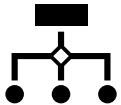




How to Reach Students Who Aren't Reading Your Emails

August 26, 2026

Our Agenda for Today



The importance of a multi channel strategy



What does personalized messaging really mean?



Pro tips to make your team nurture superstars

A solid email plan is important.

But it's only **ONE** part your nurture strategy.

Pro Tip:

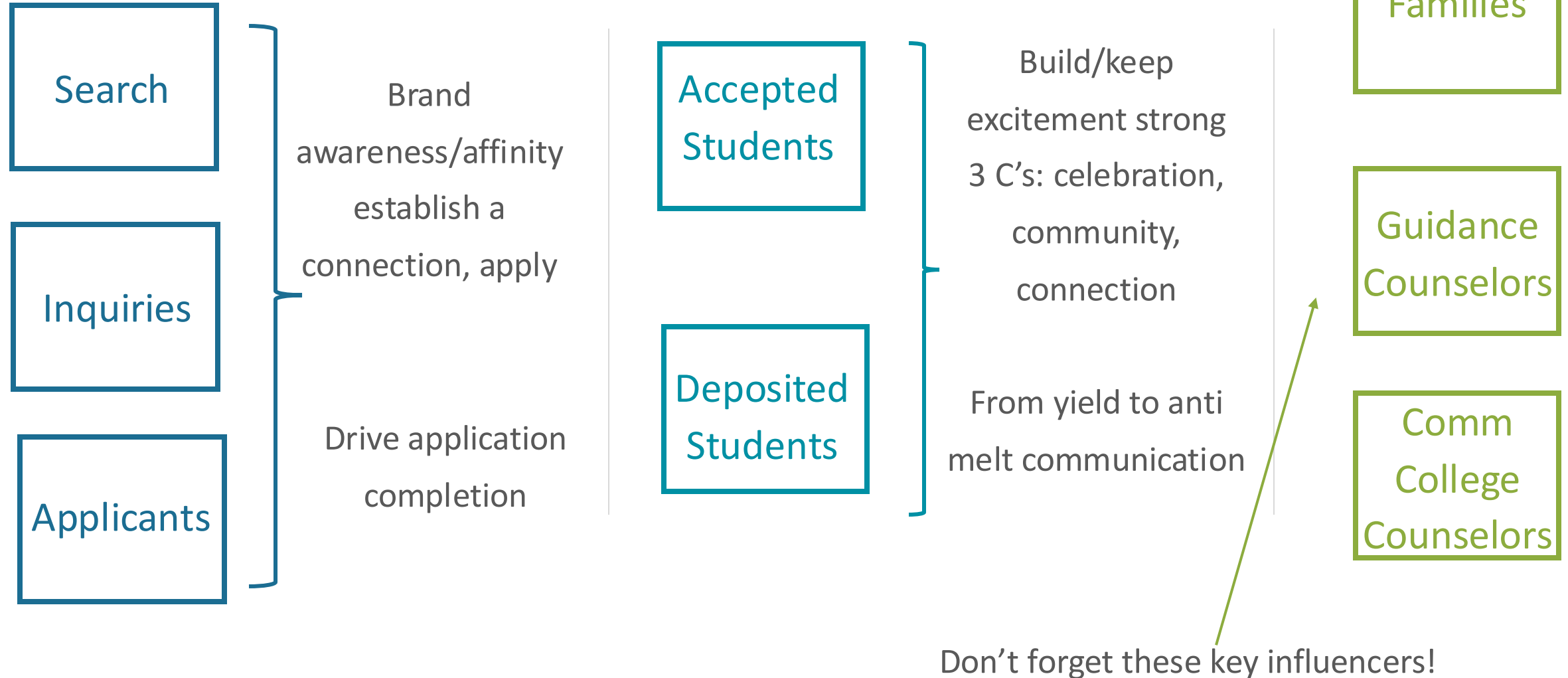
Having a multichannel approach is a critical part of successful prospect outreach and nurturing.

A True Multi Channel Approach Means...

