

Insights and Tools for Optimized Outreach:

GMAC Global Candidate Segmentation

November 17, 2016
12 pm ET

Notice:

Please leave your microphone muted.
If you have a question, please use the chat box.
This webinar will be recorded.

Global candidate segmentation

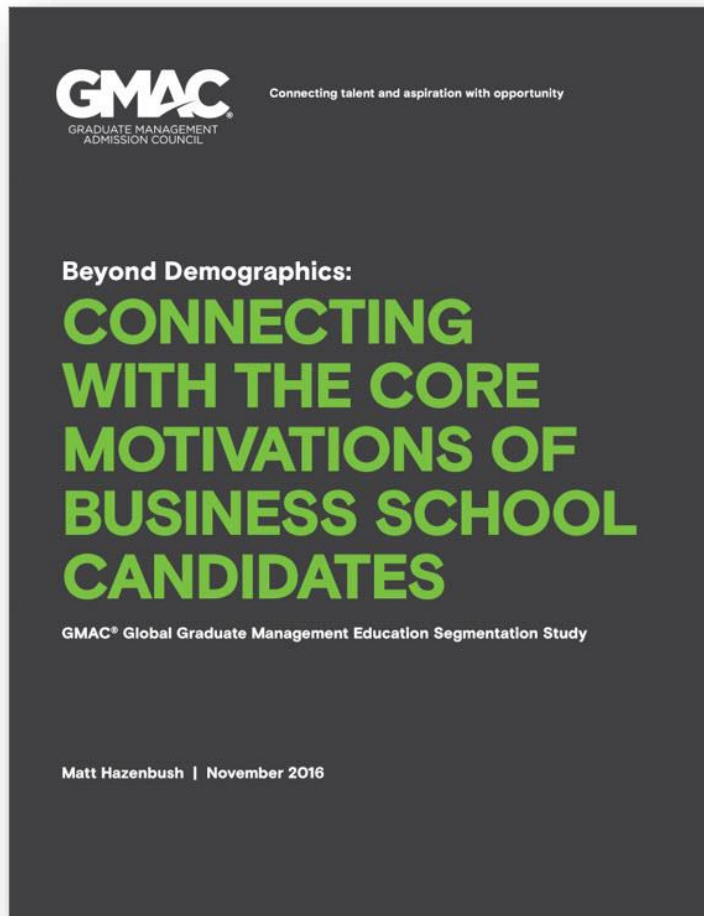


Presenter



Matt Hazenbush
Research Communications
Senior Manager

White paper now available



Beyond Demographics: Connecting With the Core Motivations of Business School Candidates

- Published online Nov. 1
- Your detailed guide to the GMAC Global Candidate Management Education Segmentation Study

gmac.com/segments

Why did we do this?

Business schools worldwide are operating in an increasingly competitive environment which has created new challenges for programs to stand out to candidates

WHY SEGMENT GME CANDIDATES?

- Better understand & grow the global GME pipeline
- Build more responsive candidate messages
- Better tailor programs to growing needs

Population studied

20-45 years old

applied

GME

Only **43%** of the **6,000 global respondents** have taken/plan to take **GMAT or GRE**

Countries studied



Approaches to segmentation

demographic

gender

age

income

geographic

countries

regions

neighborhoods

behavioral

category usage

product usage

brand loyalty

Our approach

motivations

psychographics

values

attitudes

Our approach to segmentation

Two dimensions of motivation

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graph TD; A[Two dimensions of motivation] --> B[Pursue a graduate business degree]; A --> C[Apply to a specific school]; B --- D["(32 possible motivations)"]; C --- E["(29 possible motivations)"];
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Pursue a graduate
business degree

