MAKING CAMPAIGNS WORK FOR YOU

DATA ANAYLSIS AND TRENDS

University Business
**TOP
PRODUCTS**
READERS' CHOICE

LIAISON
INTERNATIONAL

spectrum
empowering your communications

Overview

- Data pulled from 2014 and 2015 Campaigns
  - Campaign data across all clients
- Focus group feedback
- What increases chances of students opening an email?
- What makes a successful email?
- What else can I do to yield students?
- Microsite trends
- Texting trends

Email Overview

- Most emails are opened the day they're sent
  - Highest Open Rates
    - Sunday
    - Friday
    - Saturday
- Three major factors used for high open rates
  - Subject Line
  - Time the email is sent
  - Who the email is from

Email Subject Lines

- PERSONALIZED
  - Use a variable like name or major
  - Segment your email to groups
- Quick Call to Action
- Don't make assumptions
- Conversational tone that's more focused on the student
  - The subject should be about them, not the school
- SHORT!
  - Mobile devices usually cut subject lines after 32 characters

Top 5 Subject Lines

5) {{First Name}}, you qualify for a 10 grand tuition break

4) I'll review your application

3) We want you

2) Hello from {{person sending email}}

1) {{First Name}}, a {{major}} program just for you

Increasing Open Rates

- When are you sending the email?
  - Drive to Apply: October- November
  - Search: May- July (or earlier!)
  - Parent Nurture: Same day as student
  - Event: Timed with a print piece
- Use preview text
  - Make it as short as possible
  - This also helps shorten the subject line
- Who is the email from?
  - Try sending it from a specific person
  - Don't use your school name
    - use "Admissions" or "Office of Admissions"

What Doesn't Work?

- Subjects that make assumptions about the student
  - "You're a good match"
  - "Study close to home"
- Using your school name all the time
  - Avoid redundancies. Is the emailed labeled as coming from your school?
  - Enigmatic subject lines are great!
- Putting everything they need to know in the subject line
- **Keep it SIMPLE**

Click Through Rates

- Emails with higher click through rates have a higher success rate
- **Avoid paragraphs**
  - Don't use a large block of text when a list of bullet points will do
  - Use charts or infographics
- Less is more
  - Not just for content, but less links!
  - Tell the student exactly what they need to know with one or two options to "click here for more info"
- Mix up your templates and headers throughout your campaign

Top Link Clicks

- Search
  1. "List of majors"
  2. "Scholarships and financial aid"
  3. "PURL

- Drive to Apply
  1. "School Name
  2. "Presidential (or Preferred) Program Application
 3. PURL

What Else Can I Do?

- Don't just stop at email
  - A student's inbox is FLOODED and it's hard to stand out
  - Get through on their phone
    - Students who received text messages for event or drive to apply campaigns were 3.5x more likely to complete the call to action than those who didn't
- Time emails with print drop
- Call the students for follow up

