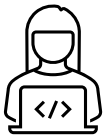




The Art of Effective Prospect Nurturing

August 13, 2025

Our Agenda for Today



Taking the journey of
your prospective students



The Art of Prospect
Nurturing



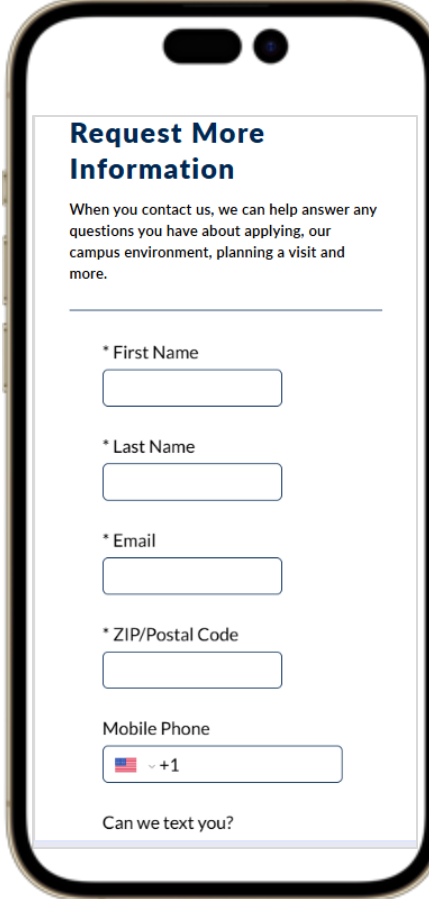
Client Case Studies and
Examples

What is the best way to improve the prospective student experience?

Taking the Journey of a Prospective Student Yourself!

Issues we've uncovered for clients from mystery shopping and user journeys

- RFI form not working in mobile
- Day 0 inquiry text not sending
- No thank you page or email
- No nurture communication plan
- Certain student types or majors left off communication plans
- Multiple versions of program pages
- Can't find the info you need



Request More Information

When you contact us, we can help answer any questions you have about applying, our campus environment, planning a visit and more.

* First Name

* Last Name

* Email

* ZIP/Postal Code

Mobile Phone

Can we text you?

Take a walk in the “virtual shoes” of your prospective students...

Identify your persona. What would search for? What phrases would they use?



Ava

High school senior

Unsure of her major

Worried about cost and fitting in



Jackson

Working professional

Wants to advance business career

Worried about program flexibility



Maddie

Transfer student

Communication major

Worried about credit transfer

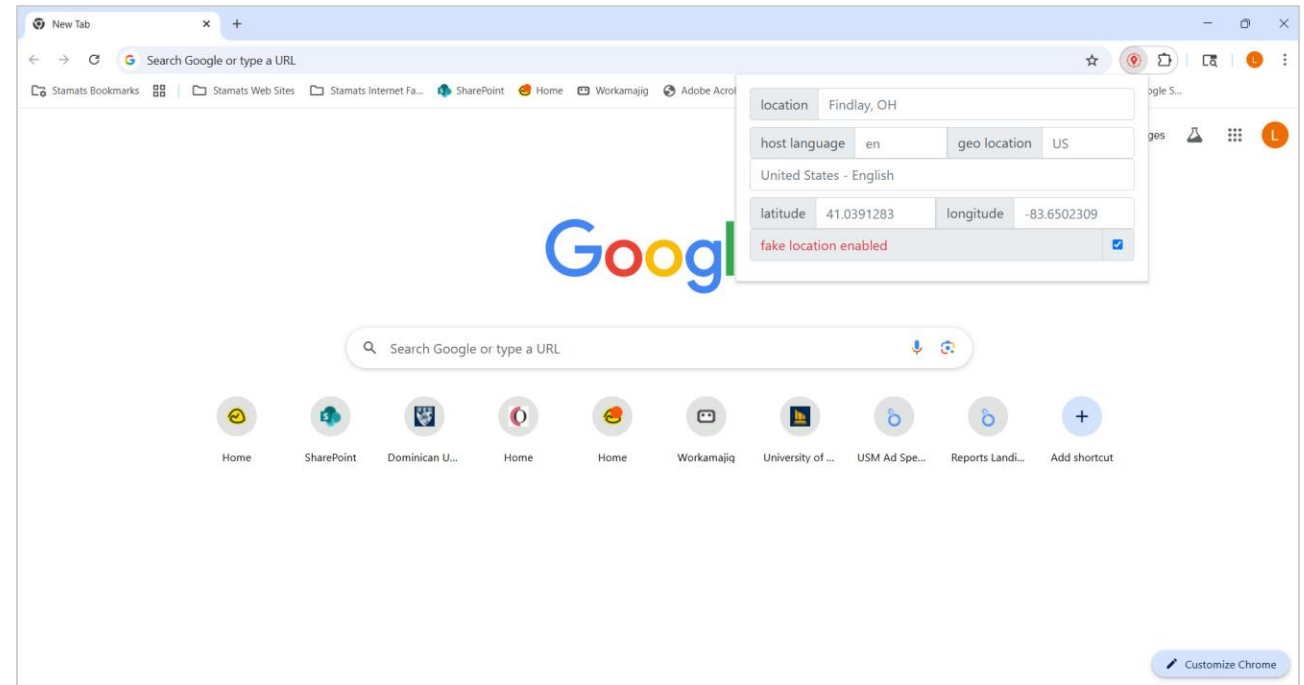
Step 1: Take the journey from Google

- What surprised you the most?
- What didn't surprise you?
- What updates could be made to improve your Google search results?



Helpful Google Search Journey Tool

- Tool: gs location changer
- See the journey of students from different target markets
- Understand competition better and see who is outperforming (organically) and outbidding you (sponsored) in different markets



Step 2: Take the journey from your homepage

- Did you find the information you needed?
- Was it where you expected it to be?
- What updates could be made to improve the visitor experience?



Step 3: Submit your RFI Form

- Was your RFI form easy to find?
- Was there a thank you page with next steps?
- Did you receive a thank you message?
- What changes could be made to enhance the overall experience?



The Art of Prospect Nurturing

From campaign lead or inquiry to enrolled student





Pro Tip: Day 0 Matters

Research shows 75% of students
expect a response within 24 hours.

Strike While the Iron is Hot!

- Thank you page
 - More than just “Thank you!”
- Day 0 thank you email
- Guide them on the next steps you want them to take
- Include high value, customized links




Congratulations! You're on your way to becoming a Husky!


Thank you for requesting information about USM. We will be in touch soon with more information about all that's happening on campus.

For now, check out [more fun videos](#) and keep up to date on all the exciting things happening at USM. Follow us on [Instagram](#) and [Facebook](#).


Your next steps:



1. Come see USM for yourself - sign up for a [campus visit](#)!



2. Explore all USM has to offer with 300+ [academic programs](#) and over 60 [student clubs and organizations](#)




3. Ready to become a husky? Complete your [application](#) today!

If you want to talk to someone from our admissions team right now, please contact us at admitusm@maine.edu or 207-780-5670.

Visit

Apply



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[Privacy Policy](#)



Thanks for reaching out, Seed! We're so glad you're interested in the University of Southern Maine. There's a lot going on here, and we're so excited to help you discover all USM has to offer.

I'm Nicholas, your personal admissions counselor. I'm here to help answer any questions you have. Contact me any time at nicholas.rimo@maine.edu or (207) 780-5946.

Here, in and around Portland, Maine, our campuses are buzzing with engaged students and awesome opportunities. USM offers you [incredible academic options](#), with 57 majors and 77 minors – including Liberal Studies, Humanities Track, internships galore, and one-on-one academic advising.

Our students graduate with less debt. In fact, 36% have no debt at all. Because you're from Maine, you can get a university education at a great in-state tuition rate.

Here are some exciting facts about Portland, Maine and University of Southern Maine that I thought you might like to know.

#1

best place to live on
the east coast
(*US News & World Report*)

300+

host sites for
internships and
clinicals

1-on-1

career advising for
every major

To find out more, [come visit us!](#) You can always [get in touch](#) if you have any questions about the admissions process or life at USM. We hope to see you on campus soon.



