

Graduate
Management
Admission
Council™

GMAC Connect: How to Use Email Marketing More Effectively in Recruiting

Paula J. McKay
February 25, 2020



GMAC Connect Presents:

Paula McKay – Director, Client Success



- 17 years with GMAC
- Previous: Product Management, Marketing, Customer Care, and Risk Management
- Work with schools and candidates to help them find each other
- Specializes: Marketing consultation, product improvements and maximizing your leads

Connect:

<https://www.linkedin.com/in/paula-mckay>
pmckay@gmac.com

GMAC Connect: Solutions to meet your marketing and recruitment challenges

Media

Reach global candidates early in the decision-making process with customized marketing and advertising



CONTENT
MARKETING



DIGITAL
DISPLAY



NATIVE
ADVERTISING



SOCIAL
MEDIA



Lead generation

Tailor your marketing message to the right candidate with our database of 500,000+ leads



QUALIFIED
LEADS



EMAIL
MARKETING

mba.com

Engagement

Personalize your candidate interactions on and offline



LIVE
BROADCASTS



FAIRS



MEETUPS



SCHOOL
PRESENTATIONS



CANDIDATE
BOOTCAMPs

GMASSTM



Graduate
Management
Admission
CouncilTM

What you will learn and how to get started today

- Why is email still relevant in 2020?
- What are some current email trends including tips on making personal connections
- How to use email marketing best practices to create cost effective yet high-performing email campaigns
- How to ensure your emails are delivered to candidate's inboxes and measuring the right KPIs to demonstrate your ROI

Why is email marketing still relevant today?

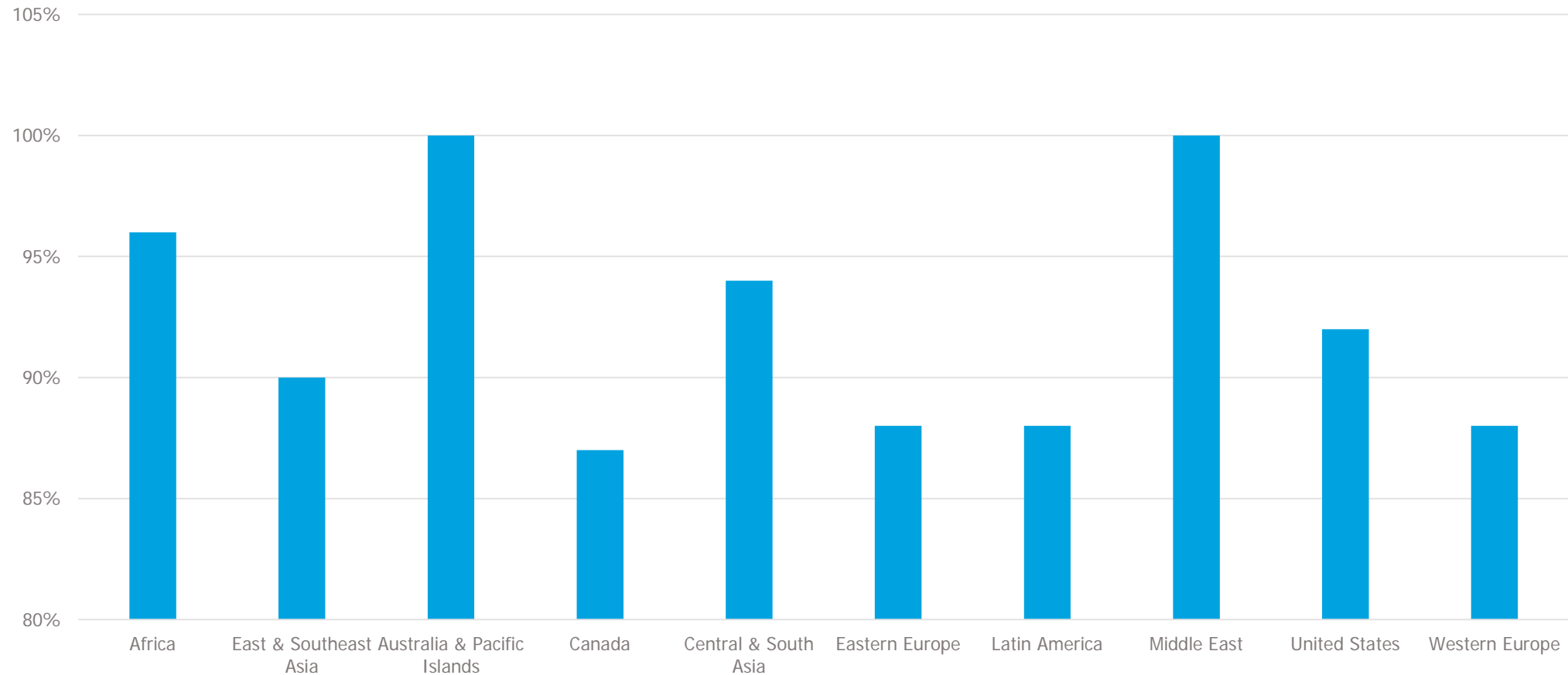
92%

selected email as the preferred channel for receiving communications from schools interested in them



mba.com Prospective Student Survey

Email marketing as the preferred channel by region



The ROI of email marketing in the education sector

Q: Please rate these digital marketing channels based on the return-on-investment they generate.