- Email
- Text
- Direct mail
- Phone calls
- Organic social media
- Paid ads and campaign strategy
- List retargeting
- In-person travel and events

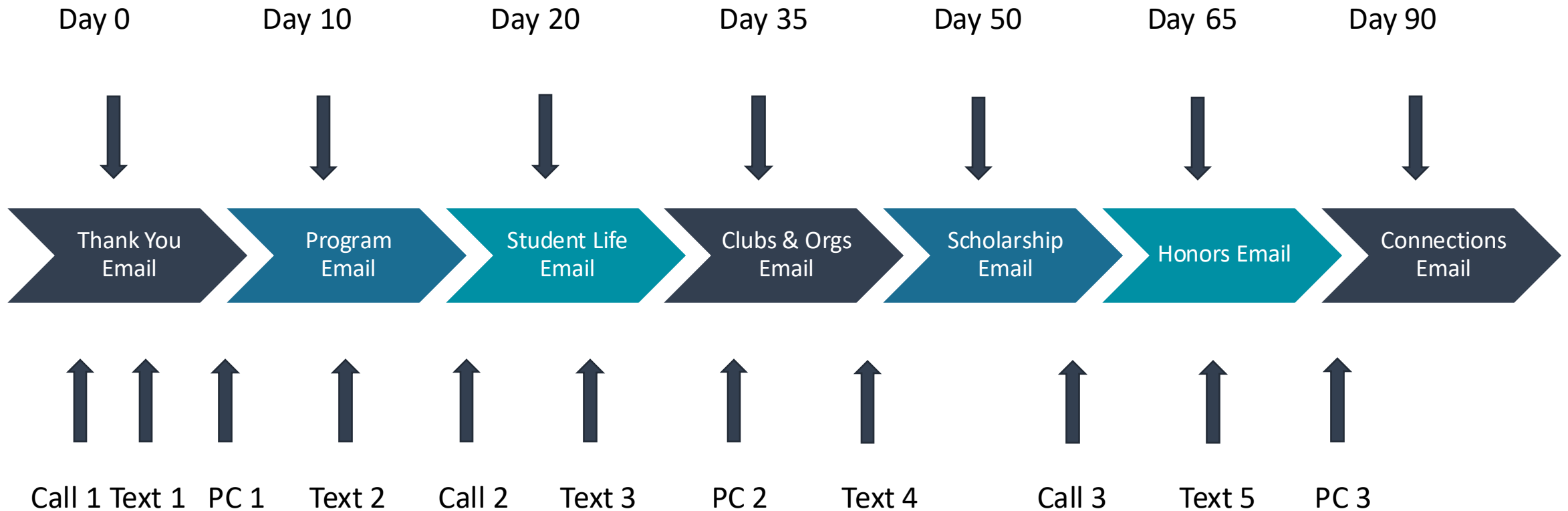


Step 1: Map Out Your Strategy By Funnel Stage