Thank you for your interest in University of Southern Maine, Seed. We're excited to support your next steps toward grad school. At USM, you'll gain hands-on experience, personalized support, and build the professional connections that can make a real difference in your career.

I'm Nicholas, your personal admissions counselor. I'm here to help answer any questions you have about USM. Contact me any time at nicholas.rimo@maine.edu or (207) 780-5946.

Our [graduate programs](#) are designed with flexibility and real-world relevance in mind, so you can apply what you learn right away. Whether you're looking to advance in your current field or pivot to something new, you'll find the support, guidance, and opportunities you need to move forward with confidence.

Advancing your degree at the University of Southern Maine is also a great value. You'll have access to graduate [scholarships](#) and [financial aid](#). USM ranks among the lowest in national student debt in New England according to *The Institute for College Access and Success*.

29

graduate degrees
available

~90%

of faculty hold the
top degree in their
field

100+

graduate
assistantships
offered annually

We hope to see you soon on campus!

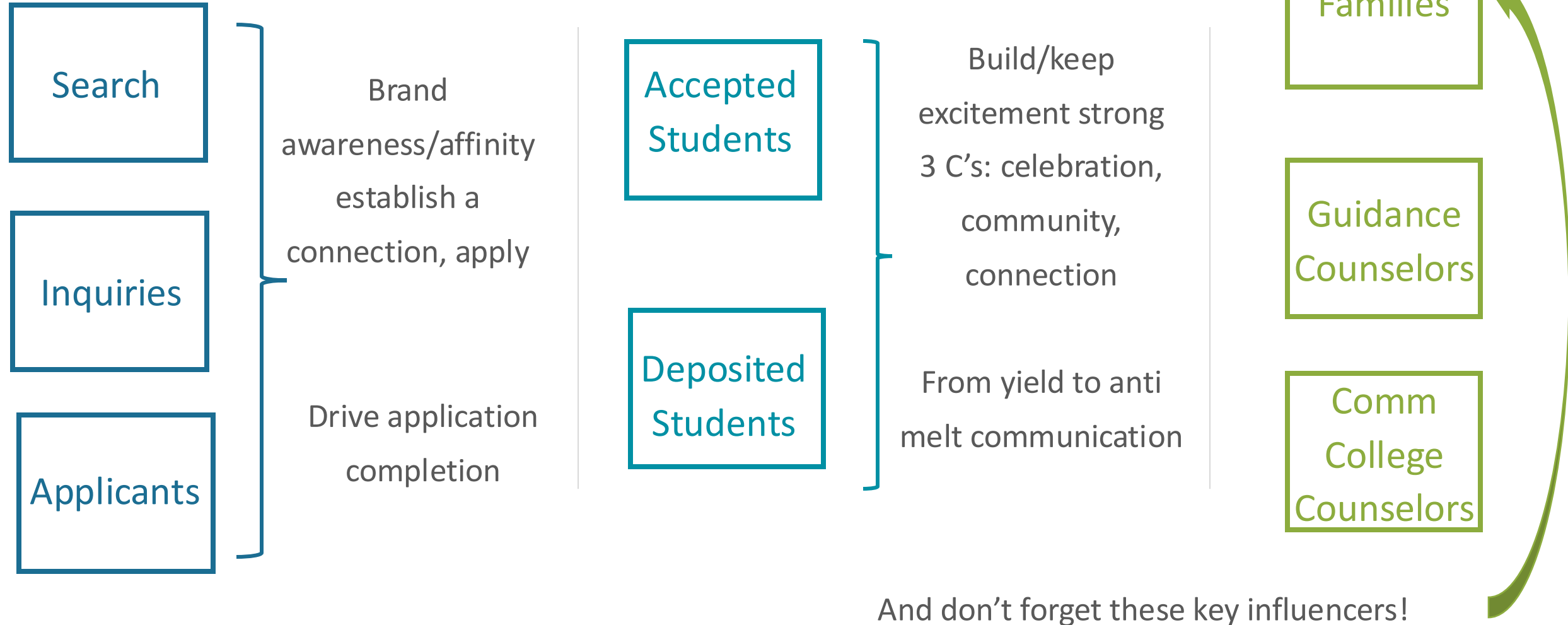
Day 0 RFI form thank you emails are a must have!

Even better if they can have personalized, dynamic content.

2

Pro Tip: Map the journey by
funnel stage

Key Audiences in Your Communication Plan



Separate, Segmented Messaging by Audience

- Segment by audience
 - First year, transfer, adult, families
- Customize messaging based on where they are in the journey
- Need fit emails in addition to application push