Figure 10

69% of education pros say email generates good to excellent ROI, compared to:

- 55% for social
- 60% for content
- 46% for SEO
- 19% for display



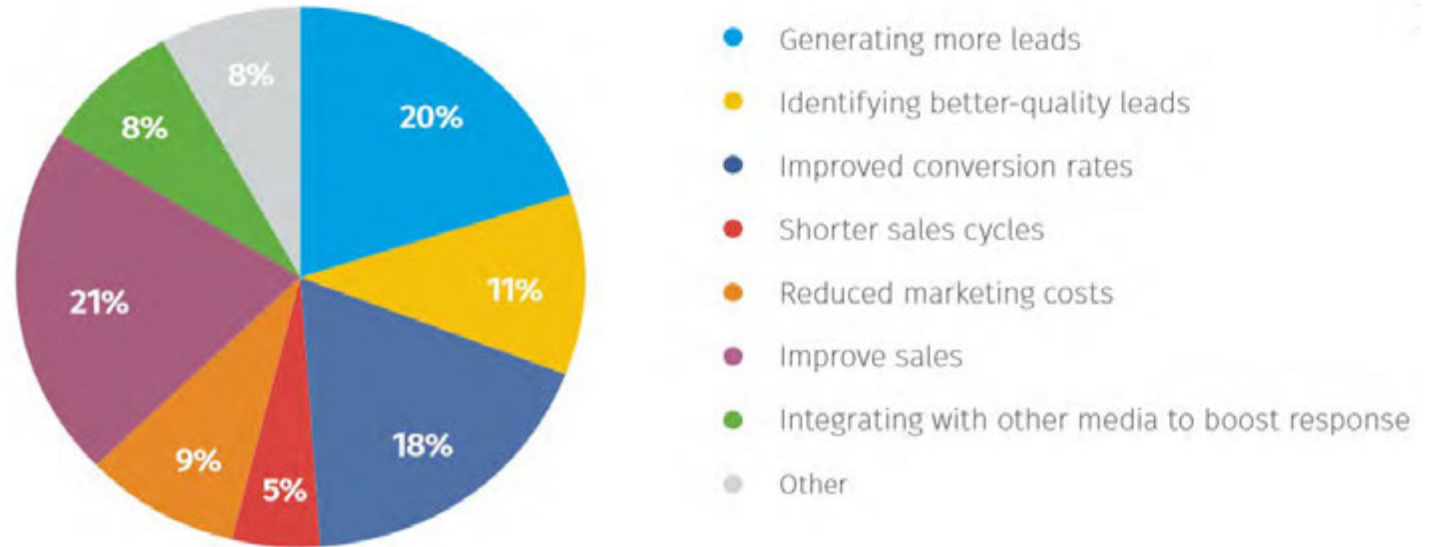
Sources: [GetResponse](#)
RNL

Top benefits of email marketing for education

1. Improved Sales 21%
2. Generating More Leads 20%
3. Improved Conversion Rates 18%
4. Identifying Better Quality Leads 11%
5. Reduced Marketing Costs 9%
6. Amplification 8%
7. Shorter Sales Cycles 5%

