

University Uses Personalized Direct Mail to Connect with Prospective Students

Vertical Market: Higher Education

Target Audience: Sophomore and Junior High School Students

Application: Direct Mail

Objectives/Strategy

Traditionally this University relied on a multi-channel approach in attracting young students, including radio spots, newspaper ads, direct mail. The goal of the school was to increase their geographic reach. They wanted to personalize communications to more accurately reflect the close-knit community environment that sets them apart.

The goal was to increase the number of students in the University's inquiry pool and to increase the number of applicants from outside the State.

The team recommended an oversized self-mailer with variable imagery and text boxes with different messages to prospective students based on gender, in-state/out-of-state residency and desired course of study, and their expressed interest in leadership, volunteer service or athletics. These mailers also contained pre-populated response cards for potential students to fill out and return to enrollment office or go online to application web page.

Understanding the overall goals of the institution, our team developed a successful campaign that helped increase new student enrollment in and out of state. We understand that relevant information creates connections.

Results

- Increase of 35% of students in the University inquiry pool
- Increase of students from seven different states and 15 foreign countries



Alcom *"YES is the answer!..."
Now what's the question?"*