

bconnect+ed.

engineered for results

+ 1:1 Marketing

1:1 Marketing

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

In the higher education market, how do you get accepted applicants to convert to enrolled students? The answer for one engineering program was simple. Implementing a 1:1 Marketing solution, **bpt** helped them to connect with the incoming class of future engineers.

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bpt

communicationsolutions
printing + data management + web



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



While most university marketing efforts focus on attracting potential students, the ultimate overall objective is to achieve enrollment goals. The School of Engineering and Applied Science program recognized the need to ensure that accepted students committed to enroll for the upcoming academic year. This campaign was both efficient and effective, proving that the simplest forms of variable data can make a significant impact on results.

objectives

- Engage accepted students to confirm enrollment for upcoming year
- Increase overall enrollment in program
- Ensure efficient communications by strategically timing the mail and email
- Customize messaging for male and female prospective students
- Further the program's competitive advantage in the successful recruitment of female engineering applicants

solutions

Craft a multi-channel campaign with both print and email touch points

- Customized Postcards
- Personalized Emails

Incorporate variable text and imagery using only basic data

- Gender
- Prospective Student's Name

campaign

+ Both versions of postcards shared a common design for the front side of the mail piece

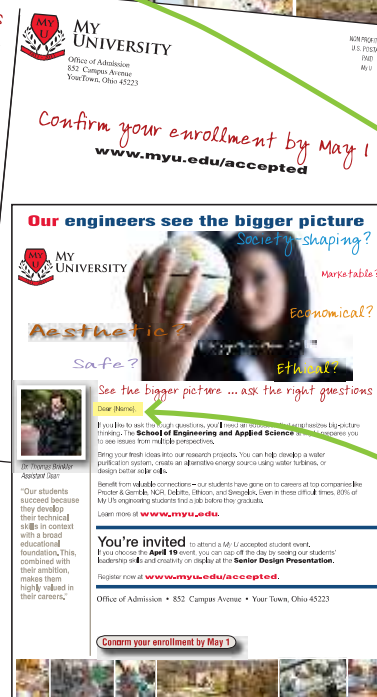
+ Each version included a photo and quote from a professor of the same gender as the student



+ The female version included text that promoted specific associations for women in engineering



+ Responders were directed to a dedicated landing page



+ Emails were personally addressed using the student's name

+ Intelligent barcodes on the postcards triggered the corresponding email to be sent



summary

Postcard

- 1,578 total postcards sent
- Customized versions 479 female & 1,099 male
- Mailed in late March, promoting a student event in mid-April and a May enrollment deadline

Email

- Corresponding Emails triggered by Intelligent Bar Coding sent within 3 days after postcard receipt

"I helped with summer orientation and saw how well we did. Everything was great! The campaign really paid off. Thank you very much for your valuable effort and hard work."

- Professor of Engineering

results

Total Enrollment

- Confirmed a total of 382 students enrolled

Increased Enrollment Over Prior Year

- Increased enrollment by more than 52% (131 more students than previous year)

Improved Yield Rate of Applicants

- Increased yield rate of applicants to 22.7% versus 20% in prior year

Achieved Low Cost Per Use

- Cost per student enrolled was approximately \$8.00



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+ Learn more about 1:1 Marketing & how we can create a custom campaign for you.

+ Contact Heather Gims at (513) 782-5212 | heather.gims@bpt4u.com | www.bpt4u.com