Q: Choose the top benefit of email marketing

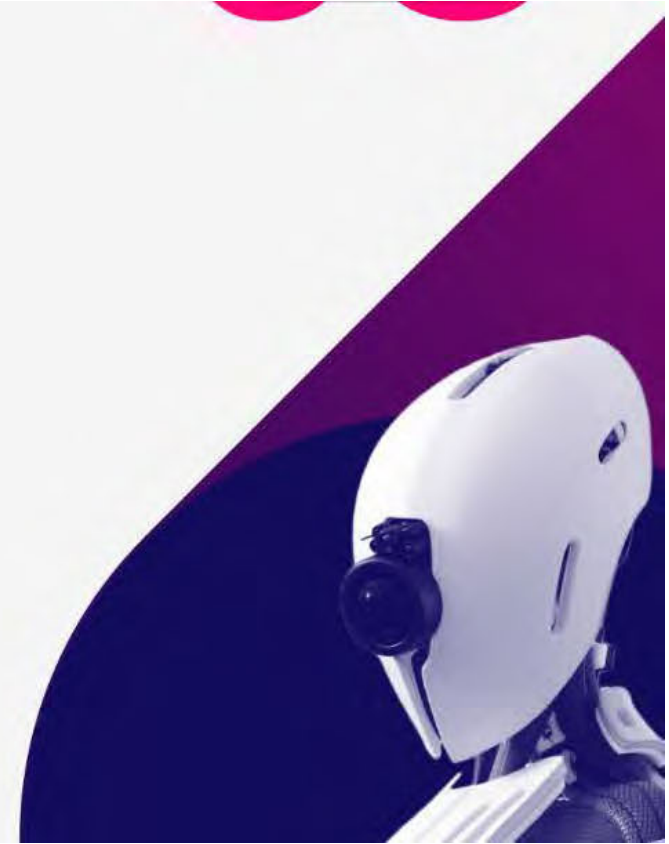
Figure 11



Source: [GetResponse](#)

Current email trends & tips on making personal connections

**Can I speak
to a human
please?**



Source: Globalwebindex

Animated GIF's in emails are increasing engagement

- **32%** click increases
- **64%** surge has been seen in the last 12-months
- New support for GIFS in Outlook and Windows
- Doesn't matter industry
- CTA Animation doing well
 - Increase in click through rates for B2C by **9%**



Emoji's are still hot...

- Emoji's still drive performance –
 - 92% of all email can receive and view Emojis/Symbols
 - Open rates increase 18%
 - Emojis as first character 23%.
- Emoji's are surging

Primary			Social 5 new Facebook, Twitter, LinkedIn	Promotions 28 new Purity Products, Nike, Petco, C...	
<input type="checkbox"/>	☆	📧	Purity Products	Paula, Your Order Has Been Shipped - Paula, Thank You For Your Order! Thank Yo...	6:34 PM
<input type="checkbox"/>	☆	📧	Jeremy Wittig	[2019-20 MIX Leaders] The MIX - The MIX Hello all, This week we will be finishing ...	4:59 PM
<input type="checkbox"/>	☆	📧	Venmo	You paid Joe McKay \$15.00 - You paid Joe McKay Food. Have fun Transfer Date a...	4:53 PM
<input type="checkbox"/>	☆	📧	Yummly	Heart-healthy Mediterranean recipes 🍷 - Studies suggest eating typical Mediterra...	10:56 AM
<input type="checkbox"/>	☆	📧	Principal	Which tax deductions may be right for you? Plus, tax prep and filing tips Hi Paula...	10:29 AM

GetEmoji.com

Emojiempedia.com



Now approved: 117 new emojis for 2020 #Emoji2020
blog.emojipedia.org/117-new-emojis...



Subject lines and more....

- Half sentence are driving higher open rates – Meet us where.....
 - **37%** higher open rates for B2C
- Title casting is opened **14%** more **Paula Is On Vacation**
- Saying thank you or we appreciate you - increases open rates by **28%**
- [] are boosting open rates by **31%**
- Question emails have a **14%** higher overall open rate
- One off email designs – B2C increase of **31%**

Don't forget the pre-headers



<input type="checkbox"/> ☆	Ramit Sethi	The NEW 9-5 + unspeakable truths	Amanda, One of the things I love to do is show you what's going on "behind the curtain"
<input type="checkbox"/> ☆	SumAll	Amanda Jeffs' Daily Digest from SumAll Mar 17, 2015	TIP ☺ Should you dump your Ad team? Our guide to being a one-m
<input type="checkbox"/> ☆	Evan Weissblum	[Interview] 7 Secrets Of YouTube Marketing	Hi, Here at SumAll, we're obsessed with providing data that works. We want to
<input type="checkbox"/> ☆	MediaPost Summits	From Switzerland to Portugal Email Insider Summit Europe back by popular demand	-, over the years, the Email Inside
<input type="checkbox"/> ☆	Dan Lewis	Now I Know: The Key Master	View this email in your browser Archives - Privacy Policy Have a story idea? Hit reply and let m
<input type="checkbox"/> ☆	Today I Found Out	The First Woman to Circumnavigate the Globe	- Home Submit a Question or Fact About Authors Privacy Policy Is this
<input type="checkbox"/> ☆	theSkimm	Daily Skimm: Kiss me, I'm Irish	- Is this email not displaying correctly? View it in your browser. SHARE THIS SHARE THIS Sk
<input type="checkbox"/> ☆	DailyOM	Practicing Nonattachment	- Today's DailyOM brought to you by: Click here for Permanent Weight Loss with Self-Hypnosis Mar
<input type="checkbox"/> ☆	BrandYourself.com	Your Progress Report	- Your Progress Report We stopped tracking your results because you haven't logged-in in 60 days!
<input type="checkbox"/> ☆	Crowdfire	Your weekly eagle eye report !	- Mar 9 - Mar 15 @hexbomb A snapshot of your performance this week Take a few minutes to
<input type="checkbox"/> ☆	Mashable Velocity Alerts	Velocity Alert: When and how to watch Friday's total solar eclipse	- Not displaying correctly? View this newsletter online.

