

PODi CASE STUDY

ERSKINE COLLEGE BECOMES KNOWN FOR RELEVANT COMMUNICATIONS



**TIFFANY.
KNOW.
BE KNOWN.**
know.erskine.edu

Taylor Wolfe, Gastonia, NC
Chemistry Major, Future Pharmacist



ERSKINE
COLLEGE

VIBRANTLY LIBERAL ARTS | AUTHENTICALLY CHRISTIAN
CLOSELY CONNECTED | BEAUTIFULLY LOCATED | UNIQUELY YOUR OWN



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ERSKINE COLLEGE BECOMES KNOWN FOR RELEVANT COMMUNICATIONS

VERTICAL MARKET: Education

BUSINESS APPLICATION: Direct Marketing/Lead Generation

BUSINESS OBJECTIVES

Erskine College, located in Due West, South Carolina, is one of the oldest and most prestigious church-related liberal arts colleges in the South. The college offers 23 degree programs that can be customized by working with faculty to create an appropriate course of study specific to the career interests of students.

As a small school Erskine offers students a very personalized experience and the opportunity to develop strong connections with faculty. Erskine wanted to demonstrate this in its communications with prospective students. They also needed a direct marketing program that would help them achieve their admissions goals:

- Increase the number of qualified student applications
- Increase the number of accepted and enrolled students

RESULTS

Working with marketing service provider Digital Innovations Group, a multi-channel communications strategy was developed that helped the school meet its objectives. As of January 2012:

- 72% year-to-date increase in applications submitted
- 58% year-to-date increase in accepted students
- 71% year-to-date increase in deposits received

CAMPAIGN ARCHITECTURE

To help prospective students learn about Erskine College and begin a personalized dialogue, a customized URL, know.erskine.edu, was created to be used on static materials distributed from the admissions office.

Outbound emails and direct mail are used to encourage prospective students to visit the landing pages and provide information about their interests and probable majors.

Erskine College Becomes Known for Relevant Communications



Know.Erskine.edu/TiffanySmith
One of the top ten safest colleges and universities in the US.

Hi Tiffany,

Since originally requesting information about Erskine College, you've probably heard from many other schools sharing all the reasons they're right for you. Erskine combines excellent academics and close-knit community in an authentically Christian setting to equip students to flourish.

But the truth is, your college experience will be what you make of it. Only you can decide what is right for you.

Since your search for the right college is unique, we've personalized the experience of getting to know Erskine by creating a site just for you.

Go to Know.Erskine.edu/<curlname> now to see if Erskine College is where you want to be known.

Know. Be known.

Visit your personal page to schedule a visit!



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Once students complete an online form a personalized microsite is created on the fly with relevant information about their choices. Respondents can easily browse additional information, see financial aid information, apply or schedule a visit. Students can also request a personalized print brochure which is customized for their interests. In the first six months of this program over 200 personalized print brochures were requested.



Home Visit Apply My Major My Sport My Interests Financial Aid

Open House, March 31st
This is one of the easiest ways to experience Erskine firsthand. →

Jeffrey,

Erskine is an exceptional college, but the truth is, your college experience will be what you make of it. You've taken the initiative to personalize your Erskine College experience and that's the first step in deciding what's right for you.

Nearly 100% of Erskine graduates who applied for medical or dental school admission last year were accepted. Erskine College, a great place to prepare for a career in medicine!

We hope you'll like what you see on these pages and will want to visit Erskine College. If you do, you can plan your visit right here on your personal Erskine College website. My name is Sheila and my contact information is below. We're happy to answer any questions you may have and look forward to meeting you soon!

Click here to Complete My Profile
85%

Plan a Visit
Apply Now
Special Education
Spectator
Student Activities
Financial Aid

Sheila Price
Admissions Counselor
prout@erskine.edu
854-379-6555

Know. Be known.
Erskine College

Respondents are encouraged to revisit their personalized site often, and subsequent communications use their Personalized URL as the response mechanism.

TARGET AUDIENCE AND MESSAGING

For the initial launch of this program communications were sent to 18,000 prospective students who were already in Erskine's database. Students were sent emails and then personalized postcards if they did not respond to the emails.

Get to know us and let us get to know you.

At Erskine College we provide a personalized education that fits your individual interests and goals, so we want to provide a personalized way for us to get to know one another as well.

Please complete or modify the form below so we can provide information in a way that fits you!

*First Name:

*Last Name:

*Preferred Name:

*Address 1:

Address 2:

*City:

*State:

*Zip/Postal Code:

*Email:

*High school graduation year:

*Preferred phone number:

*May we send you text messages?
 Yes No

If yes, please enter your cell phone:

*Have you decided on a major?
 Unselected

*Are you interested in sports?

*Spectator


*What interests you most?

*Looking into the future, what will you do after college?
 Medical School
 Graduate School
 Enter the work force

GO →

Personalize the experience of getting to know Erskine College.