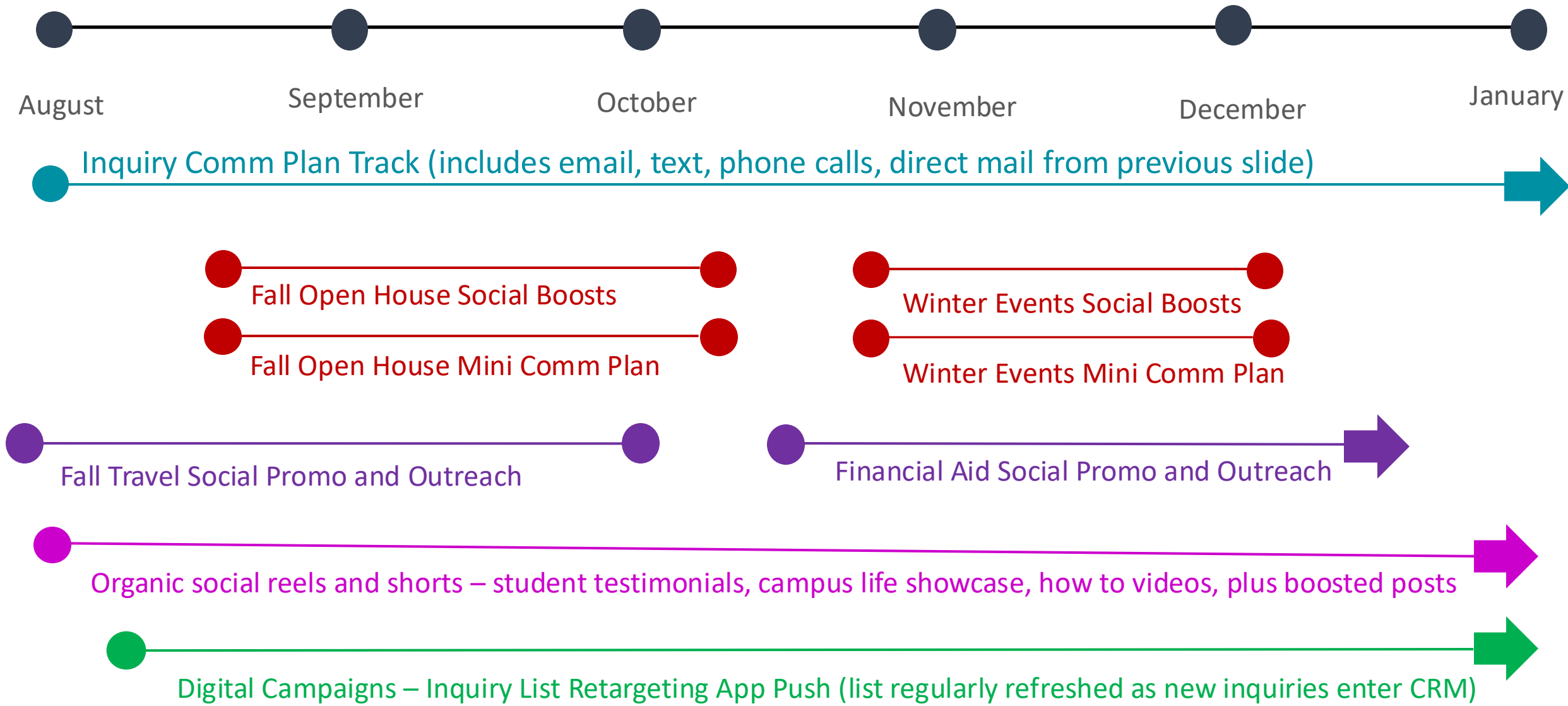
Step 2: Build Connections Through Multiple Touchpoints

Sample Inquiry Track: First 90 Days



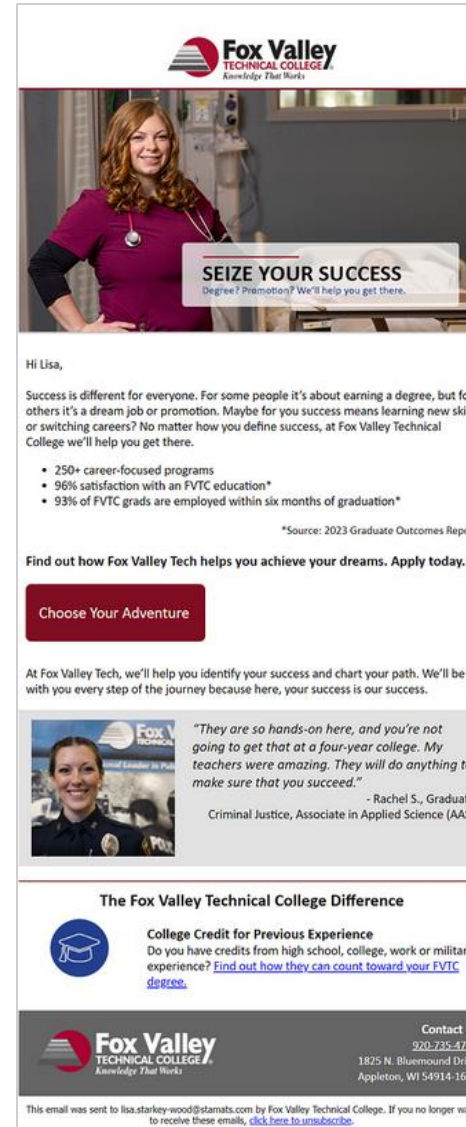
+ Timed drops like Open House invites and event emails