Campaign Monitor has a helpful guide breaking down what email clients display preheaders, and how many characters they support.

<https://www.campaignmonitor.com/blog/email-marketing/2015/08/improve-email-open-rates-with-preheader-text/>

Cost effective yet high-yielding marketing campaigns



What is just as important as your email message? Your Landing Page

2 Major mistakes:

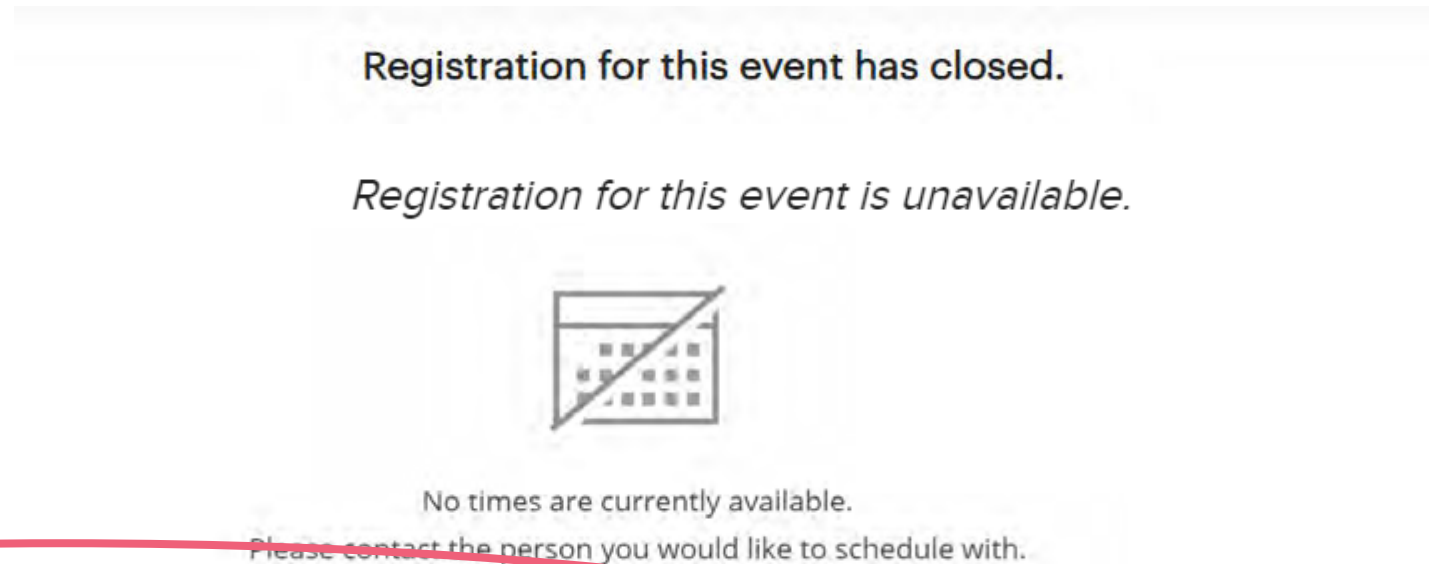
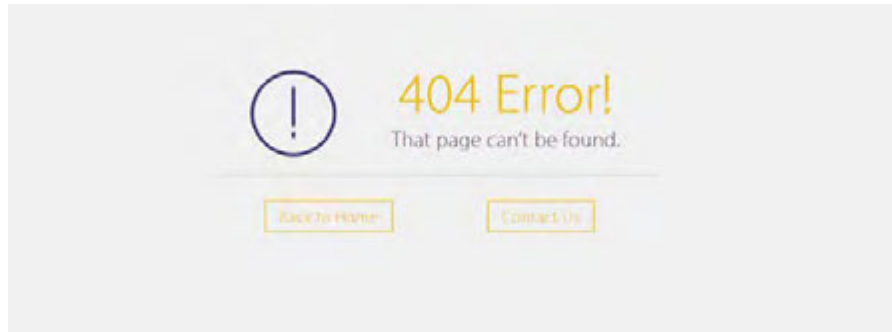
- Form length
- Navigation bar

Example of critical fields

1. Email address
2. First name
3. Decision-Making question
 - Pre-select responses

Source: Worldata

26% of clicks are happening after a deadline or offer expires



If you would like to learn more about the programs, we encourage you to sign up for other events or info sessions, which we offer both on-campus and virtually.