ERSKINE COLLEGE
Vibrantly Liberal Arts
Authentically Christian
Closely Connected
Beautifully Located
Uniquely Your Own



2 Washington St., Due West, NC 28629

The communications encouraged recipients to visit their Personalized URL to learn more about Erskine and schedule a campus visit. Students also had the option to visit their personalized microsite via a QR Code.

After the initial launch, prospective students are entered into the communications cycle as they express interest in Erskine via the know.erskine.edu site or through other channels.

Communications via all channels – print, email, online – carry a consistent theme of “Know. Be Known.” This emphasizes the personal experience and strong connections that students can expect from an education at Erskine College.

CREATIVE

The creative for all communications highlights images of current students and faculty and consistently incorporates elements such as the school’s logo and colors.

Winter Term
 Erskine College is a place where you can find the resources, support, and opportunities to thrive. Our campus is a vibrant community of students, faculty, and staff who are committed to your success. We offer a variety of programs, services, and activities that will help you reach your full potential. Visit know.erskine.edu to learn more about Erskine College and the opportunities it has to offer.

Academics and Authenticity
 Erskine College is a place where you can find the resources, support, and opportunities to thrive. Our campus is a vibrant community of students, faculty, and staff who are committed to your success. We offer a variety of programs, services, and activities that will help you reach your full potential. Visit know.erskine.edu to learn more about Erskine College and the opportunities it has to offer.

Christian Organizations
 Erskine College is a place where you can find the resources, support, and opportunities to thrive. Our campus is a vibrant community of students, faculty, and staff who are committed to your success. We offer a variety of programs, services, and activities that will help you reach your full potential. Visit know.erskine.edu to learn more about Erskine College and the opportunities it has to offer.

Know.Erskine.edu/BrianSmith

"Erskine because it allows you to take it all that you can academically while also giving you a chance to enjoy yourself!"
 -Jack West, Teacher

"I wanted to attend a school that would focus on me as an individual student."
 -Savithi Bandaru, Junior, Class President

Know. Be Known.
 ERSKINE COLLEGE

More than 80% of Erskine College graduates who entered the job market were employed within just a few months.

Sign up for a Visit!
know.erskine.edu/BrianSmith

Chemistry
 The Bachelor of Science degree in Chemistry is designed for those students planning to pursue a career in chemistry, either through the graduate work leading to the M.S. and/or Ph.D. degrees, or those planning to become industrial or governmental chemists. The Bachelor of Arts degree in Chemistry is primarily designed to provide strong background for students in medicine, dentistry and pharmacy. It can also be modified to prepare students for careers in non-chemical areas.

Baseball
 Erskine College has had its first baseball team since 2005. During the season the team has won several games and earned several victories. The team has a strong fan base and is looking for new members. Erskine College has signed professional contracts and is looking for new members. Erskine College has a strong fan base and is looking for new members. Erskine College has a strong fan base and is looking for new members.

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Student Organizations
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Know.Erskine.edu/CarrieHill

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Sign up for a Visit!
know.erskine.edu/CarrieHill

Elementary Education
 The Elementary Education major prepares students to meet the requirements for teacher certification in Grades K-6 in the public schools of South Carolina. Course content and standards are knowledge-based, using education who have a passion for learning and who are committed to providing the best possible learning environment for their students. Erskine College provides a strong foundation for learning through rigorous and challenging coursework. Erskine College provides a strong foundation for learning through rigorous and challenging coursework. Erskine College provides a strong foundation for learning through rigorous and challenging coursework.

Erskine Fans!
 Erskine College has a strong fan base and is looking for new members. Erskine College has a strong fan base and is looking for new members. Erskine College has a strong fan base and is looking for new members. Erskine College has a strong fan base and is looking for new members. Erskine College has a strong fan base and is looking for new members.

REASONS FOR SUCCESS

Best practices learned from this solution are:

- **USE DIRECT MARKETING TECHNOLOGIES TO FURTHER YOUR COMMUNICATION GOALS – NOT AS GIMMICKS.** Erskine College effectively used tools such as Personalized URLs, QR Codes, personalized emails, on-demand microsite generation and variable data printing to generate a dialogue with prospective students. This was essential to the culture that Erskine wanted to convey and the messaging at each communication step was carefully thought through.
- **USE PRINT STRATEGICALLY.** Prior to the implementation of this solution Erskine College sent expensive print brochures to all of the prospective students in their database. With their new focus print brochures are only sent to those students who are genuinely interested in learning more about the school. With this change the admissions department has been able to use its print budget for other initiatives such as open house promotions.

CLIENT	Erskine College, www.visit.erskine.edu Founded in 1839, Erskine College is committed to the principle that facts and values - learning and faith - are inseparable. Erskine College offers 23 degree programs that can be customized by working with faculty to create an appropriate course of study specific to the career interests of students. Erskine College offers a faith based education in the liberal arts and boasts that 100% of students applying to medical or graduate schools are accepted and 85% of those entering the workforce have positions within ninety days of graduation.
TARGET AUDIENCE DISTRIBUTION DATE	Prospective students 18,000 at initial launch October 2011 launch. On-going.