

objectives

- Drive respondents to personalized URL to collect relevant respondent data
- Increase quantity and quality of Honors applicants
- Prompt more campus visits, specifically for the Scholar Saturday program
- Generate increased traffic to Honors web site
- Adhere to higher standards for student enrollment, improving selectivity and strengthening the academic profile of the Honors Program

solutions

Implement a multi-channel communications approach with both print and web components

- Customized Mailers & Postcards
- Personalized Emails
- PURL's

Utilizing data, personalize each communication with variable text and imagery

- Prospect (has had contact with university) or Suspect (third party list meeting Honor criteria)
- Gender
- Academic Area of Interest
- Has Visited Campus? – yes or no

campaign

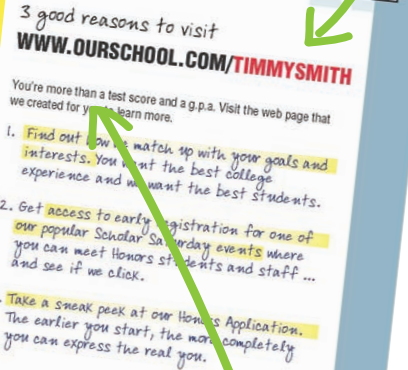
+ Front image and text customized based on academic interest



+ Image tailored to the area of academic interest such as business, engineering, art, etc.



+ Encouraged response to personalized URL



+ Photos based on recipient's gender

+ Variable text based on academic interest and Prospect or Suspect status

+ Text varied based on whether or not student had visited campus

summary

Phase 1: Mid-August

- 6,500 Prospects sent variable brochure with PURL and pre-populated BRC
- 20,000 Suspects sent variable brochure with PURL and pre-populated BRC
- 20,000 Suspects sent static brochure with unpopulated BRC
- Personalized email with direct link to PURL sent to both variable groups
- Reminder postcard sent to non-responding Prospects

Phase 2: Early September

- 6,500 variable postcards sent promoting Scholar Saturday
- The PURL was included for those who had not yet visited
- Also sent follow-up email three days after drop
- A second mailing was cancelled due to overwhelming response

Phase 3: Late September

- 8,500 variable postcards sent about scholarship program
- An email follow-up was sent three days after drop

"I pulled up our web stats and was honestly shocked at the results! Comparing the same time period year-to-year, unique visitors to our site have increased by 40%."

- Associate Director

results

PURL Response

- 39% of PURL visitors completed the survey form
- 89% of students who completed the survey also received the variable mailer
- 99% of respondents were interested in receiving future communications from the university

Applicants

- Strategic targeting permitted the university to decrease number of print pieces by 29% from the previous year
- From 75,000 pieces in the previous year down to 53,955 in the current year, the university also enjoyed an extra benefit of decreased print and mailing costs
- Total number of Honors applicants increased by 4%. In addition, the quality of applicants led to the highest yield rate in the program's history (36%).

Campus Visits

- Increased total prospective student visits by 32%
- Achieved a 300% increase in Scholar Saturday visits (the university actually cancelled other promotional efforts due to overwhelming response)

Web Site

- 45% increase of page views on Honors web site
- 33% increase in first-time visitors to web site

Enrollment

- Enrolled an incoming class 31% over goal

