A leading business school launches a new graduate program, attracting a select demographic with SYNC2 Media

How do colleges and universities attract the best students for its programs? How do they get potential students to navigate what school is right for them when competition is so tough? That's the challenge SYNC2 Media answered.

We sat down with the client through several sessions to first develop the message. What made this campaign unique? What was the right message? Who were we targeting?

SYNC2 then devised a multi-tiered approach to attacking the campaign. We narrowed the geo to a select portion of Colorado, then used mobile, online, email and targeted print ads in local communities.
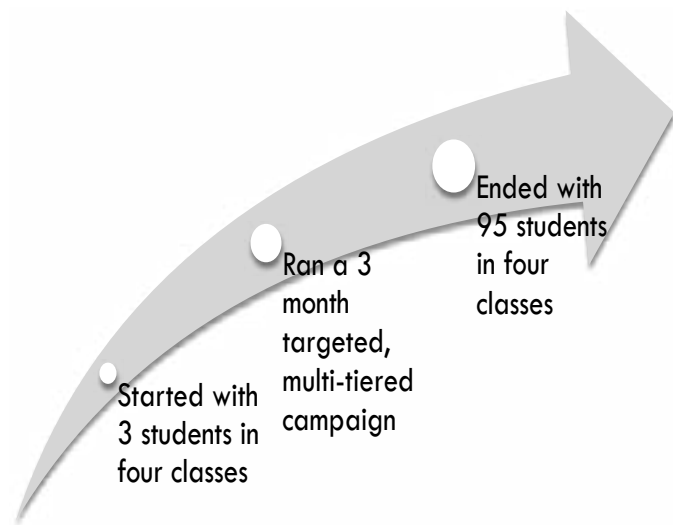
The results speak for themselves.

The Results:

- With a multi platformed approach the school saw enrollment increase by 700% during the campaign. All sectors of the campaign — online, mobile, email and print — saw at least a conversion.
- The ROI on the campaign was more than 143,000%.

Partnership impact:

- The success of the campaign has kept us in the clients plans throughout the year and has opened up new opportunities with other departments within the school.

Started with 3 students in four classes

Ran a 3 month targeted, multi-tiered campaign

Ended with 95 students in four classes

Campaign objectives:

- Find the right message for a new graduate program.
- Find the right audience to highlight that message.
- Find the right geo and demographics to highlight the school's new campus.
- Drive qualified candidates to engage in online actions or to attend one of several information sessions.

Target audience

- People with a college degree and an interest in continuing education.
- People in desired demo, also located within a 25-mile radius of new campus.
- Commuters in and around new campus location.

Strategy

- Four targeted email blasts highlighting the message.
- Continual online and mobile targeting to same geo.
- Retargeting online, mobile and email blasts.
- Print campaign built around community newspapers and events featuring program information.