Step 3: Expand Your Multichannel Approach By Stage



Case Study: Fox Valley Technical College Nurture Plan

- With a limited budget, how can you help me enroll more students with the lists I have?
- Not enough budget for digital campaigns for 10 months
- Built a mini, multichannel nurture campaign for three semester starts



Fox Valley TECHNICAL COLLEGE
Knowledge That Works

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.

Fox Valley TECHNICAL COLLEGE
Knowledge That Works

Contact us
920.735.4740
1825 N. Bluemound Drive
Appleton, WI 54914-1643

This email was sent to lisa.starkey-wood@stamats.com by Fox Valley Technical College. If you no longer want to receive these emails, [click here to unsubscribe](#).



Fox Valley TECHNICAL COLLEGE
Knowledge That Works

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



Fox Valley TECHNICAL COLLEGE
Knowledge That Works

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

Ready to advance your career or start a new one?

Fox Valley Tech is here for you.

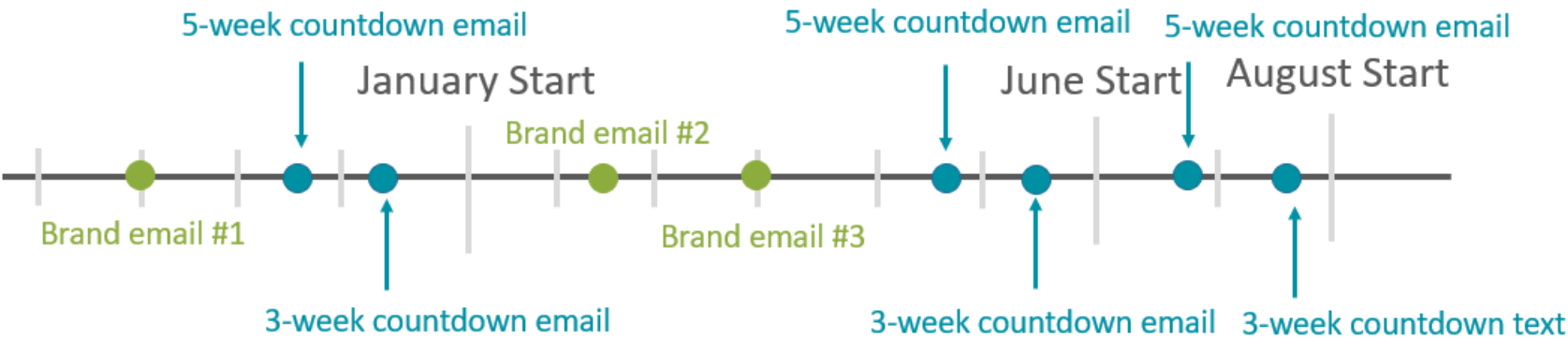
- 250+ hands-on, career-first programs
- 93% of grads employed within six months
- 96% satisfaction with an FVTC education
- Affordable tuition with financial aid available

Source: 2023 Graduate Outcomes Report

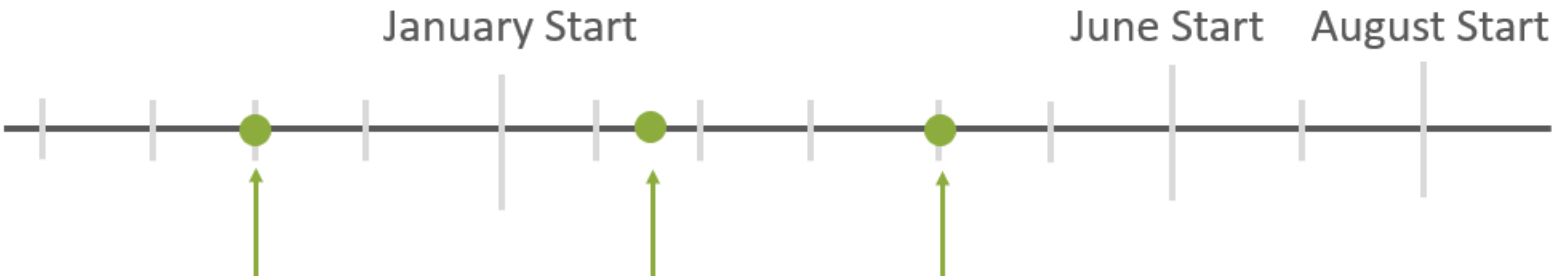
Grab your success.
The future is calling:
fvtc.edu/success