*(32 possible
motivations)*

Apply to a
specific school

*(29 possible
motivations)*

Our approach to segmentation

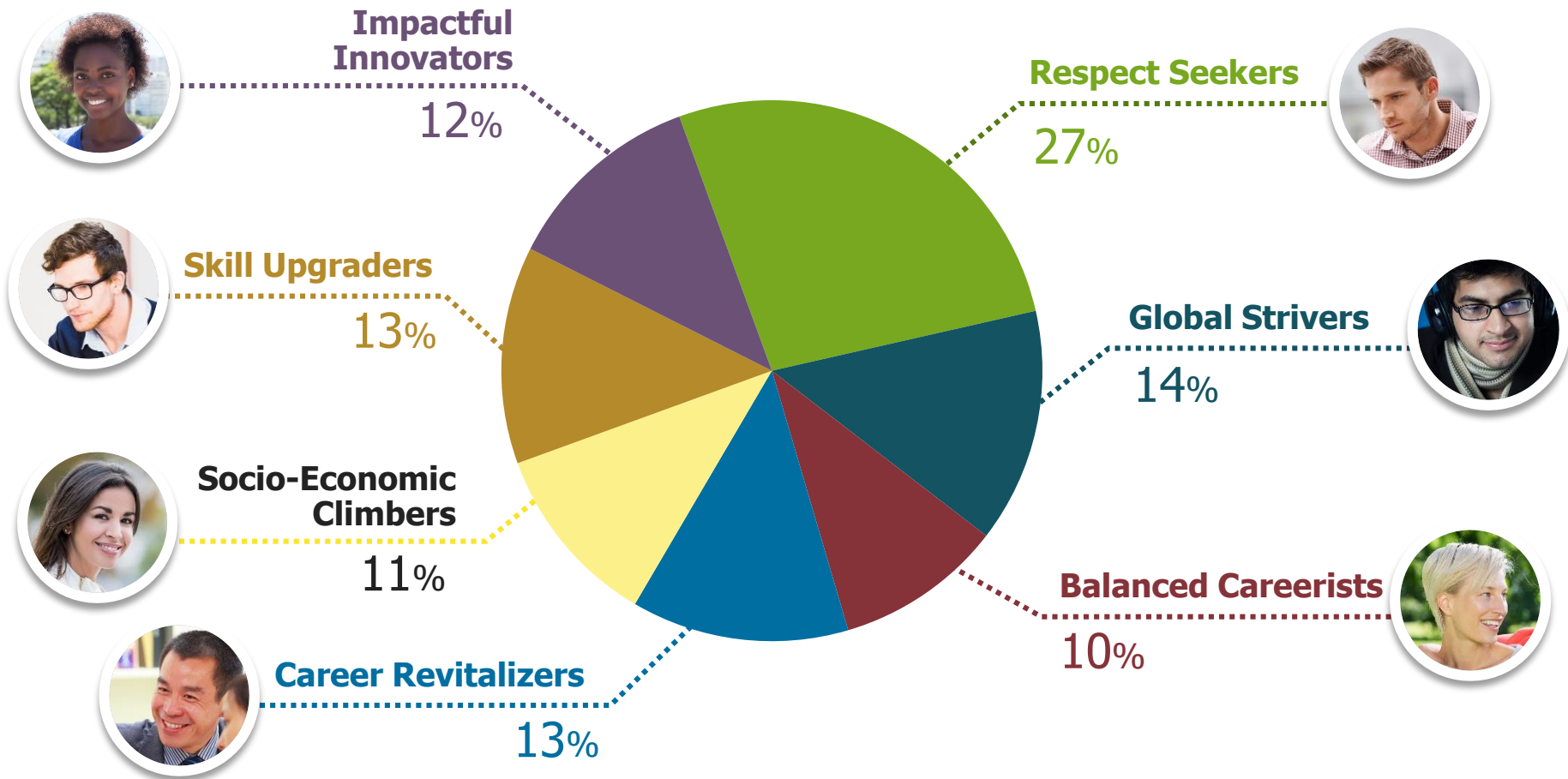
MaxDiff survey item design

Universal
applicability

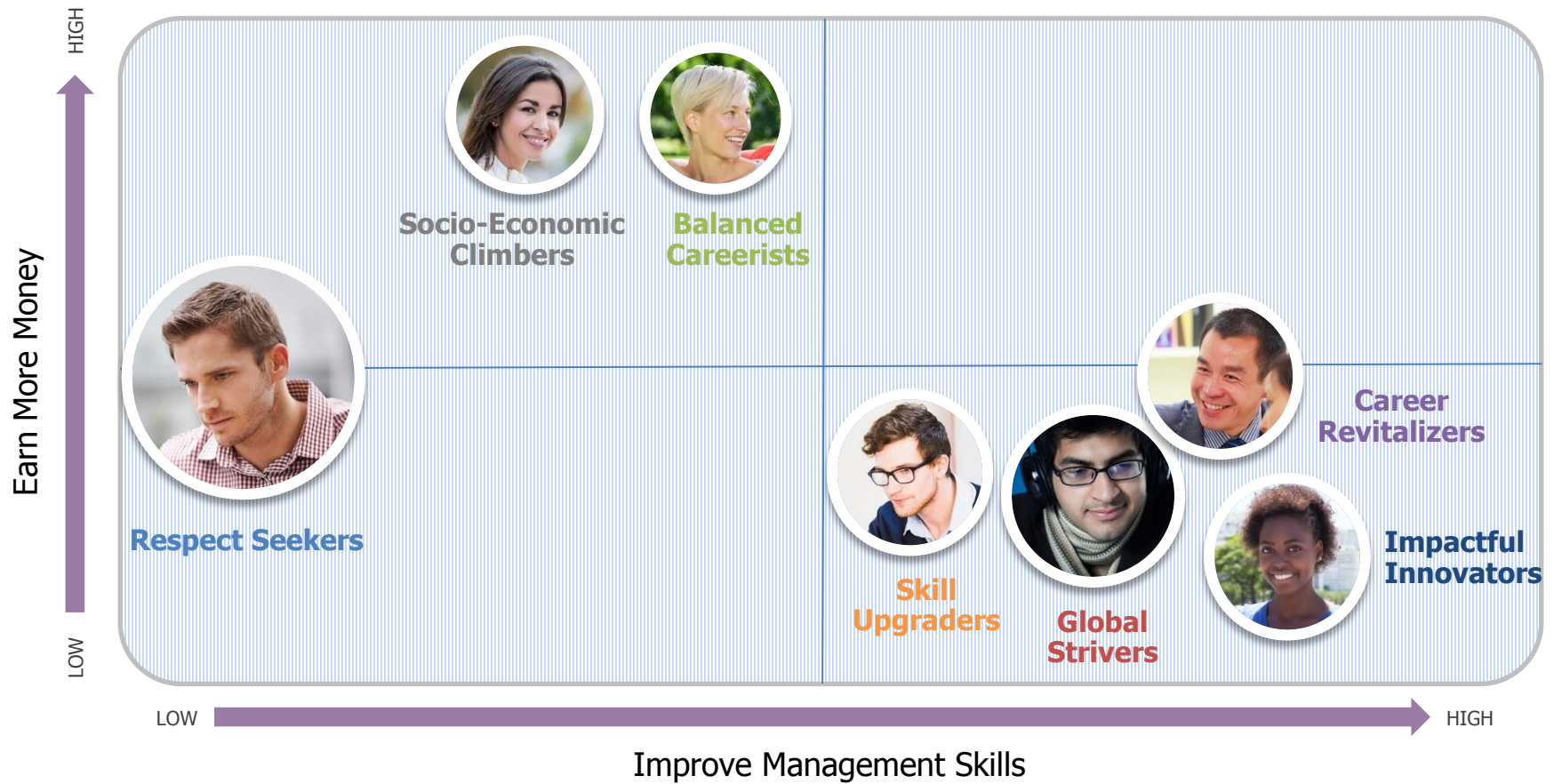
Avoids
cultural bias

Stability

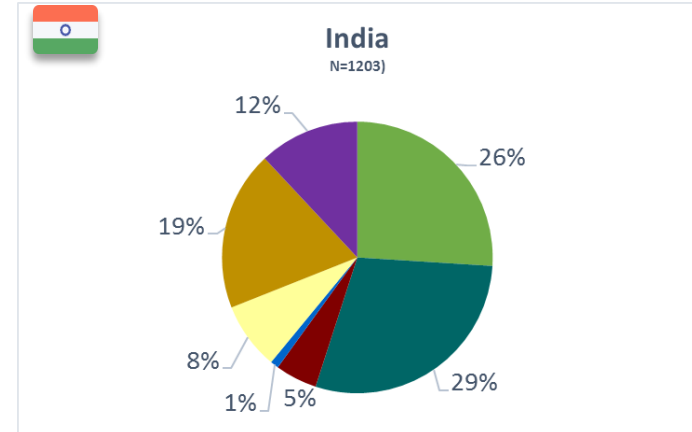
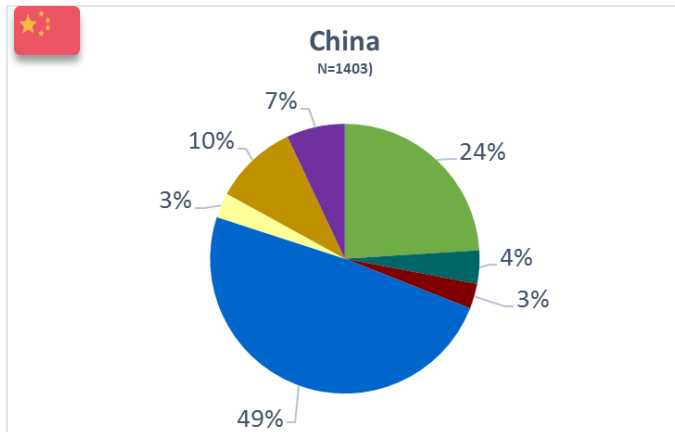
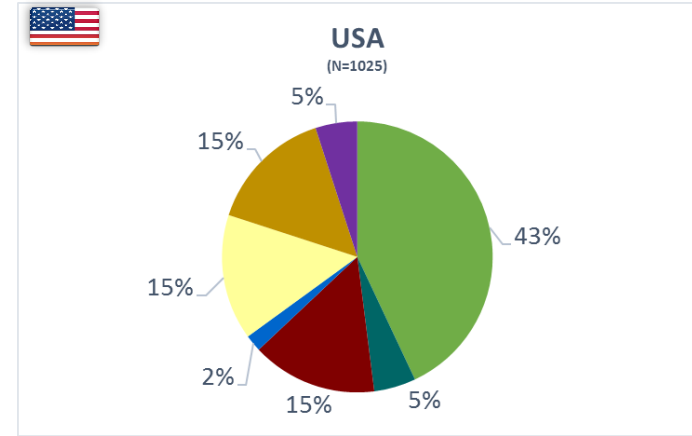
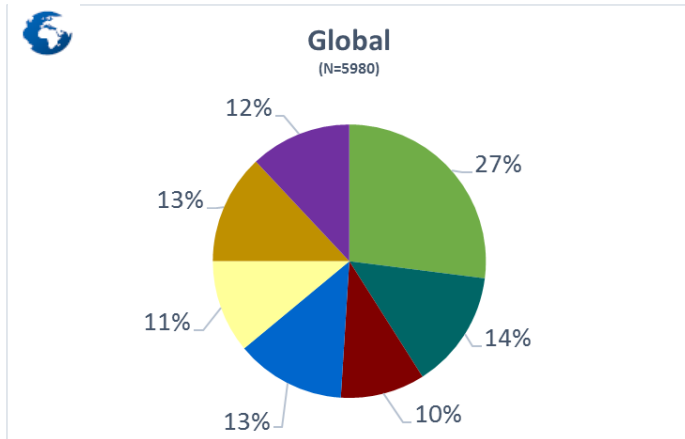
Global GME candidate segments



Segment dynamics



Country-level insights



Implications for business schools

Identify

