

# Multichannel Solutions — Higher Ed

SIGMA Utilized multichannel marketing tactics to help raise the ranking of a prestigious graduate business school.

## Objective:

Raise positive awareness, among recruiters, of a nationally ranked graduate business school, prior to their completing a critical industry-ranking survey.



## Approach:

SIGMA took a multi-tiered, systematic approach to making sure outreach was timely, engaging and effective. Tactics included implementing the following:

- Teaser email campaign
- Dimensional mail package with incentivized gift
- Engaging, interactive website user experience
- Timely reminders and follow up emails
- Deploying thank-you emails for completing tasks
- Facilitating follow-up activity from school Dean soliciting campus visits



## Outcome:

With a 17% response to promotion, this nationally ranked graduate school's ranking rose 11 points in the next cycle.



## Insights:

SIGMA was able to help the client understand the importance of national publications and their influence over prospective students. Additionally, our data insights were able to identify the non-traditional ways recruiters, who travel often, could enhance and deliver timely, targeted messaging campaigns.



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