

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.



Accelerate your career with some real horsepower.

If you're ready to learn and grow with leaders from the world's top businesses and meet your career challenges head on, our individual [professional development certificate programs](#) can open the door. If you want your organization to evolve faster and smarter, our corporate services bring you the expertise and energy of our faculty and extensive practitioner network when and where you need them. **Classes are held at SMU's Dallas Campus!**

[Upcoming Fall 2014 - Professional Development Certificate Programs](#)

- [Certificate in Leadership](#)
September 9-November 11, 2014
Every Tuesday Evening
- [Certificate in Management](#)
September 16-November 18, 2014
Every Tuesday Evening
- [Essentials of Finance & Accounting](#)
October 7-October 9, 2014
- [New - Navigating Generational Minefields](#)
October 14, 2014
- [Master Negotiation I](#)
October 21-October 22, 2014
- [Exceptional Business Strategy](#)
November 5-November 6, 2014

Certificate Programs for the Energy Industry

- [Strategic Leadership Skills \(Energy\)](#)
September 15-September 19, 2014
- [Strategic Financial Skills \(Energy\)](#)
September 22-September 26, 2014

[Click here to download \(pdf\) SMU Cox Executive Education program brochure.](#)

What Participants Say:

[Click here to view Matt Watkins past participant from the Essentials of Finance and Accounting certificate program speak about the program.](#)

[Click here to view Sarah Carabias-Rush past participant from the Certificate in Leadership speak about the program.](#)

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