- Identify which segments you currently attract and admit to your programs using the *Segmentation Tool*

Target

- Target candidate segments for greater outreach
- Effectively market to them with motivation-based messaging

Tailor

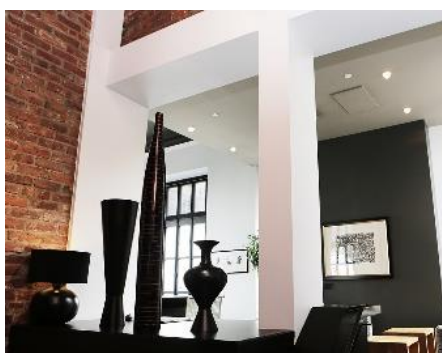
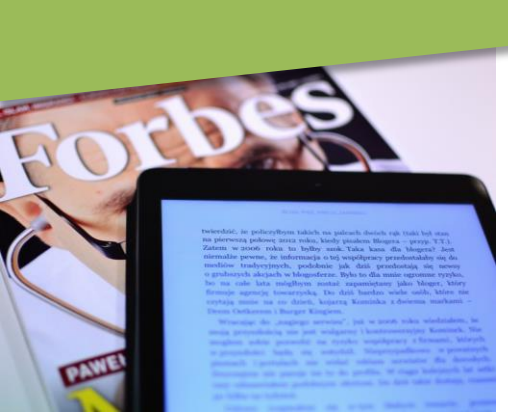
- Tailor student experiences based on their study preferences and career aspirations



Meet the Segments



RESPECT SEEKERS



RESPECT SEEKERS



CORE MOTIVATION

A graduate business degree will give me the status and respect I crave

Motivations for GME

- Be a role model
- Make my parents proud
- Increase status among colleagues

Motivations for Selecting School

- Location I'd like to experience by moving there

RESPECT SEEKERS

HOW TO CONNECT

- Facilitate/consolidate access to information about school & programs

WHAT TO PROMOTE

- Famous alumni
- Emphasize prestige of MBA/GME
- Reach out at undergraduate stage

VALUE PROPOSITION

- GME graduates are part of an elite club



GLOBAL STRIVERS





CORE MOTIVATION

I'm committed to exploring the world of opportunities that awaits

Motivations for GME

- Gain international exposure
- Access to employment in other countries
- Improve my management skills