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

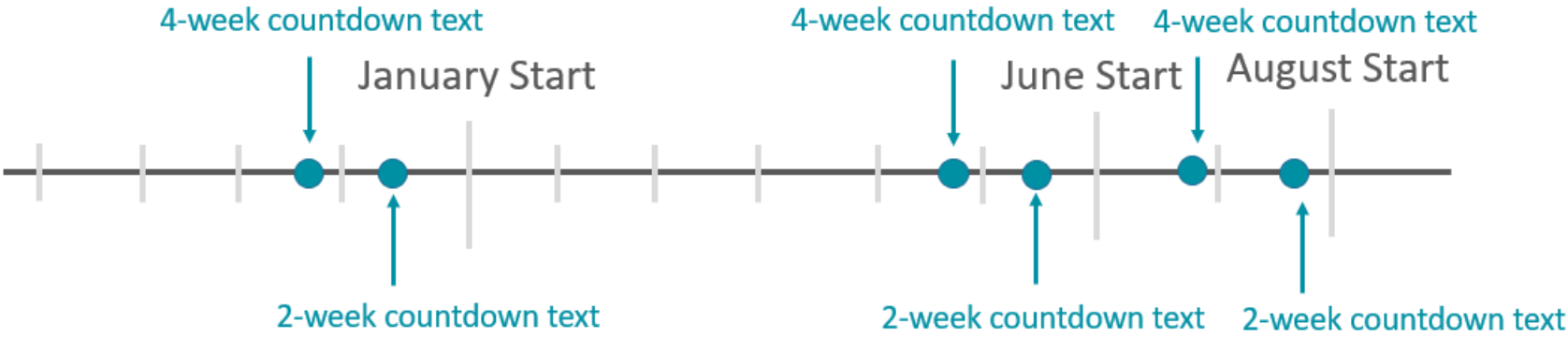
Emails:
Brand + Apply Push



Direct Mail:
Aligns with Brand Emails
to Build Awareness



Text Messages:
Help Push App Deadlines



FVTC Nurture Campaign Results

278

Applications

77

Enrolled Students

Received from the two lists combined from 10 month campaign!

Pro Tip:

Focus on customized messaging to help improve your email open rates.

Personalization $\neq$ Hi, [First Name]

Tailor Your Messaging For Each Audience

- One message does not fit all!
 - First year, transfer, adult learners
 - HS sophomores, juniors, seniors
- Customize message based on who they are and where they are
- Need fit messaging in addition to application push



We ask students for info on their interests...let's use it!

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





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 Thank You For Your Inquiry Emails

Dynamic subject lines, images,
content, and factoids based on
student type and where they
are from.

Personalized, Dynamic Email Content Examples

Program specific subject
lines, images, content and
outcomes data

[View in a browser](#)



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 years or less to your nursing degree	\$53,000 average starting salary	100% job placement rate
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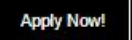
Explore [more about nursing](#) at Indian Hills, or [schedule a visit](#) to come see for yourself. If you're ready to become a Warrior, [apply today](#).



525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)

[View in a browser](#)



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



525 Grandview Ave
Ottumwa, IA 52501

[Unsubscribe from IHCC Emails](#)

Pro Tip:

Customized, tailored messaging
is needed throughout your entire
strategic marketing plan.

