

SMU CASE STUDY

MAILER:

SMU

OBJECTIVE:

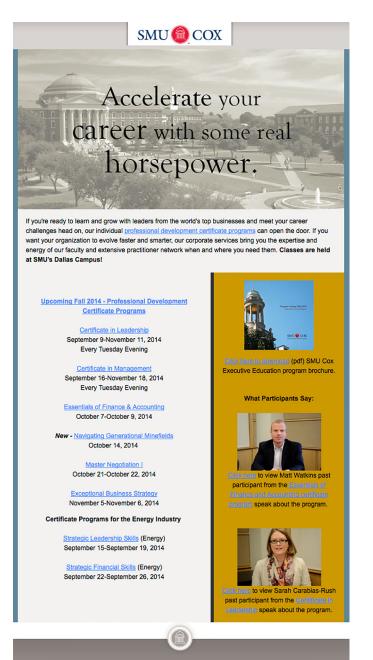
SMU faced the challenge of increasing registration to the Professional Development Certificate Programs offered at the university.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective continuing education audience of ages 25-60 in a mid to upper income range with a college degree in target disciplines who are employed in financial, management, marketing, utilities and real estate industries, and are interested in further education leading to career advancement. The offer was designed to introduce the programs offered at the Dallas campus and encourage prospective students to download a program brochure. eTargetMedia strategically selected the Educations Responders list of continuing education prospects cross referenced with various high level B2B files to reach prospects that meet all professional, demographic and educational related criteria in four key target metro areas.

OUTCOME:

The email marketing campaign was highly successful leading to an open rate and click through rate that surpassed industry averages. The client experienced an increase in brand recognition and program awareness, an increase in traffic, increased program downloads and an overall successful outcome of the campaign leading to substantial continuation usage of eTargetMedia lists for continued success.



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