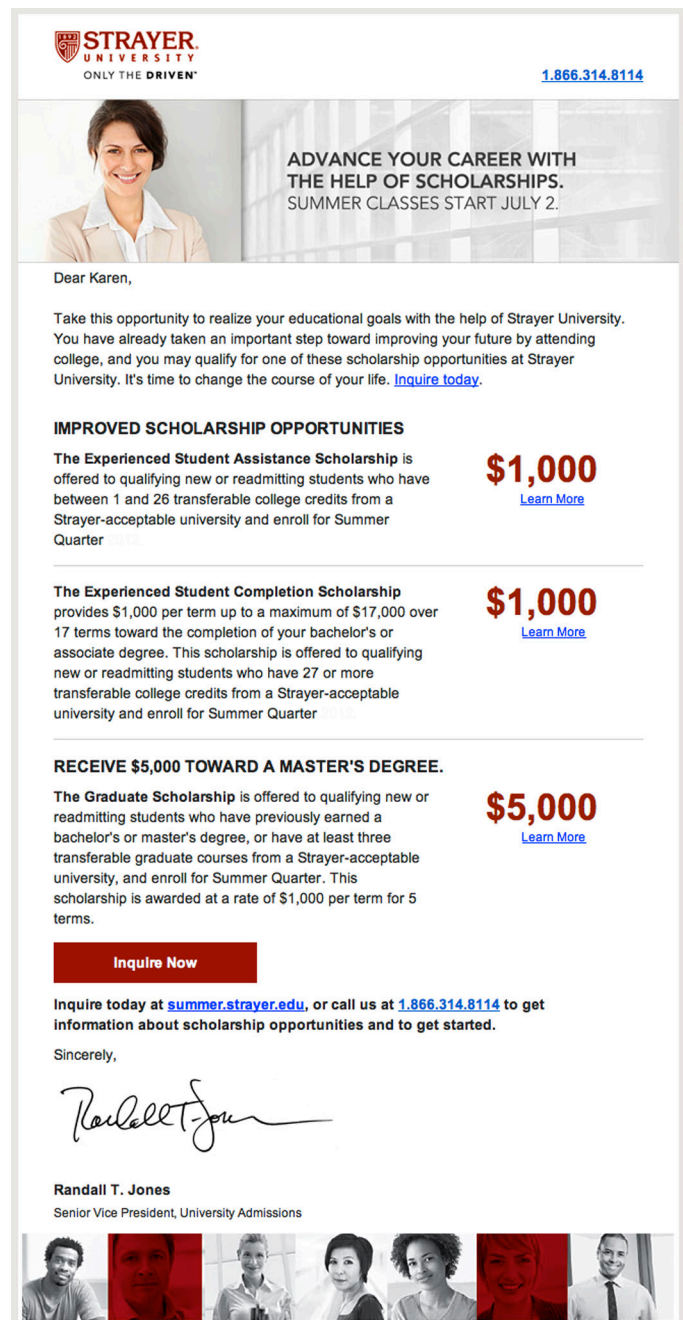## MAILER:

Strayer University

OBJECTIVE:

Strayer University had a goal of providing scholarship opportunities to students to help them make their educational goals a reality. The challenge was to offer different scholarship opportunities based on the current education level of the prospective student.

SOLUTION:

eTargetMedia implemented a multivariate targeted email with matching postal marketing campaign. The initiative was highly-targeted in order to reach the desired target audience. Demographic selects included prospective students age 18-42 with an income of $25,000 to $100,000. Geographic targeting included a 30 mile radius of the Strayer campuses encompassing zip codes for locations in 24 states. Still, further segmentation was necessary to differientiate individuals prior education level. Educational targeting included: individuals with some college interested in finishing their degree; individuals with an associates degree interested in getting a bachelors degree; and individuals with a bachelors degree interested in a MBA or graduate degree. Each group was keycoded separately so that they received a unique direct mail and follow-up email broadcast specifically tailored to their educational status and interests.

OUTCOME:

Adding the email component of the marketing campaign was a highly effective way to make the most of their marketing dollars. As email marketing costs substantially less than other methods of traditional direct marketing, it proved very cost effective. The email with matching direct mail campaign resulted in a quarterly roll-out to promote their various academic programs and degree opportunities.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com