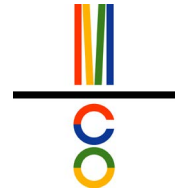


College Recruitment Campaign Connects in Major Way.



A Personalized Campaign Reaches Elite Students

The Challenge.

Historically, this renowned university used a company that specializes exclusively in college recruitment marketing. However, the response rates were not stellar, and the messaging utilized was just like the messaging being sent on behalf of other schools. Not only did the university desire an alternative to this templated approach, but they also had very tight deadlines driven by the college recruitment season.

The Solution.

Mossberg & Company, in collaboration with Richard Harrison Bailey/The Agency (RHB), developed an entirely new look and feel for the university's recruitment program. We created a campaign through which students received emails directing them to a personalized website. On the website they could review their biographical information, request information, meet a counselor, and more.

“They approached Mossberg & Company for an on-demand solution that would utilize the power of the internet to create personalized marketing materials.”

Coinciding with the delivery of the first email, we reinforced the message by mailing personalized postcards to each student. Once they submitted information through their personalized website, they were removed from the email chain and received a personalized letter and an informational brochure.

The Result.

Mossberg & Company and RHB developed and finalized this program in approximately four weeks, one third of the time usually needed for similar programs. The initial results are nothing less than astounding. About 111,660 high school students were contacted in this ongoing program. The unsubscribe or opt-out rate was extremely low at .009%. 37.3% (41,697 students) opened the email. Out of the 41,697 students that opened the email 36% responded and set up their personal site by giving their information. Of the 36% that responded to the email 58% confirmed email receipts and stated an interest in learning more about the university. The personalized recruitment campaign worked. The recruitment campaign stood out because it was no longer the same templated approach.

Email Response Rates

Who Opened The Email?



37.3%

Who Responded to The Email?



36%

Who Opted-Out?



1%

**OVER
50%**



Of the email recipients confirmed email receipts and stated an interest in learning more

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