Motivations for Selecting School

- Degree recognized by global employers

GLOBAL STRIVERS



HOW TO CONNECT

- Assistance with exam preparation
- Provide info/reduce barriers to study abroad
- International scholarships/funding programs
- Create a strong online presence

WHAT TO PROMOTE

- Globally-recognized degree
- Presence on school ranking lists
- Promote diversity of student body
- Leverage alumni who lead global corporations

VALUE PROPOSITION

- There's no limit to what you can achieve with a GME

BALANCED CAREERISTS





CORE MOTIVATION

I want to advance, but school must not disrupt my life

Motivations for GME

- Earn more money
- Provide stability in my career
- Have a more fulfilling career

Motivations for Selecting School

- Nearby so I can commute from home

BALANCED CAREERISTS



HOW TO CONNECT

- Scholarship/funding programs
- Offer flexible class/program options
- Offer wider range of non-MBA programs
- Make application process as simple as possible

WHAT TO PROMOTE

- Flexible programs: part-time, online
- Undergrad in business/management not required
- Emphasize impact of degree on earning potential

VALUE PROPOSITION

- With so many flexible program and class options, you *can* fit a GME degree into your busy life

CAREER REVITALIZERS





CORE MOTIVATION

I need to take my career to the next level to be successful

Motivations for GME

- Have more control of my future
- Advance career more quickly
- Reinvent myself

Motivations for Selecting School

- High quality instructors/faculty

CAREER REVITALIZERS

A photograph of a man in a dark suit, blue and white striped shirt, and blue striped tie, smiling broadly. He is looking towards a woman whose profile is visible in the foreground, wearing a white shirt. The background is slightly blurred, showing what appears to be a library or office setting with bookshelves.

HOW TO CONNECT

- Assistance with exam preparation
- Offer part-time/flexible programs

WHAT TO PROMOTE

- Emphasize quality of academic programs
- Presence on school ranking Lists
- Flexibility of programs
- Marketing efforts directed at employers

VALUE PROPOSITION

- Obtaining a GME is a smart investment in your future

SOCIO-ECONOMIC CLIMBERS





CORE MOTIVATION

**I want to achieve everything
my parents could only dream of**

Motivations for GME

- Earn more money
- Improve socioeconomic status
- Give my children a better future

Motivations for Selecting School

- Excellent academic reputation

SOCIO-ECONOMIC CLIMBERS



HOW TO CONNECT

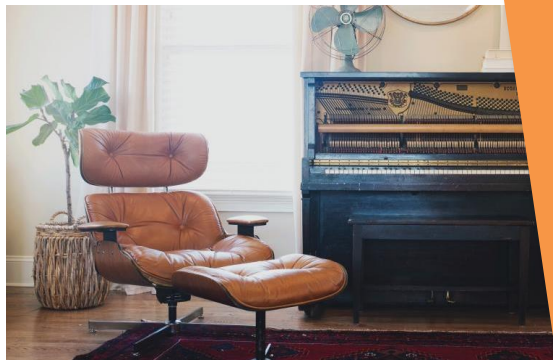
- Scholarship/funding programs
- Mentorship programs
- Assistance with exam preparation

WHAT TO PROMOTE

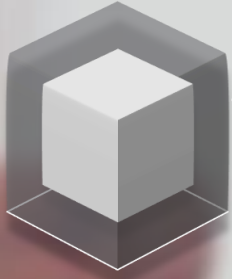
- Aspirational bios of alumni who have succeeded against the odds
- Successful job placement programs
- Economic value of MBA/GME

VALUE PROPOSITION

- A GME can help you bring your dreams to life



SKILL UPGRADERS



CORE MOTIVATION

I want to be recognized for my expertise

Motivations for GME

- Improve my leadership skills
- Improve specific skills
- Become an expert in field

Motivations for Selecting School

- Recommended highly by my employer

SKILL UPGRADERS

HOW TO CONNECT

- Assistance with exam preparation
- Scholarship/funding programs
- Facilitate access to information about the school and its programs

