

MAILER:

Johns Hopkins University

OBJECTIVE:

Johns Hopkins University faced the challenge of promoting awareness of its advanced online environmental science degrees.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign segmenting an audience of professionals with a Bachelor's Degree and an interest in continuing their education with a Master's Degree in Environmental Science. eTargetMedia selected the lists of Education Responders and US Student Resources as well as working environmental science professionals who hold a Bachelor's degree. The campaign targeted affluent college graduates who have the discretionary income to invest in furthering their education. The offer featured the online flexibility and convenience of earning the Master's degree in an online format.

OUTCOME:

The email marketing campaign was very successful and led to increased applications for the online Master's degree program. The email campaign helped increase awareness of the degree programs and led to increased traffic on the university's website as well as increased brochure requests.



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