Building A Strong Inquiry Nurture Track

Step 1

Communication begins as soon as inquiry is received



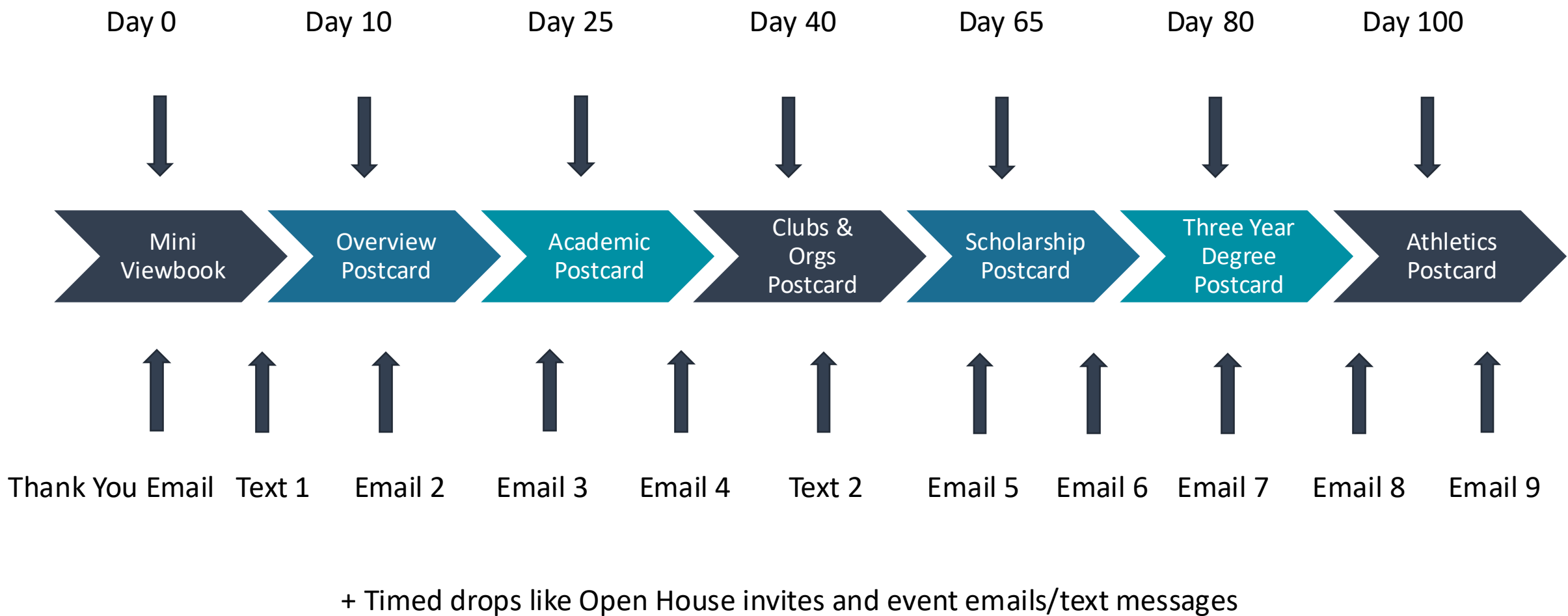
Step 2

Regular timed outreach throughout the cycle with relevant messaging

3

Pro Tip: Space out and vary
touchpoints

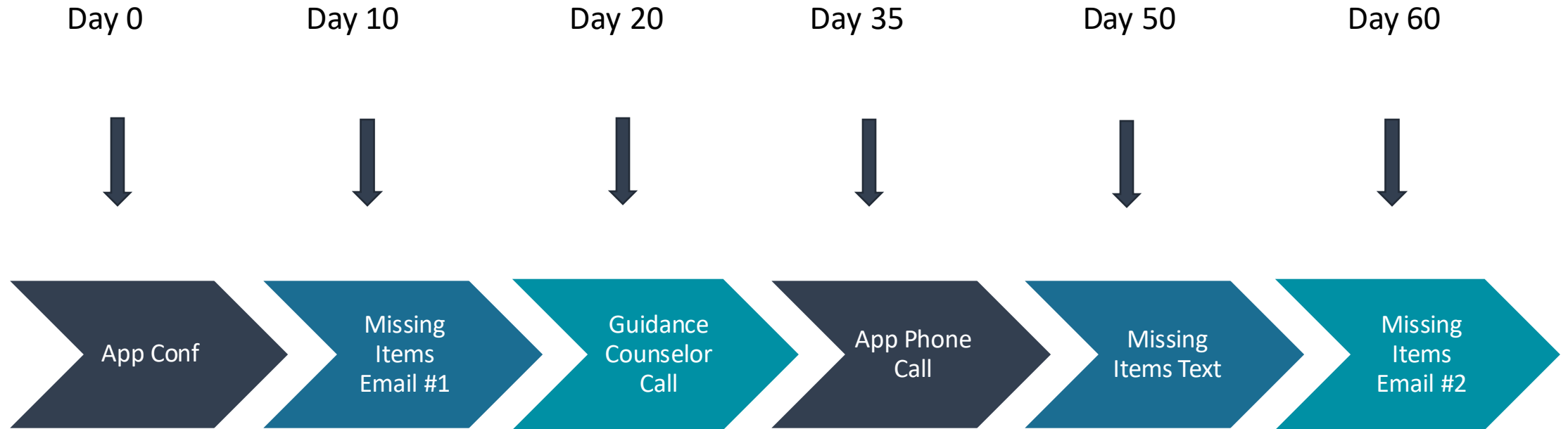
Building Connection Through Multiple Touchpoints



Inquiry Messaging, CTAs and Outreach Methods

Messaging	Calls to Action	Methods
Brand awareness	Personalization of next step	Email
Building interest	Visit/Open Houses	Some limited phone calls
Intro/overview videos	Meet us on the road	Some limited text messages
Establish connection	Apply	Direct mail
Highlight any of their interests you can!	Invites to follow social media channels	

Examples of Applicant Track Outreach



Drive application completion while continuing to build brand affinity

Applicant Messaging, CTAs and Outreach Methods

Messaging	Calls to Action	Methods
High personalization should really begin	Complete your application	Email
Guidance Counselor outreach	File your FAFSA	Phone calls
Special scholarship opportunities	Visit/Open Houses	Text messages
Building connections with current students	Meet us on the road	Direct mail
		Guidance counselor outreach
		Parent/family outreach

A multi-channel approach to your outreach is just as important as the content and timing of your messaging!

- Email
- Text
- Direct mail
- Phone calls
- Organic social media
- Paid ads and campaign strategy
- List retargeting ad strategy





Pro Tip: Make it feel personal

Recent data shows:
9 out of 10 students agree receiving
relevant content from a college
influences their decision.

Source: Niche 2024 spring survey

Unfortunately, only 15% of students
report receiving relevant
communications from colleges.

Source: Niche 2024 spring survey

Relevant, audience specific
messaging needs to start with your
paid ad and campaign landing page
strategy.

Owens Community College Adult Learner Campaign Example

Ad messaging and images speaking directly to adult learners

- Goals: Launch your future
- Timeline: Earn an advanced certificate in just 12 months
- Emotions: Feeling stuck in your career?
- Lifestyle: Flexible course schedules for working professionals



Campaign landing page content needs to answer audience specific questions

Show it's possible for them:

- Achievable, Affordable, Flexible

Illustrate value with outcomes:

- Expected salary ranges
- Student testimonials

Make the next step easy to take and clear!

The screenshot shows the Owens Community College landing page. At the top, a woman is smiling, with the text 'Launch Your Future. Get going on your goals. At Owens we help you achieve success on your terms.' Below this, there are three main sections: 'Short-Term Career Certificates' with a list of programs (Baking and Pastry, Bookkeeping, Computer Programming I, Dental Office Coordinator, Electrical, Entrepreneurship, Event Planning, Media Influencer, Nurse Assistant Training/Home Health Aid, Recording Production), 'Affordable' (An Owens education won't break the bank. Plus, with our tuition guarantee your low price is locked in.), and 'Achievable' (At Owens you can level up your life, with friendly staff who help you get a great job or move on for more education.). To the right of these is a 'Get Started Here' form with fields for First Name, Last Name, Email, Phone Number, Date of Birth, and Program of Interest, followed by a 'CONTACT US' button. Below the form is 'Your Success Starts Here' (Get what you need to reach your dreams. With flexible class schedules, affordable tuition and expert instructors, your path to success starts at Owens. As an adult student, earning a college degree or credential can change your life. • Earn more money • Get a better job • Achieve your personal goals • Connect with people just like you • Feel better about your life and progress) and 'An Investment in You.' (Think a college education isn't worth it? Think again. Check out average full-time weekly pay: • No high school diploma: \$721 • High school diploma, no college: \$905 • Associate's (2-year) degree or some college: \$1,012 • Bachelor's (4-year) degree: \$1,499 • Advanced degree: \$1,864). Below this is 'LEARN YOUR WAY.' (You have a life to live, and college is just one part. We get it. Owens offers online and part-time options so you can learn on your schedule. Apply today). At the bottom, there is a student testimonial from Wayland Preston, '22 Owens student, and a video player for 'Adult College' with a 'Watch on YouTube' button and a 'Copy link' button. The footer includes the Owens logo, contact information (967) 661-7777, and a copyright notice for 2023 Owens Community College.

Launch Your Future.
Get going on your goals. At Owens we help you achieve success on your terms.

Short-Term Career Certificates
For career advancement or landing a new job, add a valuable credential in one of these exciting career certificate programs:

- Baking and Pastry
- Bookkeeping
- Computer Programming I
- Dental Office Coordinator
- Electrical
- Entrepreneurship
- Event Planning
- Media Influencer
- Nurse Assistant Training/Home Health Aid
- Recording Production

Affordable
An Owens education won't break the bank. Plus, with our tuition guarantee your low price is locked in.

Achievable
At Owens you can level up your life, with friendly staff who help you get a great job or move on for more education.

Get Started Here
We'll send you all the information you need.

First Name *

Last Name *

Email *

Phone Number *

Date of Birth *

Program of Interest *

Please choose a certificate

CONTACT US

Your Success Starts Here
Get what you need to reach your dreams. With flexible class schedules, affordable tuition and expert instructors, your path to success starts at Owens.
As an adult student, earning a college degree or credential can change your life.

- Earn more money
- Get a better job
- Achieve your personal goals
- Connect with people just like you
- Feel better about your life and progress

An Investment in You.
Think a college education isn't worth it? Think again. Check out average full-time weekly pay:

- No high school diploma: \$721
- High school diploma, no college: \$905
- Associate's (2-year) degree or some college: \$1,012
- Bachelor's (4-year) degree: \$1,499
- Advanced degree: \$1,864

*Bureau of Labor Statistics, Quarter 3, 2022

LEARN YOUR WAY.
You have a life to live, and college is just one part. We get it. Owens offers online and part-time options so you can learn on your schedule.