Case Study: University of Southern Maine Yield Campaign

Step 1:

- Retargeting accepted students to take the next step and deposit
- List refreshed weekly
- Ad clicks directed to Confirm Your Enrollment page



Step 2: Yield Email Campaign

Pro tips for yield emails:

- Use current student voices to help tell your story
- Let images, student testimonials, and factoid reinforce value and fit
- Make connections with other important offices to showcase community



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



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.



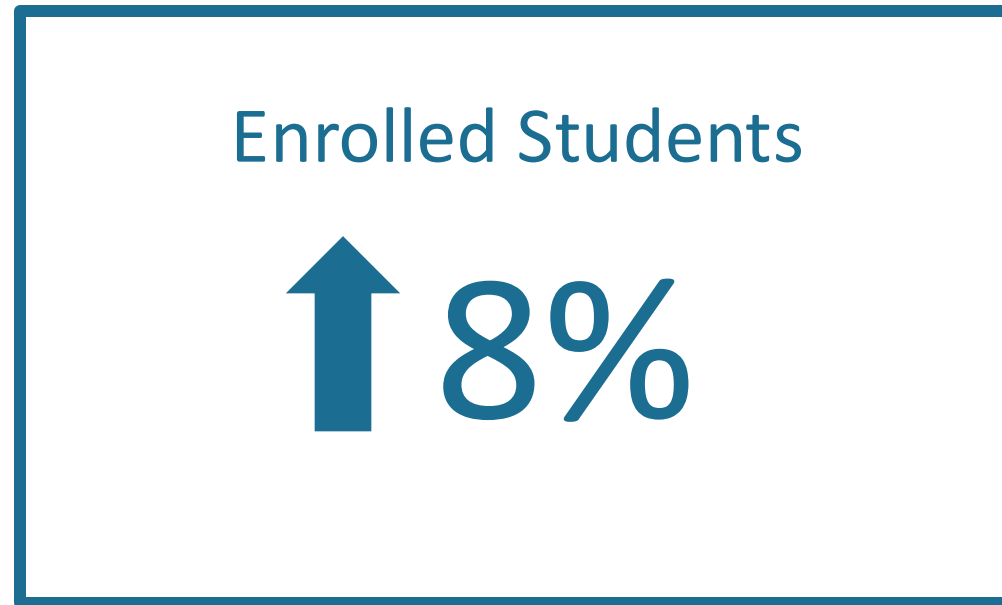
"I felt a strong sense of belonging throughout my entire time at USM. I feel very tied to University of Southern Maine through the ways I've been able to get more involved in our groups on campus."

[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!](#)

USM Yield Campaign Results for Fall 2025



YOY comparison enrolled students for fall 2025 vs 2024

Case Study: Owens Community College Adult Learner Campaign

Need 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 (567) 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

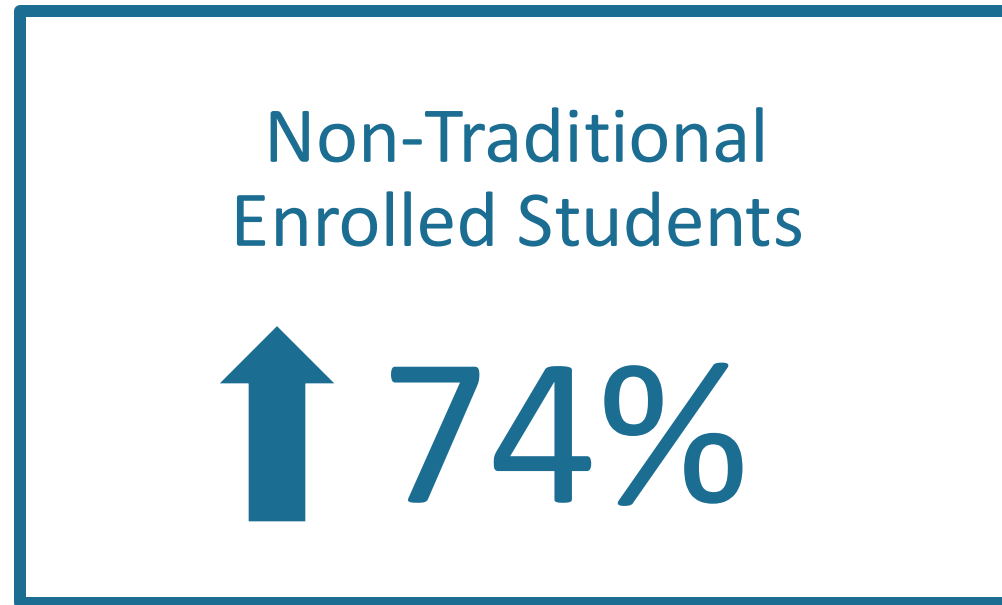
ABOUT OWENS
We're dedicated to you.
Owens Community College was established in 1965 to provide education and training to the residents of our communities - people just like you.
Have questions? (567) 661-7777 Talk with a member of the Admissions team.