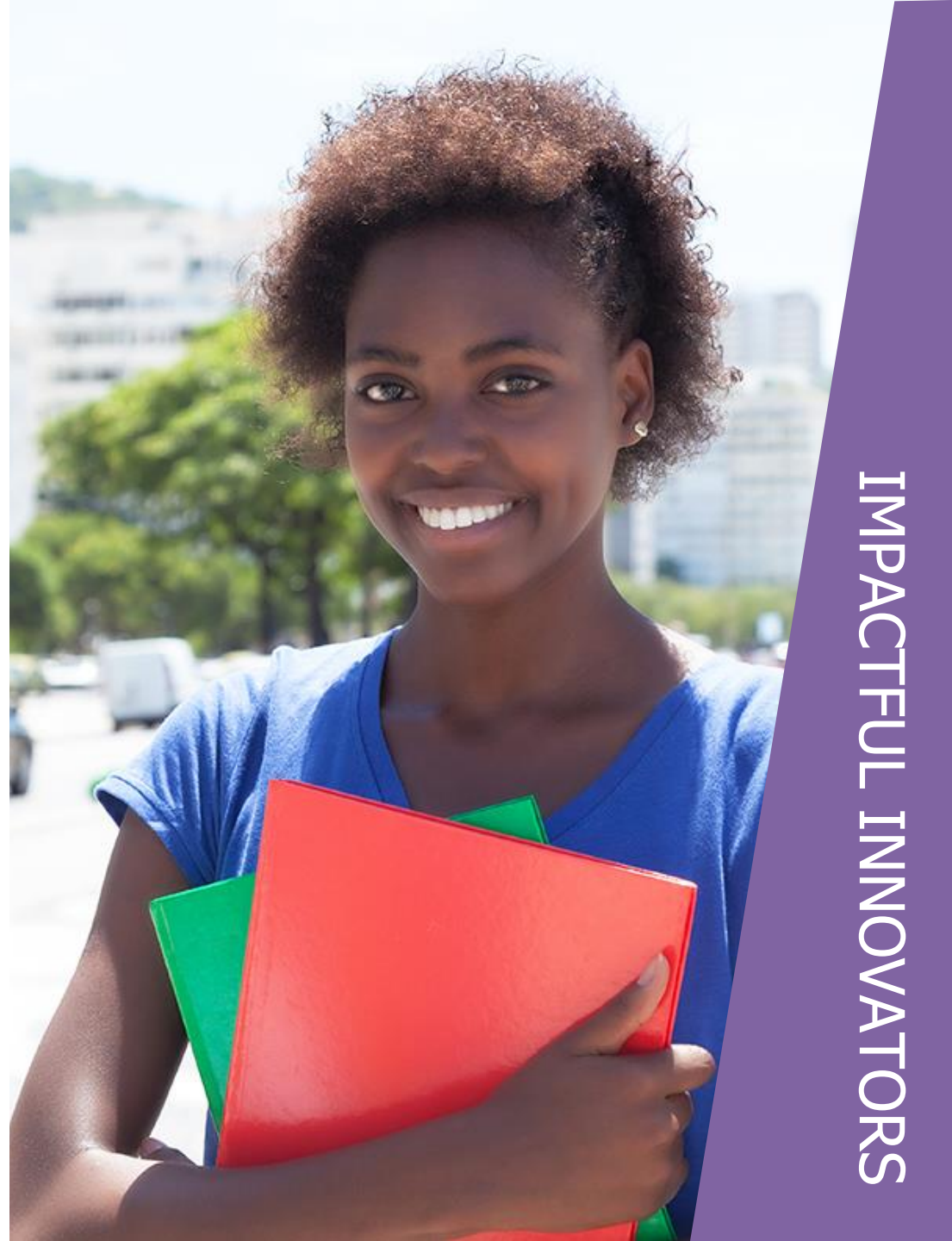
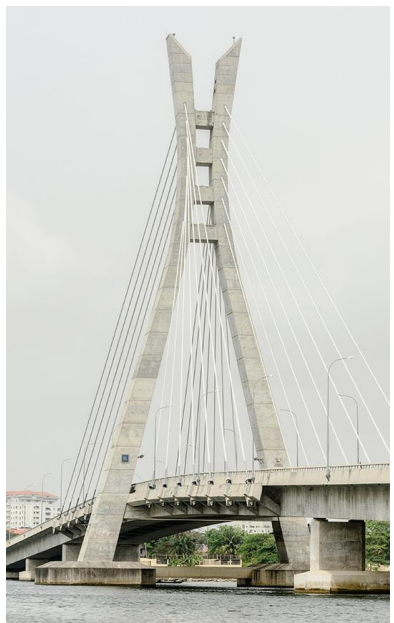
WHAT TO PROMOTE

- Detailed info on course content
- Create materials/events that bring school culture to life: “Day-in-the-life of a student,” or events that allow applicants to experience the school/meet students

VALUE PROPOSITION

- A GME degree will give you the expertise to succeed





IMPACTFUL INNOVATORS



CORE MOTIVATION

I have great ideas – I just need the skills to bring them to life

Motivations for GME

- Improve specific skills
- Skills to have social impact
- Improve my leadership skills