Apply today

"One thing that I found that is wonderful about Owens is how convenient it is to balance work and life. It's phenomenal to be able to sit at home, make dinner and see my family and still pursue my dreams and getting a college degree."
Wayland Preston, '22
Owens student

Adult College
Watch on YouTube

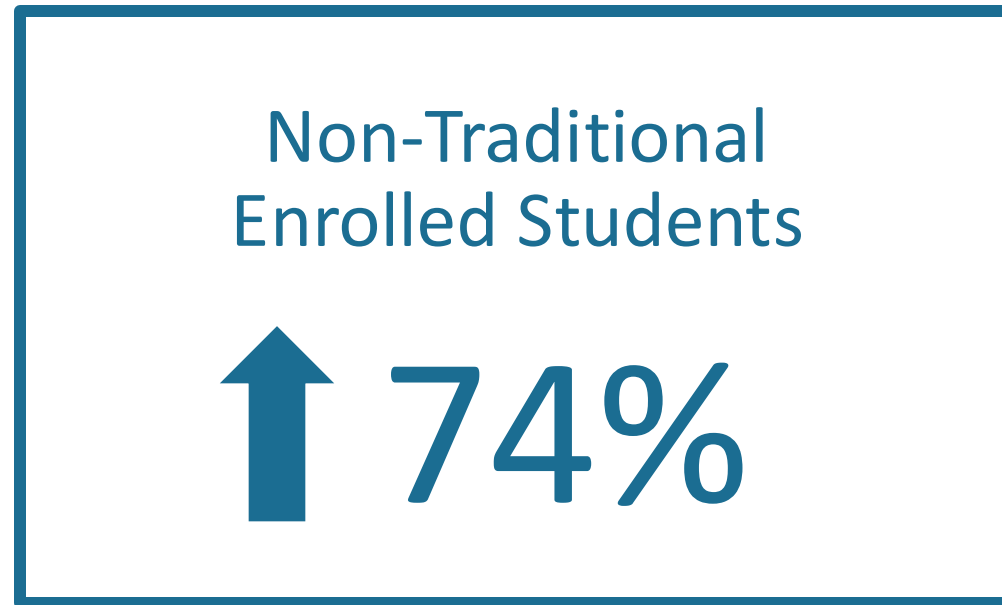
ABOUT OWENS
We're dedicated to you.
Owens Community College was established in 1965 to provide education and training to the residents of our communities - people just like you.
Have questions? (567) 661-7777 Talk with a member of the Admissions team.

OWENS
Community College

(567) 661-7777
Contact Us
Locations

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Owens Adult Learner Campaign Results for Spring 2025



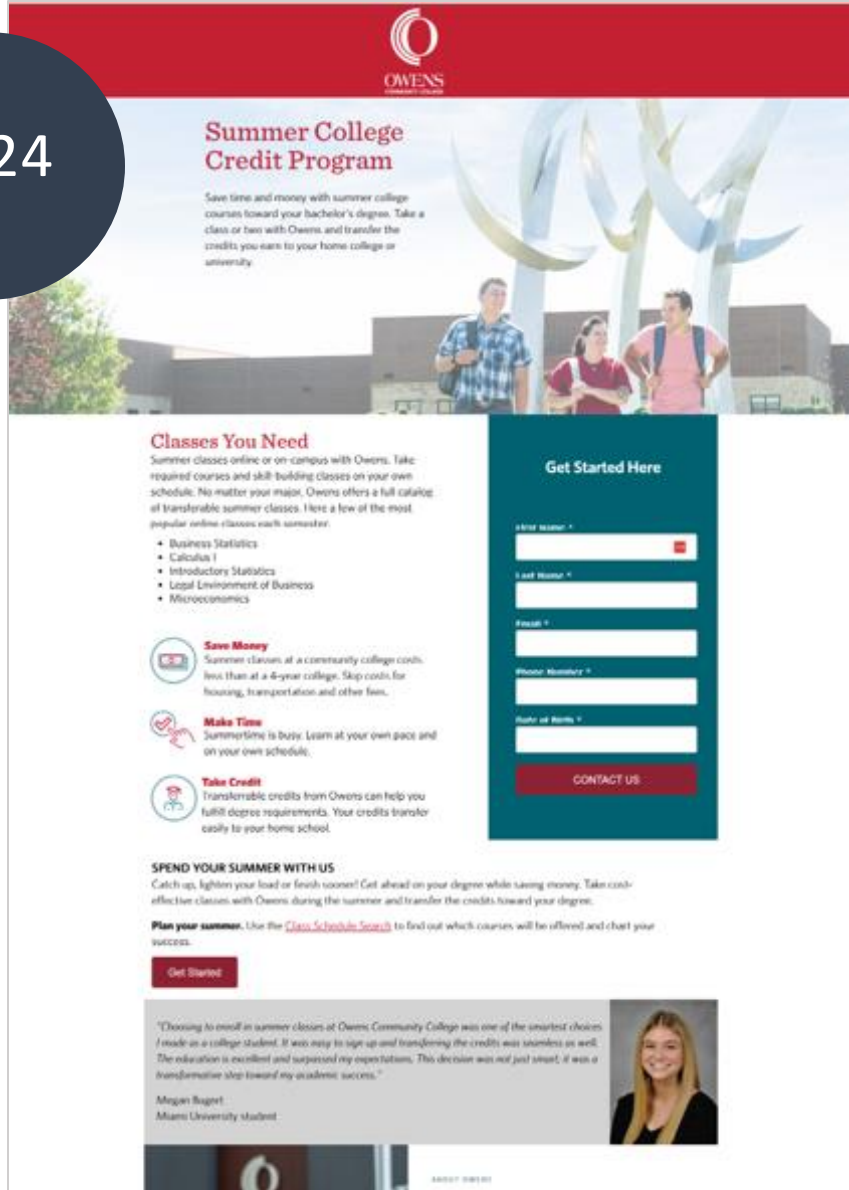
YOY comparison of non-traditional enrolled students for spring start 2025 vs 2024

A quick case study on why
conversion-focused campaign
landing pages are a best practice for
your ad campaigns...

Owens Visiting Student Campaign Landing Page: 2024 vs 2023

Conversion Focused CLP

2024



The 2024 landing page features a red header with the Owens logo. The main content area has a large image of three students in front of a modern building. The text 'Summer College Credit Program' is prominently displayed. Below this, a section titled 'Classes You Need' lists various courses. A 'Get Started Here' section contains a form with fields for 'First Name', 'Last Name', 'Email', 'Phone Number', and 'Date of Birth', followed by a 'CONTACT US' button. A 'Save Money' section highlights the cost benefits of the program. A 'Make Time' section emphasizes the flexibility of the program. A 'Take Credit' section explains how credits transfer. A 'SPEND YOUR SUMMER WITH US' section encourages students to catch up on their coursework. A 'Plan your summer' section provides a link to a 'Class Schedule Search' tool. A 'Get Started' button is located at the bottom. A testimonial from Megan Bugert, a Miami University student, is featured at the bottom right.

Summer College Credit Program

Save time and money with summer college courses toward your bachelor's degree. Take a class or two with Owens, and transfer the credits you earn to your home college or university.

Classes You Need

Summer classes online or on-campus with Owens. Take required courses and skill-building classes on your own schedule. No matter your major, Owens offers a full catalog of transferable summer classes. Here a few of the most popular online classes each semester:

- Business Statistics
- Calculus I
- Introductory Statistics
- Legal Environment of Business
- Microeconomics

Get Started Here

First Name *

Last Name *

Email *

Phone Number *

Date of Birth *

CONTACT US

Save Money

Summer classes at a community college costs less than at a 4-year college. Skip costs for housing, transportation and other fees.

Make Time

Summertime is busy. Learn at your own pace and on your own schedule.

Take Credit

Transferable credits from Owens can help you fulfill degree requirements. Your credits transfer easily to your home school.

SPEND YOUR SUMMER WITH US

Catch up, lighten your load or finish sooner! Get ahead on your degree while saving money. Take cost-effective classes with Owens during the summer and transfer the credits toward your degree.