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

Pro Tip:

Your thank you pages can do more to
help reach already engaged
prospects.

Say More Than “Thank You”!

- Guide them on the next steps you want them to take while you have their attention
- Include high value, customized links by audience
 - Visit + Apply
 - Social media links
 - Program pages
 - Clubs and organizations



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](#)

Your Day 0 Response Matters!

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

Pro Tip:

Meet students where they
are...virtually and in-person.

Nurture Success Must Have: Organic Social Calendar Plan

Social channels are a leading gateway in college exploration

Create a calendar of regular, planned content focused on:

- Answering questions based on the time of year
- Keeping engagement high

Content Themes	August	September	October
Countdown to Move in Day!	X		
Fall 2027 Application Open	X		
September Open House Promo		X	
Best Spots To Hang Out On Campus In the Fall		X	
Meet Us on the Road/Admissions Travel Promo		X	X
Affordability/FAFSA Open/Scholarships			X
November Open House Promo			X

Pro Tip: Start with broad topics by month and then create a daily/weekly calendar

Customize Your Platform By Audience You Want To Reach

- High school students: Instagram, YouTube, TikTok
- Adult learners: Facebook, LinkedIn, YouTube
- Parents: Facebook, YouTube How to Videos



Reels and shorts are your nurture plans new best friend!

Answer questions students have:

- Day in the life
- Dorm tours
- Program callouts

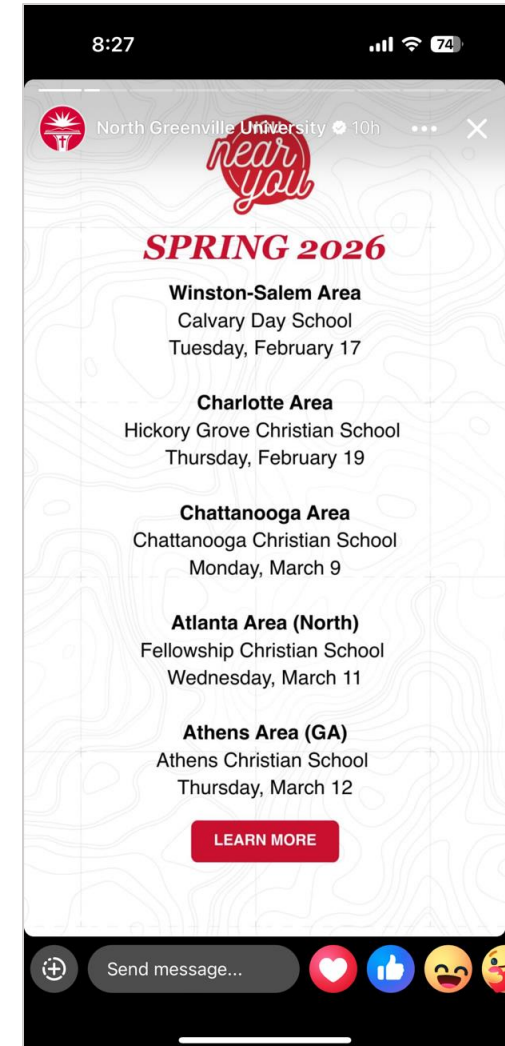
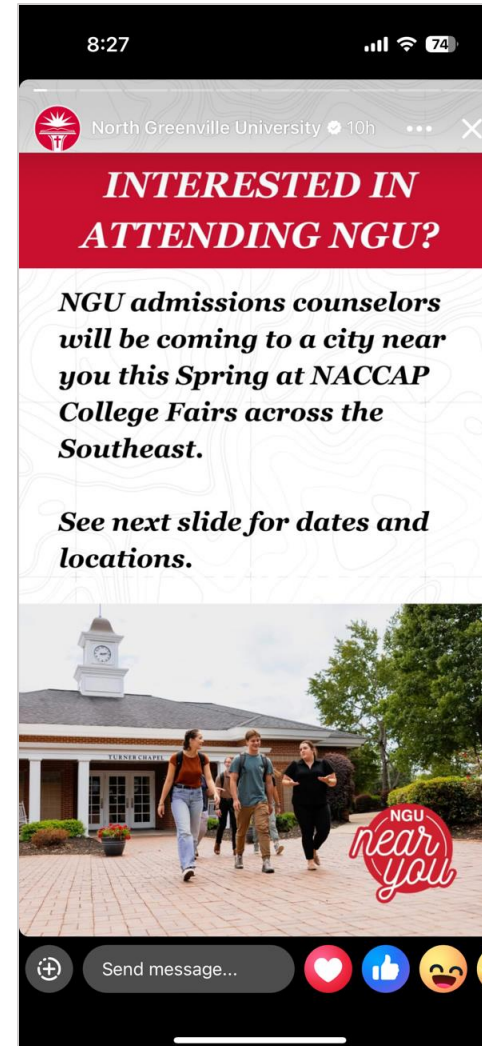
Break stressful topics down into easy steps:

- Complete your application
- FAFSA how to's
- Next steps to enrollment



Push In-Person Connections

- Increase impact of HS Visits/Fairs
- Send lists to GC's ahead of time
- Let students know you'll be there
- Customized visit info
- Tie into your social strategy with boosts around events and locations



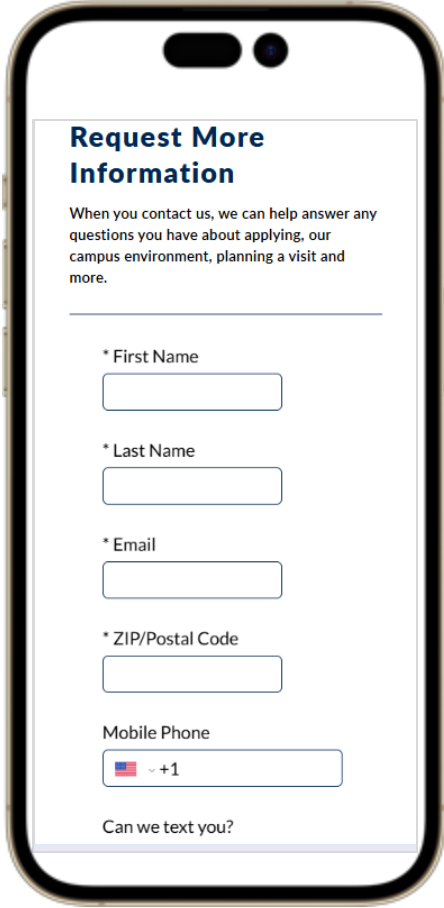
Pro Tip:

Take the prospective student journey
yourself.

Discover Touchpoints You Are Missing Out On

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
- No program specific outreach
- Certain student types or majors left off communication plans
- Can't find the info you need



The image shows a smartphone screen with a form titled "Request More Information". The form includes a sub-header, a descriptive paragraph, and several input fields for user information. At the bottom, there is a checkbox for "Can we text you?".

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? ☐

Tip Recap: How To Make Your Team Nurture Superstars

1. Build a multichannel approach.
2. Focus on tailored, customized messaging to improve email open rates.
3. Customize messaging throughout your strategic marketing plan.
4. Thank you pages can do more to help reach already engaged prospects.
5. Meet students where they are with your social and in-person strategies.
6. Take the prospective student journey yourself!

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