

Pima Community College

Reaching students when students are hard to reach.

Pima Community College works collaboratively with Stamats to create dynamic and relevant communications. Through strategic planning and intelligence, a robust communication flow reaches potential students who are hard to reach. In less than four months, Pima's campaigns drove significant new applications.



PimaCommunityCollege

Services:

SEM, Communication Plan Creation and Management, Email Design, Content, Data Management, Email Campaigns, Campaign Engagement Statistics, SMS texting

Results:

SEM Campaign

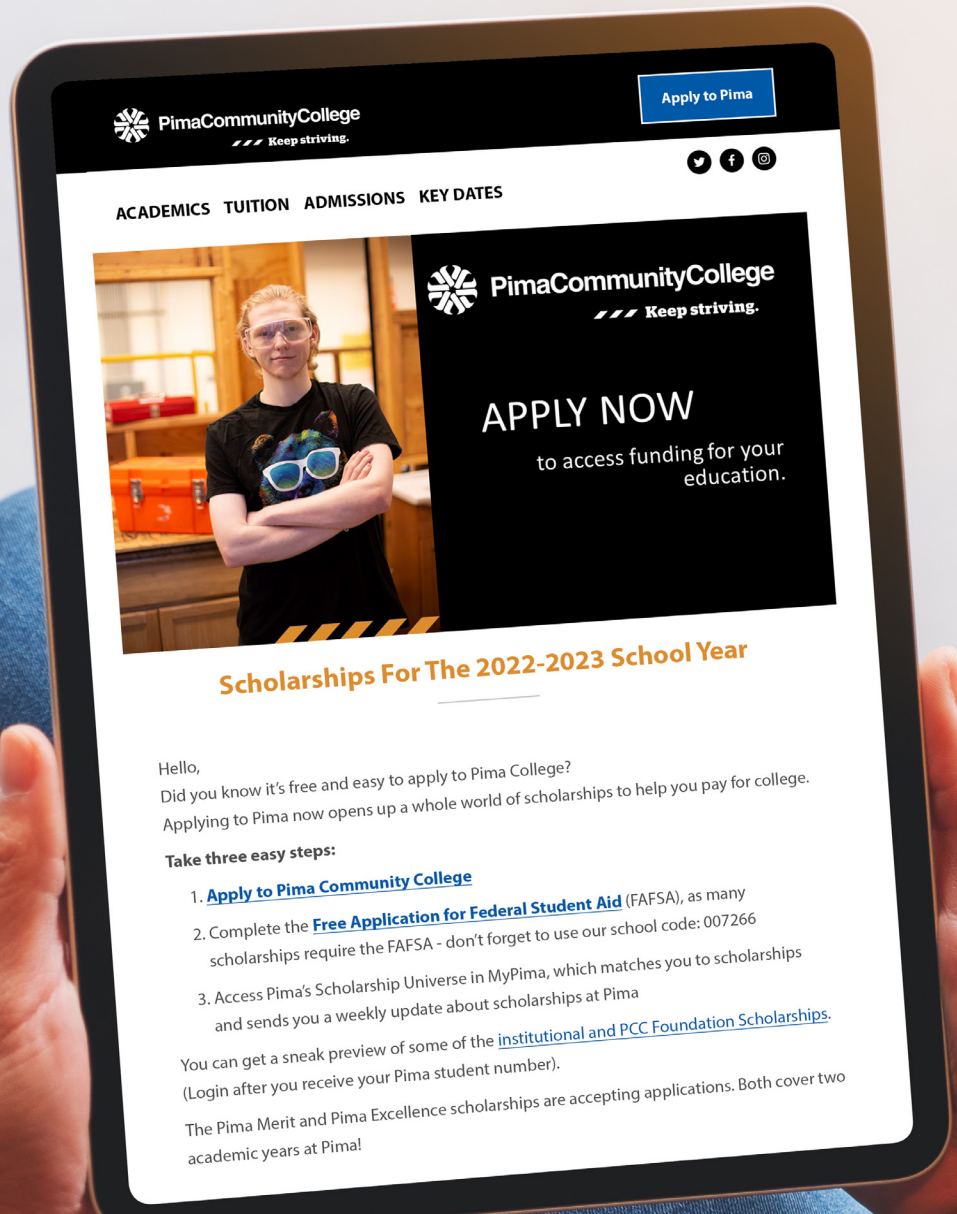
1400 request for information forms in four months.

Email Campaign

112 high school recruits and stopouts registrations.

SMS Text Campaign

308 enrollments
\$250k in tuition revenue in 5 days.



Strategic messaging and clear call to action provides value to the student.