

## A college recruitment campaign connects in a major way.

A prestigious private university needed to retool its recruitment efforts to more truly reflect the institution's unique identity—and do it swiftly. We responded with a personalized campaign, which is achieving a higher degree of results in reaching 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, 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, where they could review their biographical information, request information, meet a counselor, and more.

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 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. Over 65,000 high school students were contacted in the first two phases of this ongoing program. What's more, about 60% of confirmed email recipients have visited their personal website and stated an interest in learning more about the university.



Higher education

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