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## How One School's Recruitment Strategy Leverages GMASS to Provide a Cost-Effective Source of Leads

To say that Cameron Collins is a fan of the GMASS search service is an understatement. "GMASS is our largest source of attributable leads at most stages of the funnel from submitted to admitted to deposited," he said. "It's also the most cost-effective way that we generate leads at the Owen Graduate School of Management."

As the Senior Marketing Manager at Vanderbilt University's Owen Graduate School of Management, he knows firsthand the power of GMASS. His tips can help ensure your school uses GMASS to enjoy the same quality lead generation as Owen.

### **Centralize your recruitment strategy**

At Owen, some individual programs saw such great results that they decided to implement a cohesive school wide strategy.

As Cameron explained, "Our program and admissions team, enrollment management team and marketing and communications team worked together on our recruitment strategy. We also worked together to maximize GMASS

and make sure that we're getting the right candidates and nurturing them in the correct way."

With the strategy in place, Owen can segment lists (such as domestic candidates, international candidates and underrepresented minority candidates) to ensure their recruitment marketing meets the needs of the program and admissions teams.

One of the most valuable segments they created for each program are pre-test and post-test. The majority of their GMASS leads are pre-test, and this segment has yielded the biggest ROI because this group of candidates has not narrowed down their consideration set as much as post-test candidates.

They also set up a recurring search process, which tripled the number of submitted applications they receive.

### **Map GMASS candidate data to your CRM to support personalized communications**

The team at Owen mapped candidate data fields from GMASS to their CRM, which allows them to create automated communication workflows specific to academic areas of interest. As Cameron said, "You're paying for the data, so use it!"

"This has allowed us to create emails around concentrations," Cameron explained. "If a candidate is interested in entrepreneurship, they receive an email that outlines courses in entrepreneurship, another that introduces our Center for Entrepreneurship and one that includes financial resources and mentorships that are available. This has really improved our open and click-through rates."

### **Revisit your criteria annually**

GMAC is always adding new information and filters to GMASS, so take time each year to step back and ask, "What's working?"

"We rebuild the funnel each year to ensure that we're optimizing our leads based on our current recruiting and admission strategies," Cameron shared.

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### **Work with the GMASS team**

Last year, the marketing team at Owen reached out to GMAC because they were seeing a decrease in lead volume. The GMASS team looked at the list criteria and suggested an important tweak.

"You are the expert on your recruiting strategy and admissions criteria. The GMAC team are the experts on leveraging GMASS so you can achieve your goals. If you have not met with the GMASS team, I encourage you to reach out."

**To hear Cameron's full 15-minute solution story visit:**

<https://www.gmac.com/reach-and-recruit-students/gmac-connect/marketing-advice-and-best-practices>