A single CTA should be the center framework of your email

See the benefits



Time running out

31% of clicks are happening in your LOGO

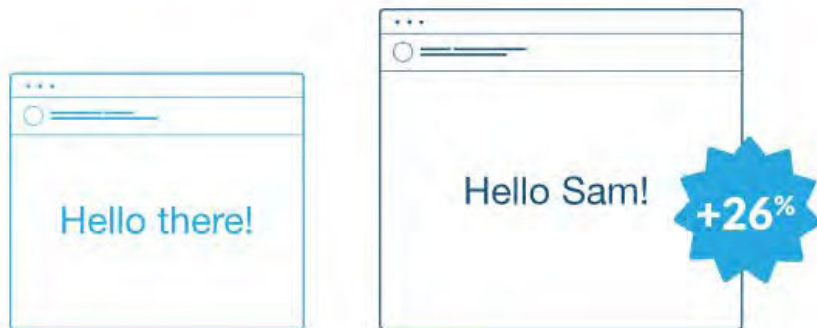


Paula,

Homecoming is in full swing! Make sure you have tickets to all the festivities this weekend including the **Beer & Wine Tasting**, the best **Indoor Alumni Tailgate** in town, **90s Meets 2000s After Party** and more.

Personalization is required and it increases open rates by 26%

Personalization increases open rates by 26%



** According to Experian, emails with personalized subject lines are 26% more likely to be opened.*

Helpful GMASS fields for personalizing communication

- First Name and Last Name
- GMAT Test Date
- Undergraduate Graduation Date
- Undergraduate Major(s)
- Degree Type, Concentration, and Format Objectives
- Industry and Function Background and Objectives
- Employer and Undergraduate Institution
- ... and more!

Age	Undergraduate Institution	Undergraduate Major	Undergraduate Degree	Objectives
41	-Did Not Respond-	Other Business/Management/Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
20	University of Delhi (Delhi, DEL, India)	Mathematics	-Did Not Respond	Have not decided Other Degree
28	Brown University (Providence, RI, United States)	Political Science	-Did Not Respond	Complete Master of Business Administration (MBA)
25	-Did Not Respond-	Computer Science	-Did Not Respond	Complete Master of Business Administration (MBA)
25	Villanova University (Villanova, PA, United States)	My major or field of study is not shown here	-Did Not Respond	Complete Master of Business Administration (MBA)
27	-Did Not Respond-	Engineering	-Did Not Respond	Complete Executive MBA (EMBA)
22	St. John's University (Queens, NY, United States)	Hotel Administration	-Did Not Respond	Complete Master of Business Administration (MBA)
23	Concord College (Athens, WV, United States)	Mathematics	-Did Not Respond	Complete Master of Business Administration (MBA)
24	-Did Not Respond-	Engineering	-Did Not Respond	Complete Master of Business Administration (MBA)
31	Universidad Adolfo Ibanez (Santiago, Chile)	Business Education	-Did Not Respond	Have attained Master of Business Administration (MBA)
31	-Did Not Respond-	Other Business/Management/Economics	-Did Not Respond	Complete Executive MBA (EMBA); Master of Business Administration (MBA)
21	Harvard University, Harvard College (Cambridge, MA, United States)	Statistics	-Did Not Respond	Have not decided Master of Business Administration (MBA)
26	University of Pune (Pune, MAH, India)	Engineering	-Did Not Respond	Complete Master of Business Administration (MBA)
27	-Did Not Respond-	Accounting	-Did Not Respond	Complete Master of Business Administration (MBA)
22	Indiana University of Pennsylvania (Indiana, PA, United States)	Accounting	-Did Not Respond	Complete Master of Business Administration (MBA)
26	Saint Vincent College (Latrobe, PA, United States)	Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
30	-Did Not Respond-	Other Science/Mathematics	-Did Not Respond	Complete Executive MBA (EMBA)
26	University of California - Berkeley (Berkeley, CA, United States)	Business Education	-Did Not Respond	Complete Master of Business Administration (MBA)
25	University of Connecticut (Storrs, CT, United States)	Other Business/Management/Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
31	-Did Not Respond-	Computer Science	-Did Not Respond	Complete Master of Business Administration (MBA)
29	Yale University (New Haven, CT, United States)	Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
22	Manipal University (Manipal, KAR, India)	Engineering	-Did Not Respond	Complete Master of Business Administration (MBA)
25	California State University - Chico (Chico, CA, United States)	Other Business/Management/Economics	-Did Not Respond	Have not decided Undecided
26	University of Maryland, College Park (College Park, MD, United States)	Chemistry	-Did Not Respond	Have taken Master of Business Administration (MBA)
24	Northeastern University (Boston, MA, United States)	Finance	-Did Not Respond	Complete Master of Business Administration (MBA)
26	George Mason University (Fairfax, VA, United States)	Management	-Did Not Respond	Complete Master of Business Administration (MBA)
35	-Did Not Respond-	Engineering	Information Systems	Have attained Master of Business Administration (MBA)
24	Colby College (Waterville, ME, United States)	Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
22	Swarthmore College (Swarthmore, PA, United States)	Economics	-Did Not Respond	Complete Master of Business Administration (MBA)
26	University of Brasilia (Brasilia, DF, Brazil)	Engineering	-Did Not Respond	Complete Master of Business Administration (MBA)
27	James Madison University (Harrisonburg, VA, United States)	My major or field of study is not shown here	-Did Not Respond	Complete Master of Business Administration (MBA)
26	Drexel University (Philadelphia, PA, United States)	Marketing	-Did Not Respond	Complete Master of Business Administration (MBA)
24	Elon University (Elon, NC, United States)	My major or field of study is not shown here	-Did Not Respond	Complete Master of Business Administration (MBA)
22	University of Pennsylvania (Philadelphia, PA, United States)	Computer Science	-Did Not Respond	Complete Master of Business Administration (MBA)
22	University of Georgia (Athens, GA, United States)	Finance	-Did Not Respond	Complete Undecided
23	Rutgers, The State University of New Jersey (New Brunswick, NJ, United States)	Finance	-Did Not Respond	Complete Master of Business Administration (MBA)
21	-Did Not Respond-	Government	-Did Not Respond	Have taken Master of Business Administration (MBA)
21	Johns Hopkins University (Baltimore, MD, United States)	Physics	-Did Not Respond	Have not decided Master of Business Administration (MBA)
22	Washington University (St. Louis, MO, United States)	My major or field of study is not shown here	-Did Not Respond	Complete Master of Business Administration (MBA)