Motivations for Selecting School

- Specific program that meets my needs

IMPACTFUL INNOVATORS

HOW TO CONNECT

- Scholarship/funding options
- Courses/programs on entrepreneurship
- Assistance with exam preparation

WHAT TO PROMOTE

- Detailed info on course content/skills taught
- Presence on school ranking lists
- Alumni who are successful entrepreneurs
- Networking events with entrepreneurs

VALUE PROPOSITION

- A GME degree will give you the skills and connections to change the world



Implications for business schools

Identify

- Identify which segments you currently attract and admit to your programs using the *Segmentation Tool*

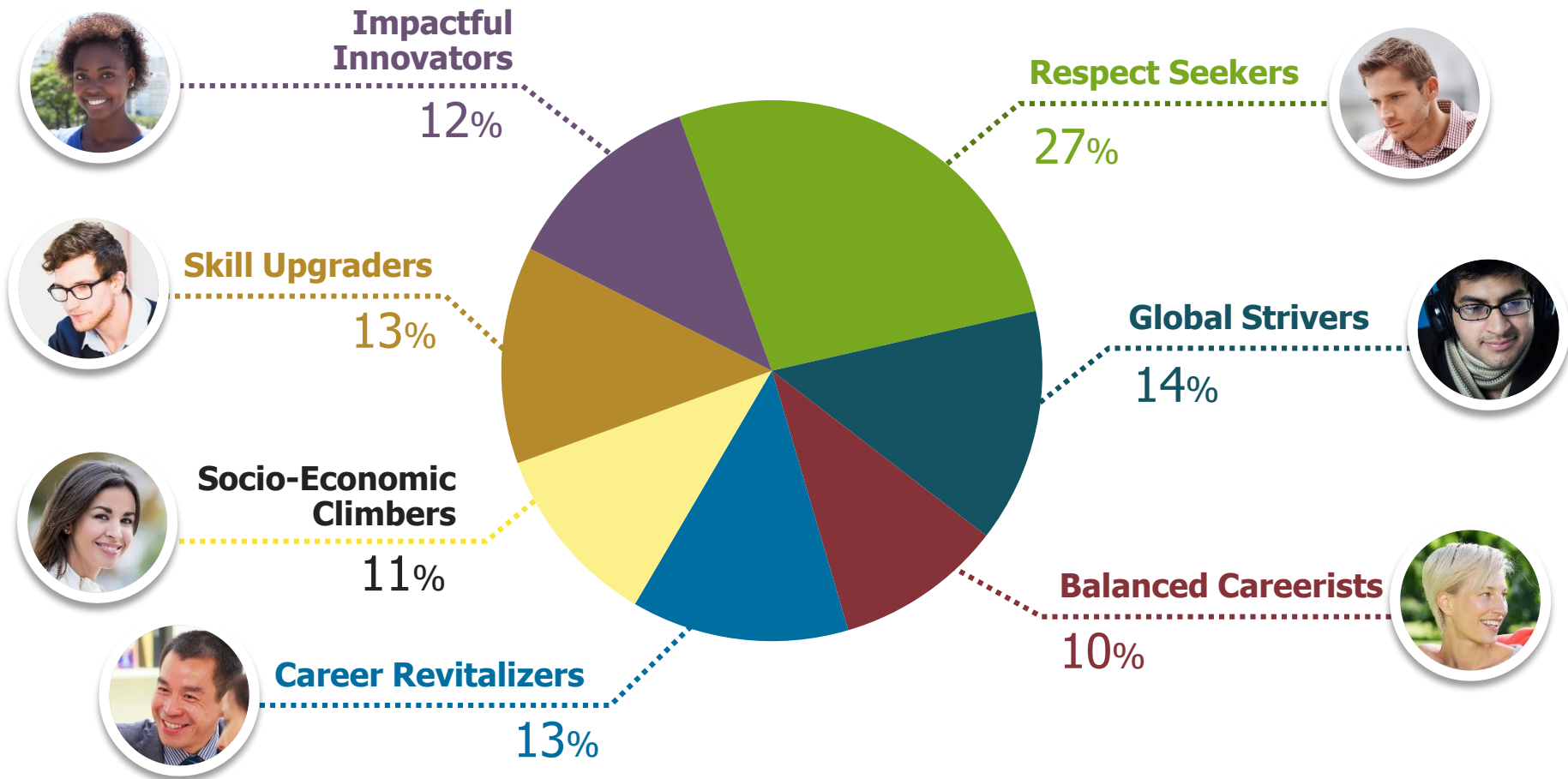
