

## MAILER:

Strayer University

## OBJECTIVE:

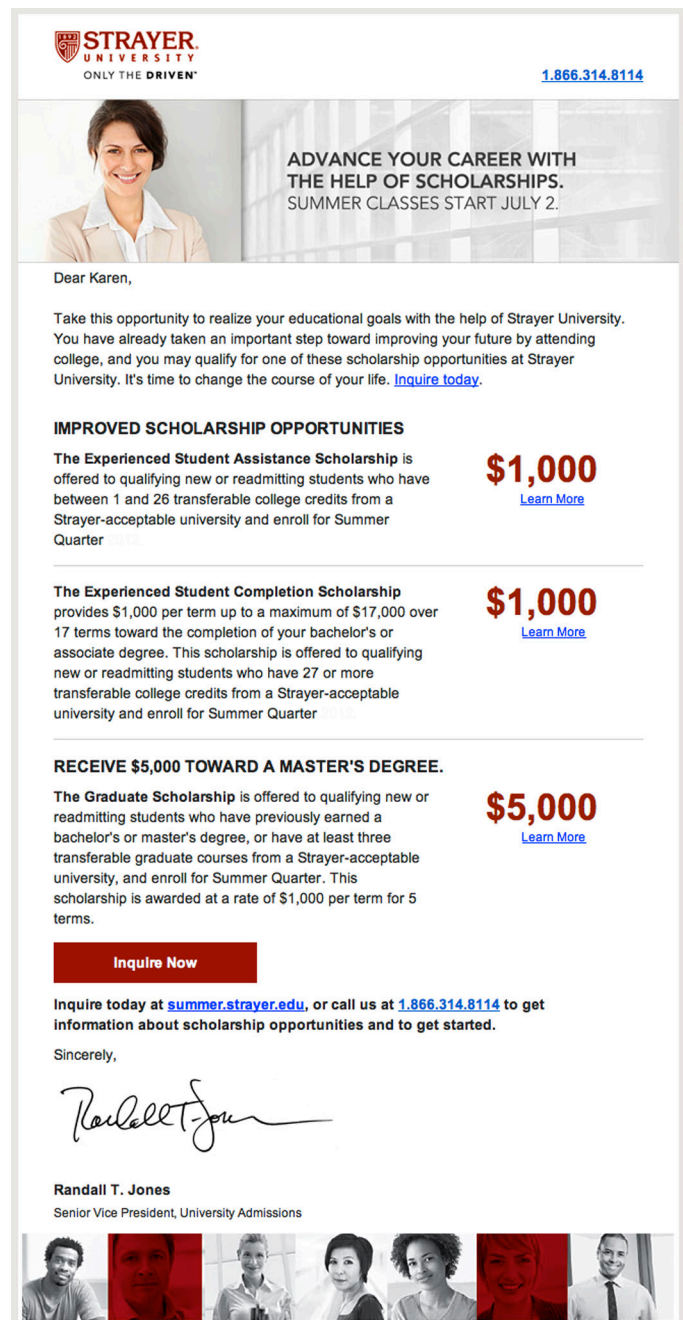
Strayer University had a goal of providing scholarship opportunities to students to help them make their educational goals a reality. The challenge was to offer different scholarship opportunities based on the current education level of the prospective student.

## 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 differentiate 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.



**STRAYER UNIVERSITY**  
ONLY THE DRIVEN™

1.866.314.8114

**ADVANCE YOUR CAREER WITH THE HELP OF SCHOLARSHIPS.**  
SUMMER CLASSES START JULY 2.

Dear Karen,

Take this opportunity to realize your educational goals with the help of Strayer University. You have already taken an important step toward improving your future by attending college, and you may qualify for one of these scholarship opportunities at Strayer University. It's time to change the course of your life. [Inquire today.](#)

**IMPROVED SCHOLARSHIP OPPORTUNITIES**

**The Experienced Student Assistance Scholarship** is offered to qualifying new or readmitting students who have between 1 and 26 transferable college credits from a Strayer-acceptable university and enroll for Summer Quarter **\$1,000** [Learn More](#)

**The Experienced Student Completion Scholarship** provides \$1,000 per term up to a maximum of \$17,000 over 17 terms toward the completion of your bachelor's or associate degree. This scholarship is offered to qualifying new or readmitting students who have 27 or more transferable college credits from a Strayer-acceptable university and enroll for Summer Quarter **\$1,000** [Learn More](#)


**RECEIVE \$5,000 TOWARD A MASTER'S DEGREE.**

**The Graduate Scholarship** is offered to qualifying new or readmitting students who have previously earned a bachelor's or master's degree, or have at least three transferable graduate courses from a Strayer-acceptable university, and enroll for Summer Quarter. This scholarship is awarded at a rate of \$1,000 per term for 5 terms. **\$5,000** [Learn More](#)


[Inquire Now](#)

Inquire today at [summer.strayer.edu](http://summer.strayer.edu), or call us at [1.866.314.8114](tel:18663148114) to get information about scholarship opportunities and to get started.

Sincerely,



**Randall T. Jones**  
Senior Vice President, University Admissions



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Call 1.888.805.DATA (3282) or email us at [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
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