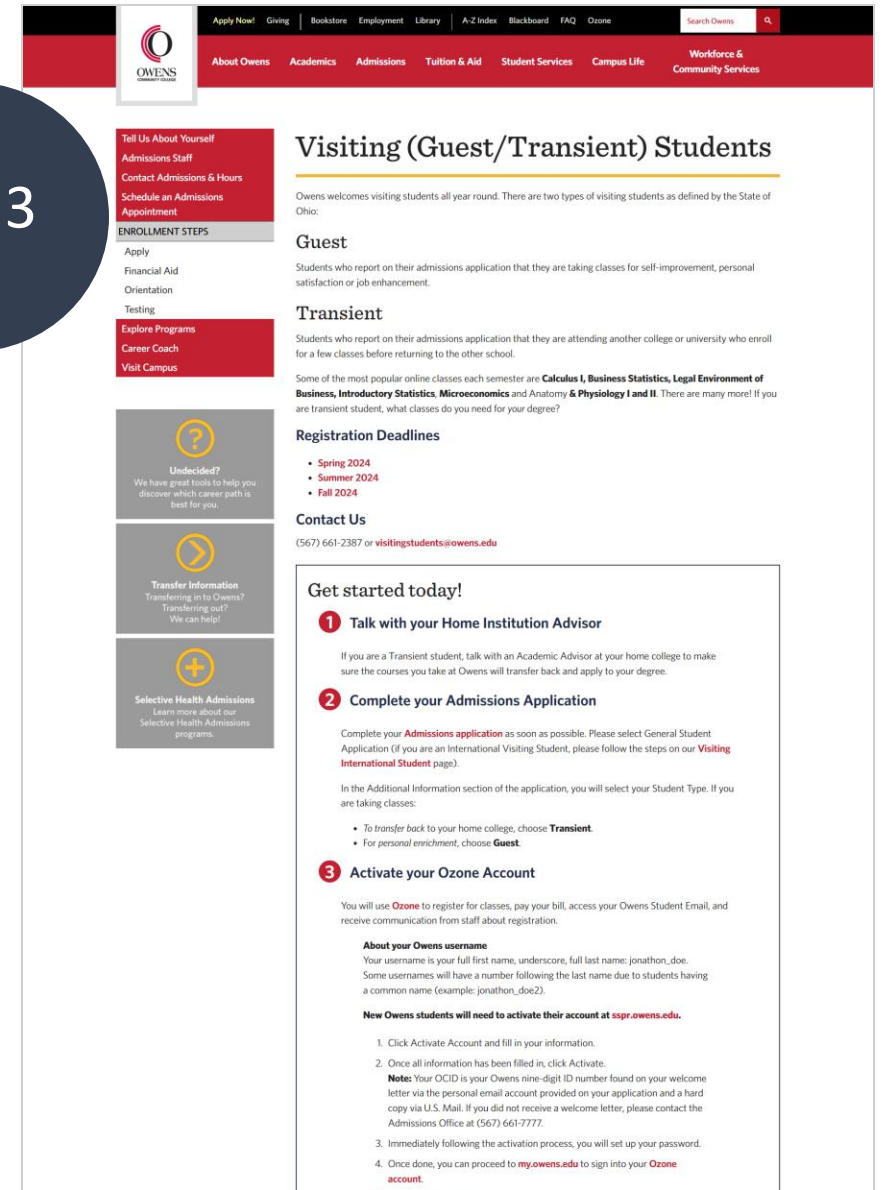
Plan your summer. Use the [Class Schedule Search](#) to find out which courses will be offered and chart your success.

Get Started

"Choosing to enroll in summer classes at Owens Community College was one of the smartest choices I made as a college student. It was easy to sign up and transferring the credits was seamless as well. The education is excellent and surpassed my expectations. This decision was not just smart, it was a transformative step toward my academic success."

Megan Bugert
Miami University student

2023



The 2023 page has a red header with the Owens logo and a navigation menu. The main content area is titled 'Visiting (Guest/Transient) Students'. It includes a 'Tell Us About Yourself' section with links for 'Admissions Staff', 'Contact Admissions & Hours', 'Schedule an Admissions Appointment', and 'ENROLLMENT STEPS'. The 'ENROLLMENT STEPS' section lists 'Apply', 'Financial Aid', 'Orientation', 'Testing', 'Explore Programs', 'Career Coach', and 'Visit Campus'. A 'Registration Deadlines' section lists 'Spring 2024', 'Summer 2024', and 'Fall 2024'. A 'Contact Us' section provides a phone number and email address. A 'Get started today!' section lists three steps: '1. Talk with your Home Institution Advisor', '2. Complete your Admissions Application', and '3. Activate your Ozone Account'. A 'New Owens students will need to activate their account at [sgr.owens.edu](#)' section provides a list of steps for activation.

Visiting (Guest/Transient) Students

Owens welcomes visiting students all year round. There are two types of visiting students as defined by the State of Ohio:

Guest

Students who report on their admissions application that they are taking classes for self-improvement, personal satisfaction or job enhancement.

Transient

Students who report on their admissions application that they are attending another college or university who enroll for a few classes before returning to the other school.

Some of the most popular online classes each semester are **Calculus I**, **Business Statistics**, **Legal Environment of Business**, **Introductory Statistics**, **Microeconomics** and **Anatomy & Physiology I and II**. There are many more! If you are transient student, what classes do you need for your degree?

Registration Deadlines

- Spring 2024
- Summer 2024
- Fall 2024

Contact Us

(567) 661-2387 or visitingstudents@owens.edu

Get started today!

1. **Talk with your Home Institution Advisor**

If you are a Transient student, talk with an Academic Advisor at your home college to make sure the courses you take at Owens will transfer back and apply to your degree.
2. **Complete your Admissions Application**

Complete your **Admissions application** as soon as possible. Please select General Student Application (if you are an International Visiting Student, please follow the steps on our **Visiting International Student** page).

In the Additional Information section of the application, you will select your Student Type. If you are taking classes:

 - To transfer back to your home college, choose **Transient**.
 - For personal enrichment, choose **Guest**.
3. **Activate your Ozone Account**

You will use **Ozone** to register for classes, pay your bill, access your Owens Student Email, and receive communication from staff about registration.

About your Owens username
Your username is your full first name, underscore, full last name: jonathon.doe.
Some usernames will have a number following the last name due to students having a common name (example: jonathon.doe2).

New Owens students will need to activate their account at [sgr.owens.edu](#).

 1. Click Activate Account and fill in your information.
 2. Once all information has been filled in, click Activate.
Note: Your OCID is your Owens nine-digit ID number found on your welcome letter via the personal email account provided on your application and a hard copy via U.S. Mail. If you did not receive a welcome letter, please contact the Admissions Office at (567) 661-7777.
 3. Immediately following the activation process, you will set up your password.
 4. Once done, you can proceed to [my.owens.edu](#) to sign into your **Ozone account**.

Conversion-Focused Landing Page Drives Conversions Contributing to Increase in Enrolled Students!

Owens Visiting Student Campaign Outcomes

Meta Campaign Conversions

↑ 163%

Enrolled Students

↑ 13%

YOY comparison for summer start 2024 vs 2023

Conversion-Focused Campaign Landing Pages

Messaging
tailored to your
target audience



Copy that aligns
with your ads



Includes Request
for Information



Aligns with
enrollment
deadlines



Optimize,
Optimize,
Optimize



Thank you page
with next steps



Immediate/day
0 follow up

Relevant Content = Big Wins for Building a Connection


- Answer specific questions for each target audience
- Reference their interests
- Program specific information
- Admissions counselor connection
- Dynamic content whenever possible




Personalized, Dynamic Email Content Examples

Pushing campus visit
versus virtual tour based
on proximity to campus


[View in a browser](#)

[Apply Now!](#)



At Indian Hills Community College, we'd love to welcome you home. Our campuses in Ottumwa and Centerville are home to Warriors just like you, living and learning and exploring everything college has to offer.






Indian Hills is in the middle of it all, close to Iowa cities like Des Moines, Davenport, and Cedar Rapids and not far from Chicago, Minneapolis, or Omaha.



3	7	4
campuses	on-campus housing options	on-campus dining options

The best way to get to know Indian Hills is to visit. [Schedule a campus tour](#) today to learn what it's like to be at home on campus.


Ready to change your life? Indian Hills Community College can help. [Apply today.](#)




525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)


[View in a browser](#)

[Apply Now!](#)



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3	7	4
campuses	on-campus housing options	on-campus dining options

There's nothing like a campus visit, but we can offer you the next best thing. If you can't make it to Indian Hills, take a [virtual tour](#) to learn about our people and places.