Age
Undergrad Major
Degree interest

Subject Line: Upcoming Events for XYZ Business School

Hello!

Congratulations on completing the GMAT exam.

I wanted to keep you informed about upcoming events for XYZ B-School. We think that your past experience could make you a great fit for our programs.

We are holding an event near you next month, and would like to invite you to attend to learn more about us.

To learn more, please visit us at <http://xyzbschool.com>.

Best,
Admissions Team
XYZ B-School

Subject Line: Jason Lawrence, Join XYZ Business School in Chicago Next Month

Hello Jason,

Congratulations on completing the GMAT exam this past July.

I wanted to keep you informed about upcoming events for Executive MBA programs at XYZ B-School. We think that your past experience in Engineering and interest in Health Care could make you a great fit for our Part-Time programs.

We are holding an event near you in Chicago next month, and would like to invite you to attend to learn more about us.

To learn more, please visit us at <http://emba.xyzbschool.com> or feel free to contact me personally.

Best,
Paula McKay
Admissions Director
XYZ B-School

2019

Your year in review

Hi there,

At the beginning of this new year, we want to celebrate the progress you have made since you joined our global community. Here is a look back at your 2019!

You joined us on

It's good to see you again, Prospective Student!

You are a part of our global community! Over 6 million candidates like you from nearly every country around the world visited mba.com in 2019. We published 225 articles during the past year and these three were our most popular. Have you read them?

1. [Seven Commonly Asked Business School Interview Questions](#)
2. [The Key Differences Between a Master in Management and an MBA](#)
3. [Interactive Quiz: Which Business Master's Degree Should I Do?](#)

While you are here, have a look at our [Post-College Professional Blog](#), written to help you make the most out of your career.

Quiz yourself!

Try the new GMAT Mini Quiz

It looks like you haven't tried the GMAT Mini Quiz yet. We recently redesigned the GMAT Mini Quiz experience, with updated tips and clear, detailed answer explanations to prepare you for the real exam. Try it today and challenge your friends!

CHALLENGE YOURSELF

Are you ready to talk to schools?

Business schools are looking for people with your talents. You can take advantage of that by using GMASS™, our tool to help schools discover candidates like you.

Take a few minutes to make sure your profile is up to date, so the **right** schools will reach out to you!

UPDATE YOUR PROFILE

2019

Your year in review

Hi there,

At the beginning of this new year we want to celebrate the progress you have made since you joined our global community. So here is a look back at your 2019!