Texting

- **20,182** students have opted in for texting from EMP
  - Entry Year 2014: 1446
  - Entry Year 2015: 11180
- In 2014, 32 students replied to text messages
- This past year, that number increased almost 40x to **1,254**
- Texting should be a way to follow- up with, not introduce yourself to students
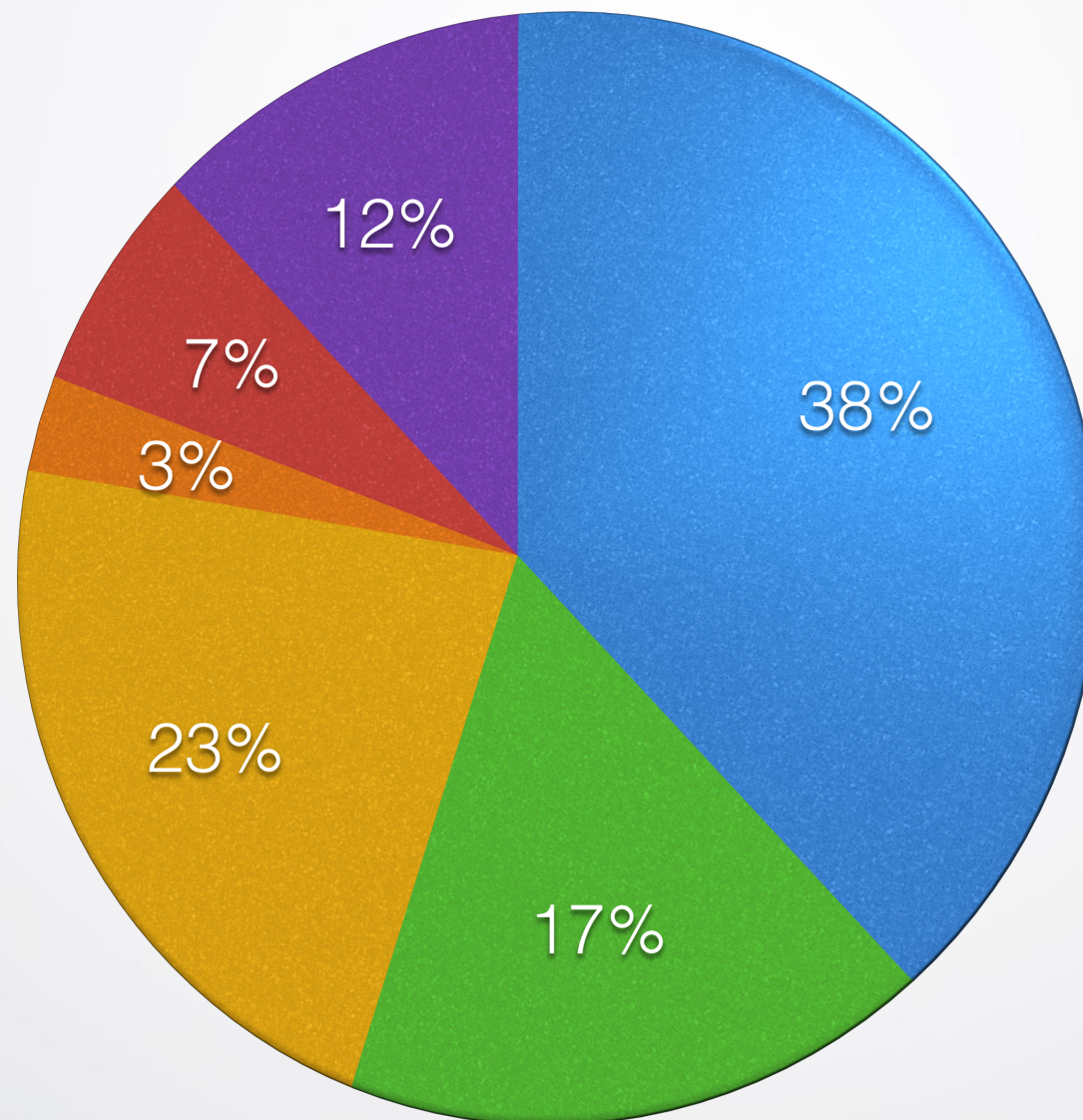- Texting can be implemented for wide campaigns or 1-to1 outreach