Ready to change your life? Indian Hills Community College can help. [Apply today.](#)



525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)

Personalized, Dynamic Email Content Examples

Admissions counselor
connection + in-state tuition
rates



Thanks for reaching out, Seed! We're so glad you're interested in the University of Southern Maine. There's a lot going on here, and we're so excited to help you discover all USM has to offer.

I'm Nicholas, your personal admissions counselor. I'm here to help answer any questions you have. Contact me any time at nicholas.ritmo@maine.edu or (207) 780-5946.

Here, in and around Portland, Maine, our campuses are buzzing with engaged students and awesome opportunities. USM offers you [incredible academic options](#), with 57 majors and 77 minors – including Liberal Studies, Humanities Track, internships galore, and one-on-one academic advising.

Our students graduate with less debt. In fact, 36% have no debt at all. Because you're from Maine, you can get a university education at a great in-state tuition rate.

Here are some exciting facts about Portland, Maine and University of Southern Maine that I thought you might like to know.

#1

best place to live on
the east coast
(US News & World Report)

300+

host sites for
internships and
clinicals

1-on-1


career advising for
every major


To find out more, [come visit us!](#) You can always [get in touch](#) if you have any questions about the admissions process or life at USM. We hope to see you on campus soon.

Personalized, Dynamic Email Content Examples

Program specific branch on
inquiry track

[View in a browser](#)

[Apply Now!](#)



You're ready to make a difference and change your life in the process. A nursing degree from Indian Hills Community College is a great choice for you, Brian.






Here's five more reasons:

1. Nurses are in high demand across Iowa
2. You may qualify for free tuition
3. With two convenient campuses, we're close to you
4. You'll get professional skills hiring managers love
5. Transfer to a bachelor's degree program— and beyond!

You're ready to get a great job, and an associate degree in nursing is your fastest way to get there. Finish your nursing degree in 21 months or less and get prepared for the national licensing exam (NCLEX).


2	\$53,000	100%
years or less to your nursing degree	average starting salary	job placement rate


Explore [more about nursing](#) at Indian Hills, or [schedule a visit](#) to come see for yourself. If you're ready to become a Warrior, [apply today](#).

**INDIANHILLS**
COMMUNITY COLLEGE
525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)

[View in a browser](#)

[Apply Now!](#)



You can be working as a welder in less than a year with a Welding Technician Diploma from Indian Hills Community College. Every recent graduate has landed a job immediately, and you can too.






Here's five reasons why welding at Indian Hill is a great choice:

1. Get American Welding Society (AWS) certification on site
2. You may qualify for free tuition
3. Your work experience may earn you college credit
4. Get a paid internship and earn while you learn
5. Every employer wants expertise

At Indian Hills, you'll learn all the primary techniques. A welding technician diploma can land you a great-paying job as a cutting specialist, welder, metal fabricator, or mechanical repair technician. If you choose to go beyond the diploma to earn a degree, you'll get ready for advanced work and supervising other employees.

12	\$20-\$30	100%
months to a diploma, 18 months to an A.A.S. degree	average starting hourly wage	job placement rate

Explore [more about welding](#) at Indian Hills, or [schedule a visit](#) to come see for yourself. If you're ready to become a Warrior, [apply today](#).

**INDIANHILLS**
COMMUNITY COLLEGE
525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)

5

Pro Tip: Keep engagement and
excitement high

Students Want to “Find Their Fit”

How can you help make that connection?

- Keep them connected and engaged with each other!
- Special scholarships
- Student stories
- Reinforce campus-wide connections
- Illustrate fit
- Incite action (visit, apply, connect)



Keep Accepted Students Engaged with Deposit Push Retargeting Strategy



UNIVERSITY OF SOUTHERN MAINE

**YOU'RE READY
TO BECOME
A HUSKY.**

usm.maine.edu [Confirm Your Enrollment](#)



UNIVERSITY OF SOUTHERN MAINE

**YOU'RE READY
TO BECOME
A HUSKY.**


usm.maine.edu [Confirm Your Enrollment](#)



UNIVERSITY OF SOUTHERN MAINE

**JOIN
THE HUSKY
PACK TODAY.**

usm.maine.edu [Confirm Your Enrollment](#)



UNIVERSITY OF SOUTHERN MAINE

**JOIN
THE HUSKY
PACK TODAY.**

usm.maine.edu [Confirm Your Enrollment](#)



UNIVERSITY OF SOUTHERN MAINE

**IT'S TIME.
MAKE IT REAL
AT USM.**

usm.maine.edu [Confirm Your Enrollment](#)



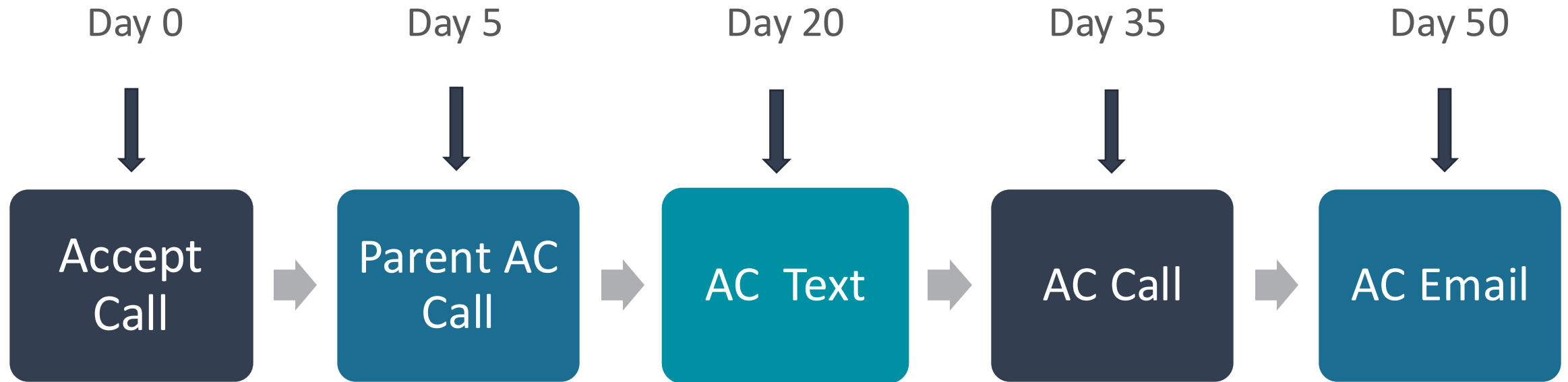
UNIVERSITY OF SOUTHERN MAINE

**IT'S TIME.
MAKE IT REAL
AT USM.**

usm.maine.edu [Confirm Your Enrollment](#)

Accepted Student Admissions Counselor Workflow

Highly personalized outreach in addition to timed automated delivery of content



Accepted Messaging, CTAs and Outreach Methods


Messaging	Calls to Action	Methods
High personalization	Join the community	Email
Connecting with other accepted students and current students	Pay your deposit	Phone calls
Faculty outreach has major impact at this stage	File your FAFSA	Text messages
Starting to really picture themselves there	Visit/Accepted Student Day	Direct mail
	Meet us on the road/accepted student receptions	Family/parent outreach


Deposited Messaging, CTAs and Outreach Methods

Messaging	Calls to Action	Methods
<p>High personalization</p> <p>Connecting with other offices across campus (residence life, student success, advising, etc)</p> <p>Student to student connections are very important at this stage</p>	<p>Your next steps – all the things to get excited about</p> <p>Visit/Accepted Student Day</p> <p>Meet us on the road/accepted student receptions</p>	<p>Email</p> <p>Phone calls</p> <p>Text messages</p> <p>Direct mail</p> <p>Family/parent outreach</p>

Showcase Current Student Voices

Prospective students value hearing current student voices...let them help tell your story!





Hey Ashlyn, I'm so excited you've been accepted to the University of Southern Maine (USM). When you decide to become a Husky, you'll open doors to so many opportunities. Let me tell you about a few of my favorites.

[Enroll today](#)

Learning experiences

I'm a finance and economics double major from Harpswell, Maine. No matter what you love or where you're from, this university has amazing opportunities.

