



## Andrea McHale

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# How Qualified Leads from GMASS Help a Small Team Deliver Big Results

When you have a small team, your recruitment strategy must be on-point. For Andrea McHale, Director of Full-time MBA Admissions at Michigan State University's Broad College of Business (MSU Broad), GMASS has allowed her team of three people to recruit qualified candidates for upcoming cohorts – and enjoy a remarkable ROI.

### **GMASS delivers big results**

In 2021, MSU Broad spent more than \$10K on GMASS leads, which resulted in a 2.5% conversion rate (an increase from 2% the previous year).

Compared to their total lead conversion rate of 7% (a combination of organic leads from their website and outside organizations), GMASS leads stand out.

But GMASS delivers more than just a solid conversion rate. As Andrea explained:

"Our cost per applicant is the lowest with our GMASS leads and drip marketing campaign tactics. And, it is our lowest cost marketing tactic, because the drip campaign is directed to already-qualified individuals. With GMASS leads, I don't have to build awareness of what an MBA

*"It has been a huge value add for us. I don't know what we would have done without GMASS."*

program is; mba.com and GMAC have already done that for me. It's then up to me to teach them about our program and get them to apply."

### **Drip marketing strategy engages leads**

Because GMASS leads don't need to be convinced of the value of an MBA, the MSU Broad drip marketing strategy focuses on the benefits of earning a degree at the school. It consists of six nurture emails that are sent six days apart.

The emails cover:

- An overview of the MBA program, including curriculum, ranking, job placement, and graduates' average salary information
- In-depth job placement statistics
- A deeper dive into the program curriculum
- The program's emphasis on experiential learning
- Diversity, equity, and inclusion partnerships and resources
- Scholarship information

If a candidate doesn't respond or engage with an email, they continue to receive emails about events and application deadlines for 12 months. Andrea's team reviews and updates this strategy once per year while making ad hoc changes as needed throughout the cycle.

The ultimate goal of MSU Broad's email marketing strategy is to encourage prospective students to start an application. Once that happens, the team reaches out and invites them to attend an upcoming event (in person or virtually). "We have found that prospective students who attend an event are more likely to complete the application and continue moving down the funnel," she said.

The results speak for themselves:

Between July 2021 and May 2022, MSU Broad received over 500 applications for the school's full-time MBA program. Of those, 45 came directly from GMASS leads.

**Interested in new ideas for candidate nurture campaigns?**  
**[Schedule time](#) with Paula McKay, Director of Client Success**  
**with GMAC Connect.**