Students Who DID NOT Receive Texts
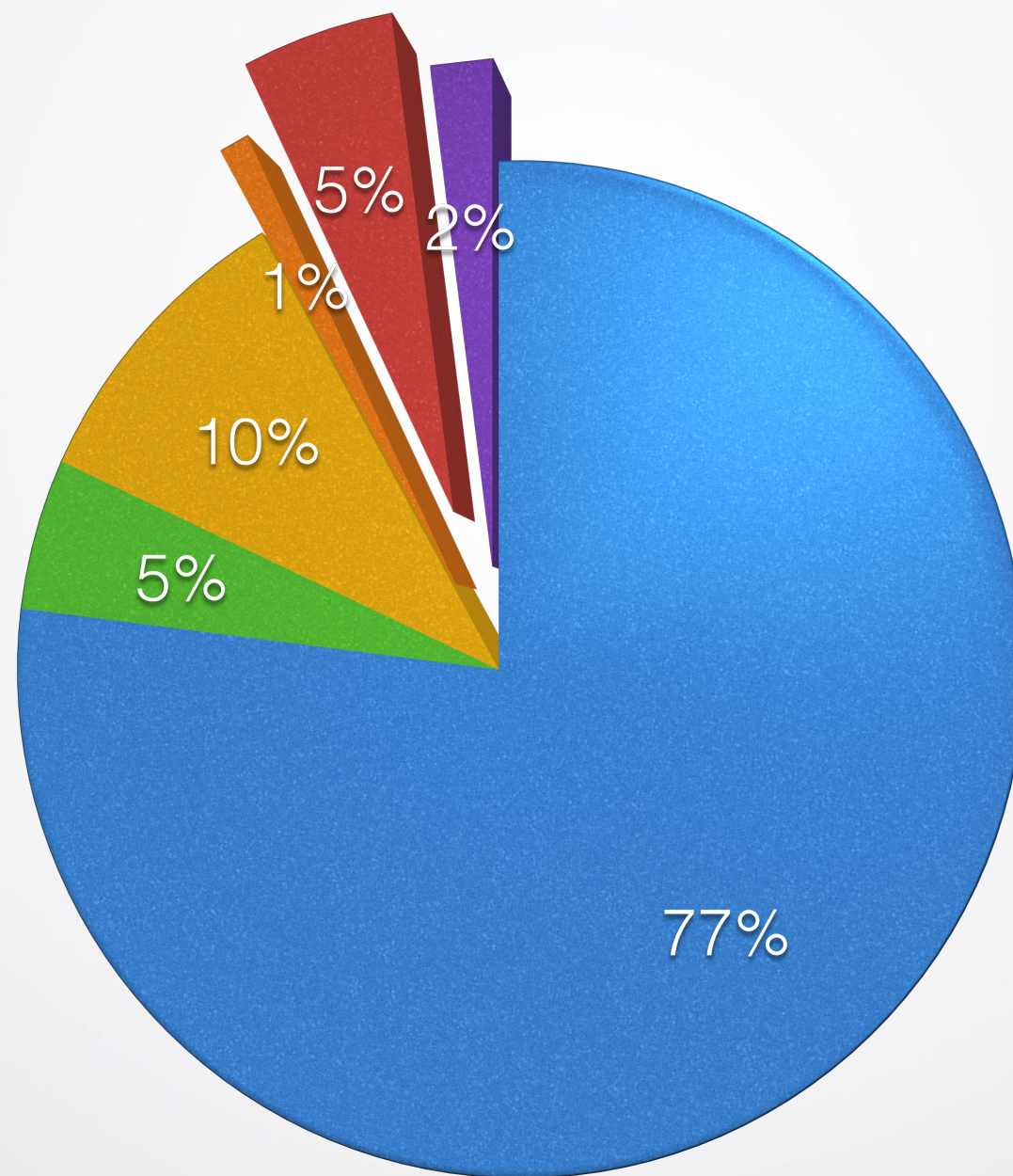
Print Pieces- Focus Group Feedback

- Students like photos!
  - They must be up to date and unique
  - Charts and infographics are always preferred
  - " I won't read paragraphs"
  - "I don't want to see empty dorms. I want to see what they look like a few weeks in when people have been living there."
- "Wait, would this have MY name on it?"
- Anything with a rep photo caught their eye
- Ariel shots of campus are always a big draw

Print Pieces- Focus Group Feedback

- Viewbook
  - Quotes
    - "Those jeans! Is this the early 2000s?"
    - "This page is great. #s. $. Straight to the point."
    - "Pros: Big Statistics. Pretty Colors. Cons: No bold titles."
    - "This guy is wearing a shirt for a different school."
    - "Mom?"
- Postcards
  - "Too much info, but none of it is important."
  - "I can tell it's too focused on sports."

Once Their In - Microsite

- Show, don't tell
  - Why stop at an email that sums everything up?
  - Have a corresponding page on the microsite for every campaign
- Use data to yield students
  - Checklists
- Let them interact
  - Use forms to engage students
  - Ask more questions and show content that reflect their interests
    - Study abroad
    - Dream job
- Use a new feature to keep them coming back
  - With our new secure pages, you can include information for their eyes only
- Have pages for parents

Wrap- Up

- Short & sweet
  - This goes for subject lines, link clicks, and content length
  - Use photos, charts, or infographics instead of blocks of copy
- Is everything relevant to your call to action?
- Mix it up with headers and templates
- Reach them in various ways
  - Through parents
  - Emails
  - Texting
  - Microsite
  - Call
  - Print
- **Make it count**