57

majors

77

minors


29

graduate degrees

When you need a hand choosing your journey or picking your path, our 1 on 1 advisors and peer tutors in the [Learning Commons](#) (like me) make all the difference.


Amazing people

I've met so many incredible people, like my professors, advisors, and mentors. But the best part of my day is spending time with the friends I've made here at USM.




Great value


College can be expensive, but USM offered me a scholarship on top of an already great price.



Almost 90% of students are offered gift aid



36% of students graduate debt-free



\$30 million in gift aid awarded annually

*Per student pursuing their first bachelor's degree and offered any gift aid (2023/24 Award Year)


If you're ready to become a Husky, [submit your enrollment deposit today](#).


I'm so excited you've been admitted to USM. You're going to love it here, just like I do.

Sylvia Hayward '25

Don't Just Talk About Fit, Show It

Use images, student testimonial, and factoids to help reinforce content about finding the right fit on campus.





The University of Southern Maine is buzzing with activity on three campuses, so we know you'll fit right in Bella. Here there are more than 7,500 students from 41 states and 17 countries, and we create a [welcoming and supportive learning environment](#) for everyone.

Enroll today

60+




active student groups




3

campuses


23

varsity sports






From live music to movies, art galleries to ice hockey, there's always something happening here. Whether you're a gamer or a baller, an actor or an adventurer, at the University of Southern Maine you'll find clubs, sports (including a fun mix of intramural teams including our popular [Esports team](#)), and activities that [fit your passions](#) and connect you with people who feel the same.



"I felt a strong sense of belonging throughout my entire time at USM. I feel very tied to University of Southern Maine through the ways I've been able to get more involved in our groups on campus."


 Ben R., Social and Behavioral Sciences Major


[Plan a visit](#) to discover what we're all about. Can't make it? [Explore our campuses online](#).

If you're ready to become a Husky, [make your enrollment deposit today!](#)

Make Campus-Wide Connections

What key offices/people will help prospective students on their journey and increase yield?





As a University of Southern Maine Husky, you'll have access to The Career & Employment Hub and opportunities like:

- One-on-one advising
- Paid internships and campus employment
- Career fairs and networking events
- Peer Career Guide Program offering resume advising
- Job Shadow Program

These services are part of the reason why Huskies are going places.

Enroll today

100%

of students have an internship opportunity*


65%

of graduates had an internship*


~50%

of internships led to a job offer*


*NAACE 2022 First-Destination Survey



At The Career & Employment Hub, we support you as you develop professional skills, grow your industry connections, and own your career growth. Our [First Career Guides](#) are trained to help their fellow students with building cover letters and resumes and providing one-on-one mentorship in career preparation.




"I did an internship... at Maine Health Institute of Research. It was an amazing experience, I learned a lot from it, and I gained a lot of experience I can use in the job market."

 Omar A., Human Biology major

Curious about how we help students launch great careers? [Explore The Career & Employment Hub](#)

If you're ready to become a Husky, [make your enrollment deposit today!](#)



Client Success Stories

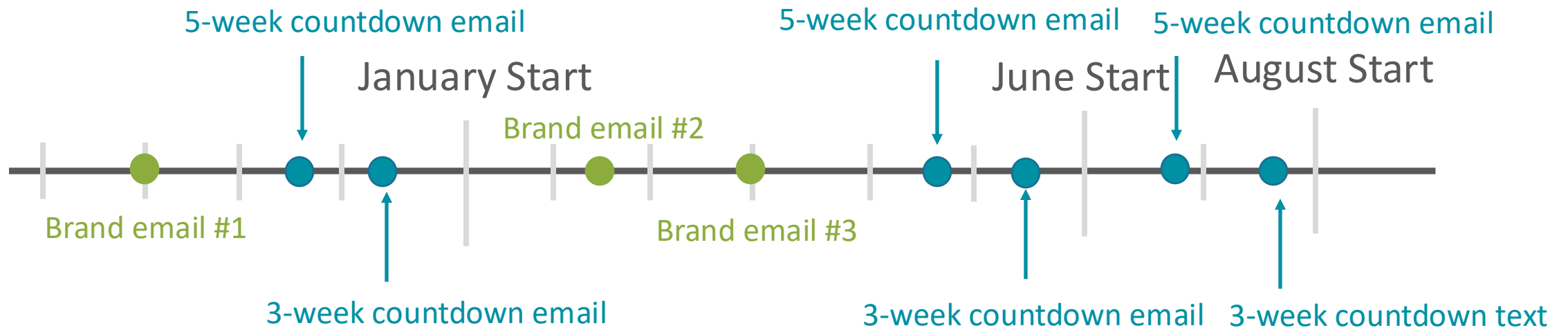
Fox Valley Technical College

Developing A Communication Plan to Reach Purchased Lists + Stop Outs





Your Strategy Needs Brand + Apply Push Emails

Email Campaign Timing



Brand Emails



SEIZE YOUR SUCCESS

Degree? Promotion? We'll help you get there.

Hi Lisa,

Success is different for everyone. For some people it's about earning a degree, but for others it's a dream job or promotion. Maybe for you success means learning new skills or switching careers? No matter how you define success, at Fox Valley Technical College we'll help you get there.


- 250+ career-focused programs
- 96% satisfaction with an FVTC education*
- 93% of FVTC grads are employed within six months of graduation*

*Source: 2023 Graduate Outcomes Report

Find out how Fox Valley Tech helps you achieve your dreams. Apply today.

Choose Your Adventure


At Fox Valley Tech, we'll help you identify your success and chart your path. We'll be with you every step of the journey because here, your success is our success.




"They are so hands-on here, and you're not going to get that at a four-year college. My teachers were amazing. They will do anything to make sure that you succeed."

- Rachel S., Graduate Criminal Justice, Associate in Applied Science (AAS)

The Fox Valley Technical College Difference

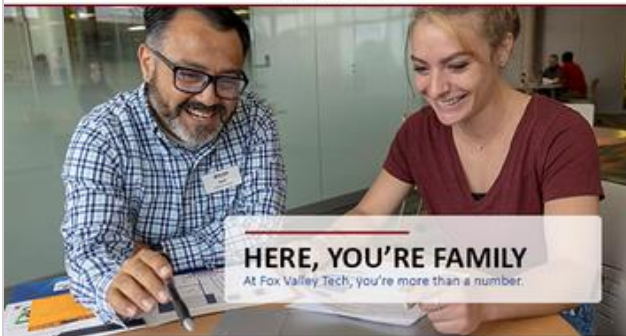



College Credit for Previous Experience
Do you have credits from high school, college, work or military experience? [Find out how they can count toward your FVTC degree.](#)



Contact us
920-735-4740
1825 N. Bluemound Drive
Appleton, WI 54914-1643

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HERE, YOU'RE FAMILY

At Fox Valley Tech, you're more than a number.

Hi Lisa,


At Fox Valley Technical College, we take your education personally. That's because your learning style is as unique as you and we're invested in your success.

- Small classes
- Instructors who care
- Flexible online and in-person classes

Discover the Fox Valley Tech difference, and apply today.

Meet the Family


At Fox Valley Tech, you're part of a community of learners all working toward success. Here, you're a part of the family.



"I went to a really small high school, so it was very comforting that it was the same class size of 20 people or less. It felt like a really good vibe."


- Molly S., Graduate Legal Studies/Paralegal, Associate in Applied Science (AAS)

The Fox Valley Technical College Difference





93% of FVTC grads are employed within six months of graduation.*

*Source: 2023 Graduate Outcomes Report



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DEBT-FREE EDUCATION

"I'm actually graduating with my second associate degree, and I'm going to be debt-free."

Justin S., Graduate Business Management, Associate in Applied Science (AAS)
Accounting, Associate in Applied Science (AAS)

Hi Lisa,

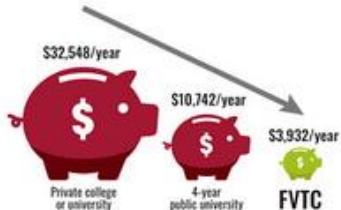
College can be really expensive, but it doesn't have to be. At Fox Valley Technical College, we're focused on providing a high-quality education you can afford. In many cases, Fox Valley Tech can cost as much as 90% less than a four-year college.

