

The Challenge

PERFECT ATTENDANCE

Elmhurst College, located just west of Chicago, has plenty of competition. They were looking for a way to stand out and attract more prospective students to their School for Professional Studies informational sessions. In such a densely populated area, they wanted to focus on reaching out to local students who were planning on attending grad school close to home. That's when they decided to call Elk Grove Graphics, a Vomela Company.

Contact Us hello@vomela.com



The Solution

With the help of Elk Grove Graphics, Elmhurst College embarked on a highly personalized multichannel marketing campaign. They started by sending 5,000 direct mail pieces, each one addressing the recipient by name, to young people with undergraduate degrees in the area. The mail piece provided a link to more details about the informational session, as well as additional contact info. A second wave of direct mailers were also sent as a reminder.

Based on the response to the direct mail campaign, the college provided Elk Grove Graphics with a list of interested candidates who, upon attending the session, would receive a printed program tailored specifically to their interests and area of study. Each program contained:

- A personalized greeting
- A personalized URL (PURL) for delivering the e-version of their personalized program.
- A message from the program director (specific to area of study)
- Degree-specific information

Elk Grove Graphics printed a unique program for each area of graduate-level study at Elmhurst College, as well as a generic program for students who were undecided. In total, 26 different versions of the program were printed and given out at the informational session.

When the session was over, and regardless of whether or not they attended, each potential student was emailed an e-version of their program. The content of the follow-up email was customized based on behavior; those who didn't attend received a "sorry we missed you" message, while those who did attend received something more along the lines of "thanks for coming."

Other factors, such as whether or not candidates visited their PURL, also affected the content of emails they received. Each message was pre-written and placed into an automated workflow, which sent appropriately themed emails based on predetermined triggers. The content of the programs and emails was written by Elmhurst College, and Elk Grove Graphics handled all of the automation and printing.

A MULTI-CHANNEL CAMPAIGN

DIRECT MAIL PIECES

PURL PER PROSPECT

CUSTOM PRINTED PROGRAM

AUTOMATED EMAIL FOLLOW-UP

FOR BETTER CONVERSION

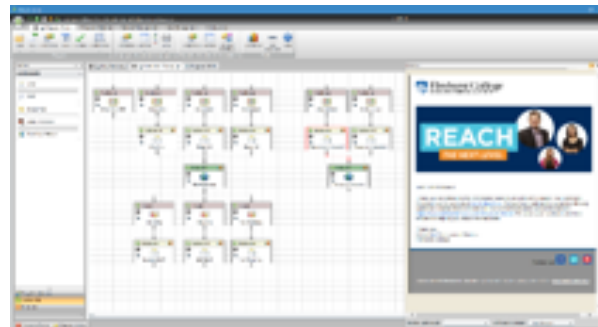




The Benefit

Printing and shipping in large quantities doesn't come cheap. Between the raw materials, postage, creative work, and the time invested in the campaign, it can be a sizable investment. However, higher education is a pricey endeavor, and Elmhurst College knows the importance of investing in their potential students. The upfront cost of a personalized multichannel campaign is a small price to pay when considering the amount of exposure and engagement it creates in the long run.

Before working with Elk Grove Graphics, that money was being spent on less targeted messages and high volume direct mail to reach potential students. By embracing a more personalized approach, Elmhurst College was able to make each marketing dollar go a lot further in terms of valuable engagement. From the initial mail piece to the final data report, Elk Grove Graphics was able to provide Elmhurst with a multichannel campaign that fulfilled all their needs and more.



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