You joined us on

It's good to see you again, Prospective Student!

You are a part of our global community! Over 6 million candidates like you from nearly every country around the world visited mba.com in 2019. We published 225 articles last year and these three were our most popular. Have you read them?

1. [Seven Commonly Asked Business School Interview Questions](#)
2. [The Key Differences Between a Master in Management and an MBA](#)
3. [Interactive Quiz: Which Business Master's Degree Should I Do?](#)

While you are here, have a look at our [Post-College Professional Blog](#), written to help you make the most out of your career.



You took the GMAT Exam!

Congratulations on taking this challenging but important step in your journey. We hope your exam went well and that you enjoyed a well-earned celebration!

It looks like you are ready to talk to schools!

Business schools are looking for people with your talents. You can take advantage of this by opting into GMASS™, our tool to help schools discover candidates like you.

Take a few minutes to make sure your profile is up to date, so the **right** schools can reach out to you!

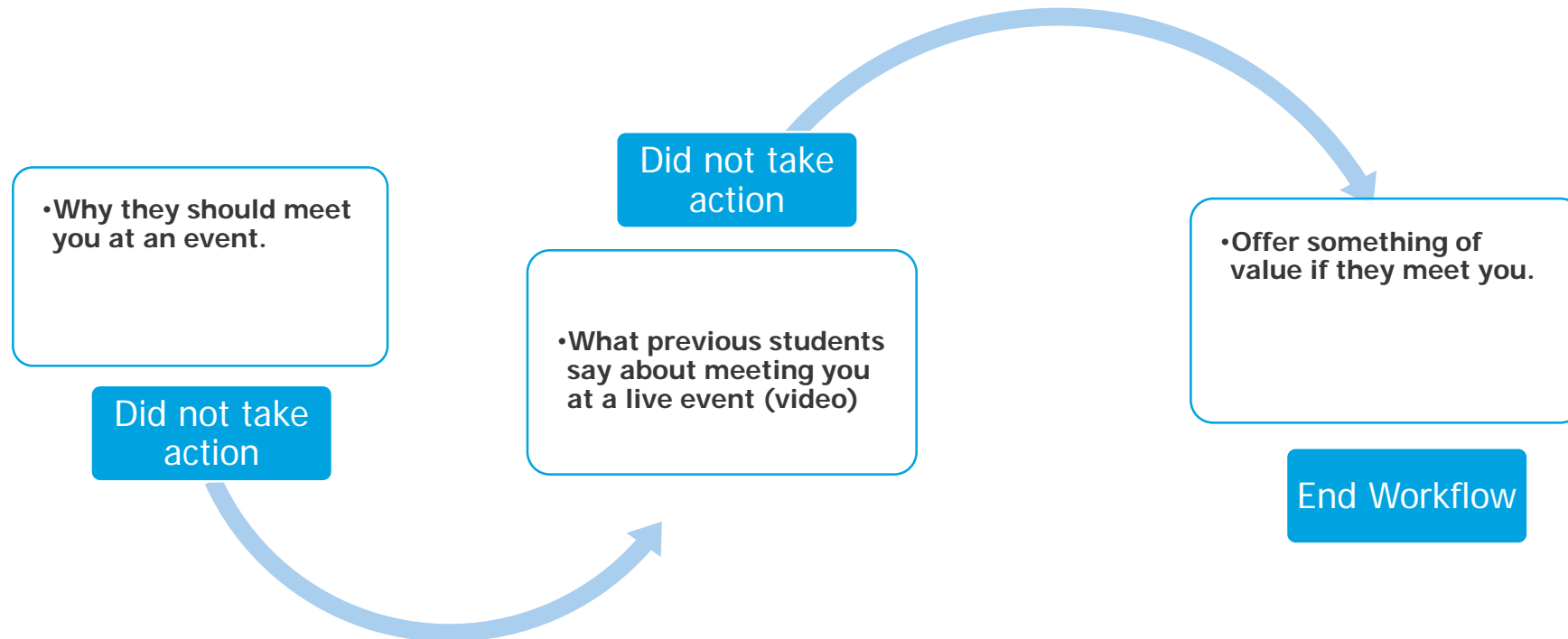
UPDATE YOUR PROFILE

Personalized Year-end Review emails

Single offer email campaigns with more than 1 email receives higher overall open rates