Learn about how Fox Valley Tech keeps education affordable. Apply today.

Start Your Future

- \$3,900 per year approximate tuition
- \$51,000+ average salary of an FVTC graduate after six months*
- 96% satisfaction with an FVTC education*


* Source: 2023 Graduate Outcomes Report




*Annual tuition is based on average of 2 sections with 12 credits each.
This is tuition only - books, supplies, etc. are extra.

At Fox Valley Tech, we know college expenses can be a barrier. That's why we keep our costs low and we offer scholarships, financial aid, and student jobs to help. Here, your future is our first priority.

The Fox Valley Technical College Difference



College Credit for Previous Experience
Do you have credits from high school, college, work or military experience? [Find out how they can count toward your FVTC degree.](#)



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Apply Push Emails



AFFORDABLE COLLEGE

Fox Valley Tech is an investment in you.

Hi Lisa,

With small, flexible classes, **250+ career-focused programs**, and affordable tuition, Fox Valley Technical College is the beginning of your next great chapter.

Curious about becoming a Fox Valley Tech student? The next **application deadline is January 2**. Apply now to take the next step.

Find out how Fox Valley Tech helps you achieve your dreams. Apply today.

Get Started

The Fox Valley Technical College Difference



Six months after graduation, FVTC alumni have an average annual salary of \$51,812. After five years it's \$68,910.*

*Source: 2023 Graduate Outcomes Report



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HANDS-ON EDUCATION

"They are so hand-on here, and you're not going to get that at a four-year college."

Rachel S., Graduate
Criminal Justice, Associate in Applied Science (AAS)

Hi Lisa,

Fox Valley Technical College's **application deadline is January 2**. Act now to secure your place in upcoming classes and start your future today.

If you're ready to go get success, we're here to help.

Explore More

The Fox Valley Technical College Difference



College Credit for Previous Experience

Do you have credits from high school, college, work or military experience? [Find out how they can count toward your FVTC degree.](#)



Contact us

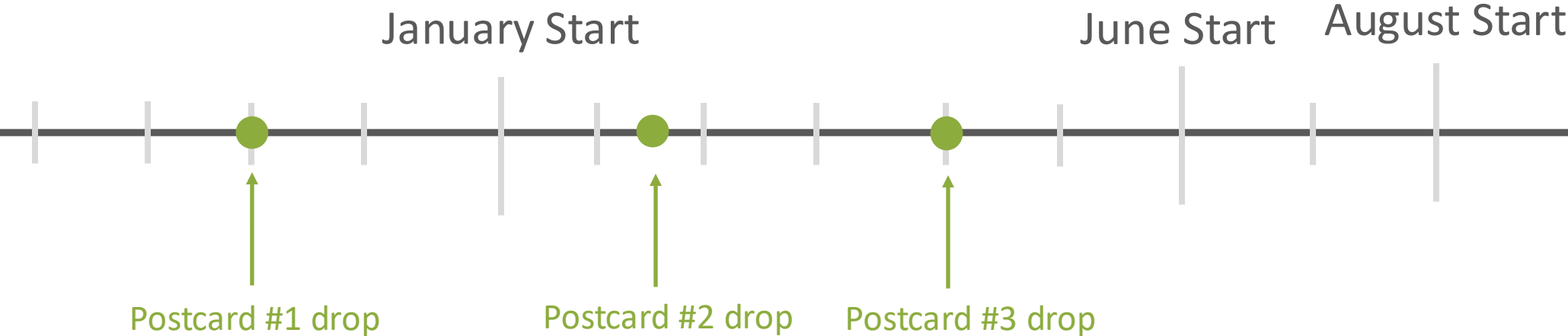
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Direct Mail Aligns with Brand Emails to Build Awareness

Direct Mail Campaign Timing





WHAT'S YOUR SUCCESS?

Degree? Promotion? New job? You define it, we'll help you get there.



HERE, YOU'RE FAMILY.

At Fox Valley Technical College, you're more than a number.



COLLEGE YOU CAN AFFORD.

Don't bust your budget on education. Fox Valley Tech is an investment in you.



Admissions Center
1825 N. Bluemound Dr.
Appleton, WI 54914-1643

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 700
MILWAUKEE, WI

**Ready to advance your career
or start a new one?**

Fox Valley Tech is here for you.

- 250+ hands-on, career-first programs
- 93% of grads employed within six months
- 96% satisfaction with an FVTC education
- Affordable tuition with financial aid available

Source: 2023 Graduate Outcomes Report

Grab your success.
The future is calling:
fvtc.edu/success



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1825 N. Bluemound Dr.
Appleton, WI 54914-1643


NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 700
MILWAUKEE, WI

**Want to be part of a community
of learners like you?**

At Fox Valley Tech you can.

- 2,500+ students earn a degree each year
- 250+ career-focused programs of study
- Flexible classes in-person and online
- Affordable tuition with financial aid

Discover Fox Valley Tech.
Meet the family:
fvtc.edu/family



Admissions Center
1825 N. Bluemound Dr.
Appleton, WI 54914-1643

NON-PROFIT
ORGANIZATION
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PERMIT NO. 700
MILWAUKEE, WI

You can afford a great college.

**Fox Valley Tech offers an efficient and
affordable education.**

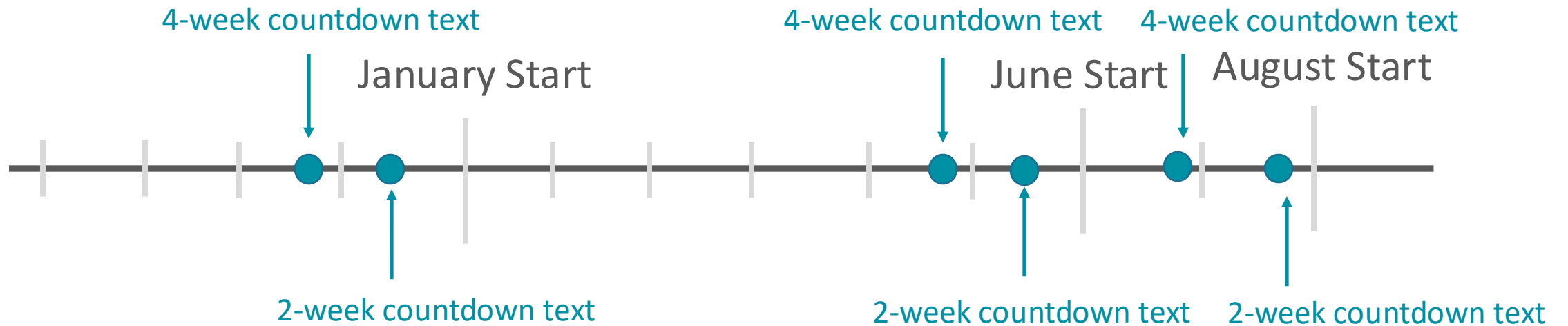
- \$3,900 per year approximate tuition
- \$51,000 per year average graduate salary after six months
- Financial aid, scholarships, and student jobs
- 96% satisfaction with an FVTC education

Source: 2023 Graduate Outcomes Report

Start your future.
The path begins here:
fvtc.edu/value

Text Messages Help Create Sense of Urgency for App Deadlines

Text Campaign Timing



Overall Campaign Results

278

Applications

77

Enrolled Students

Received from the two lists combined from 10 month campaign!

Nurture Plan + Application Push =
Meaningful Results!!

Prospect Nurturing Best Practice Recap

1. Day 0 matters.
2. Map the journey by funnel stage. And take that journey yourself.
3. Space out and vary touchpoints with a multi channel approach.
4. Make it feel personal.
5. Keep building excitement over time.

Questions?

“

Don't push people to where
you want to be, meet them
where they are.

-Meghan Keaney Anderson, VP Marketing, HubSpot

Lisa Starkey-Wood

<https://www.linkedin.com/in/lisa-starkey-wood-4a68605/>

Lisa.Starkey-Wood@stamats.com

Thank you