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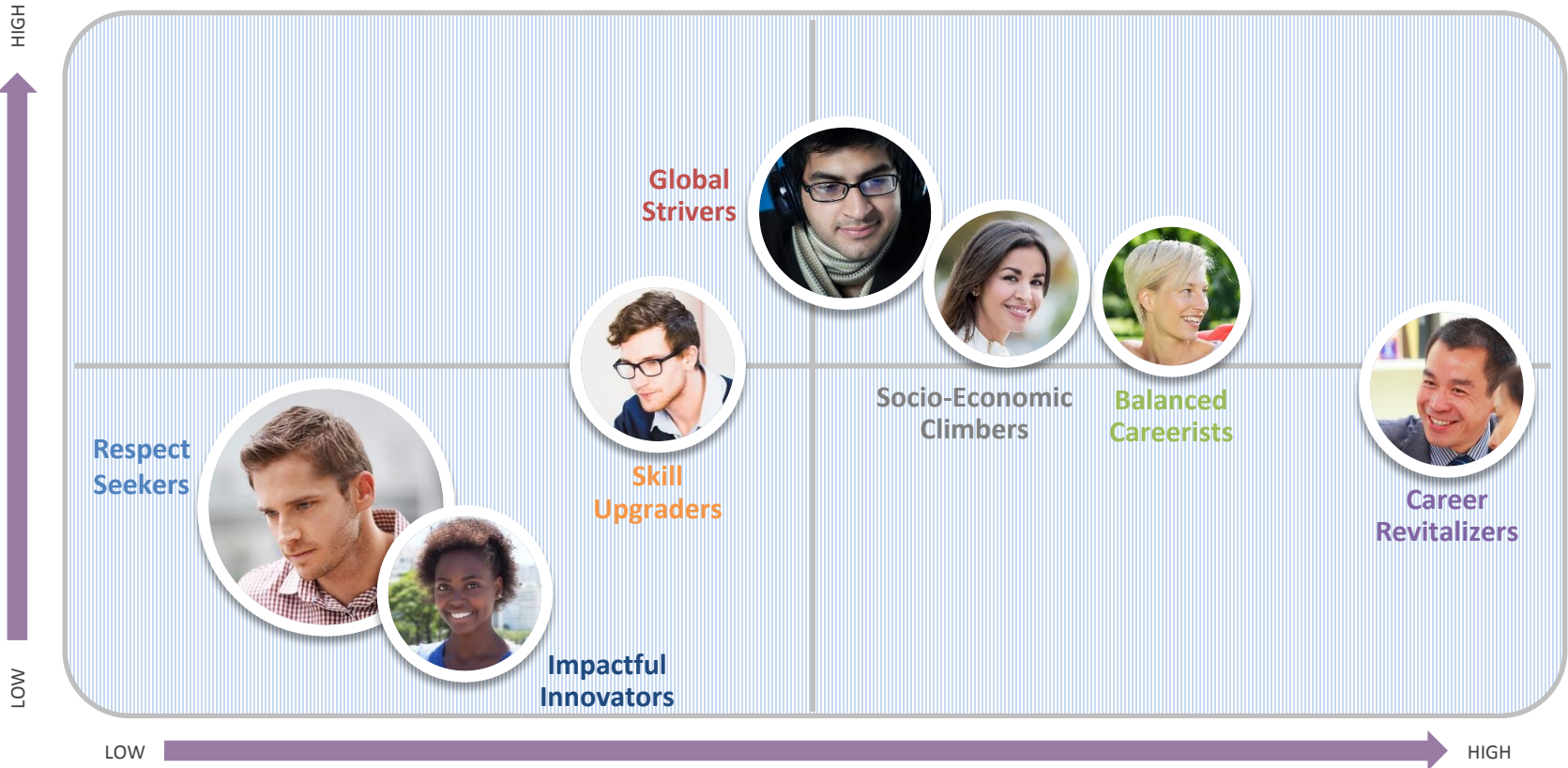
- Tailor student experiences based on their study preferences and career aspirations

Global GME candidate segments



Career enhancer vs. career switcher

Qualify to work at other companies and/or in other industries (proxy Career Switcher)



Advance in my career more quickly
(proxy Career Enhancer)

GMAC Research Services

The premier provider of market intelligence

GMAT
examinee
data

Industry
presentations

*Research
Insights*

Internal
surveys and
analysis

Quarterly
white papers

Webinars

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