Example Workflow

Email #1	Email #2	Email #3
Feb 25	March 9	March 16



Inbox delivery is King

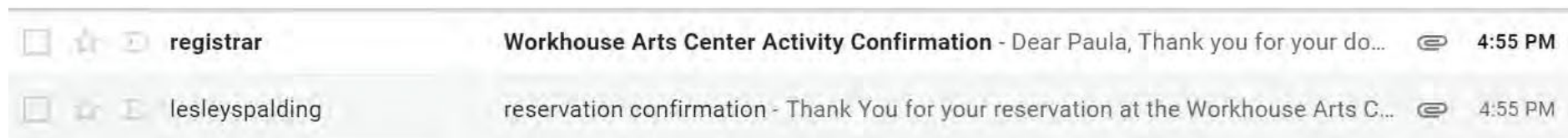


- 1.5 billion gmail users
- 75% of all people access their Gmail email on mobile devices
- 61% of 18-29-year-olds use Gmail
- Gmail is available in 72 languages

The most important email is the POST Registration email

You want the person to open it because the next email has a better chance of going into the person's inbox

- Increase of 87% for the next email to be opened
- Make sure the POST email message is aggressive. Think about what you can give away for free that is highly relevant to this audience (i.e. white paper, discounts to sporting event)
- Stress the message in the subject line



Inbox vs. deliverability

- Deliverability refers to getting delivered at the ISP. Inbox means not going to spam folder. This is also based on reputation but can also be affected by content.
- Inbox can be influenced by both sender reputation and creative format, size or content.
- Use tools like Litmus, ReturnPath or your own seed email addresses to test your emails for delivery and inbox placement

Email Deliverability Metric Benchmarks in 2018



Vertical	Spam Placement Rate	Complaint Rate	Delete Before Reading Rate	Read Rate	Forward Rate
Apparel & Accessories	7%	0.24%	17%	24%	0.01%
Automotive	13%	0.65%	15%	25%	0.03%
Banking & Finance	4%	0.26%	14%	38%	0.04%
Business & Marketing	14%	1.40%	16%	17%	0.01%
Computers & Electronics	6%	0.22%	16%	28%	0.03%
Deals & Rewards	10%	0.49%	15%	19%	0.00%
Distribution & Manufacturing	4%	0.17%	9%	60%	0.13%
Education/NonProfit/Government	19%	0.65%	15%	16%	0.01%
General Merchandise	6%	0.12%	16%	23%	0.04%
Health & Beauty	9%	0.41%	16%	28%	0.01%
Insurance	4%	0.33%	13%	43%	0.13%
Kids & Babies	6%	0.36%	17%	20%	0.01%
Media & Entertainment	12%	0.54%	16%	21%	0.02%
Social & Dating	16%	0.36%	14%	19%	0.00%
Technology/Software/Internet	9%	0.43%	13%	23%	0.02%
Telecommunication	8%	0.28%	13%	39%	0.13%
Travel	6%	0.21%	18%	26%	0.07%
All	9%	0.39%	16%	24%	0.02%

Published by MarketingCharts.com in March 2019 | Data Source: Return Path

Select metrics/industries, based on more than 17,000 commercial senders, 2 million consumer panelists and more than 6.9 billion commercial email messages sent to Microsoft, Gmail, Yahoo and AOL users during 2018. Select industries and metrics shown.

Your sender reputation can decrease in 3 ways

- 1.Subscribers hit “spam”
- 2.Email bounce (bad or old email addresses)
- 3.Subscribers do not open or click on your emails.

A few more tips to help get into the inbox

1. Avoid too many links in one email, Gmail will categorize your email as a promotion
2. Do not use too many exclamation points!!!
3. Stop using shortened links. These can cause red flags and be sent to spam
4. Place a link to your policy in the footer of your mails

The #1 email metric is the inbox rate

- Do you know where to find this information in your automation tool? If not, find it, because it is important!
 - Talk to your marketing analytics resource or IT professional
 - Work with someone who specializes with inbox rates
 - There are a lot 3rd party tools to help you



The average email stats for the education industry according to Campaign Monitor



INDUSTRY AVERAGES



OPEN RATE



CLICK-THROUGH RATE



CLICK-TO-OPEN RATE



UNSUB RATE



BOUNCE RATE

Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	3.50%	17.10%	0.20%	0.50%
Automotive and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.10%	3.00%	14.30%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.10%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	17.50%	2.70%	15.00%	0.20%	1.10%
Average	17.80%	2.60%	14.30%	0.10%	0.70%

2020 Global Email Benchmarks data

Open rates by day for education



OPEN RATE

Campaign Monitor

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Su	M	T	W	Th	F	S

Advertising and Marketing Agencies	18.90%	19.20%	19.70%	19.60%	18.60%	19.30%	19.50%
Agriculture, Forestry, Fishing & Hunting	18.50%	20.00%	21.10%	20.20%	19.60%	21.50%	20.80%
Automotive and Aerospace	11.40%	12.90%	12.50%	13.80%	12.10%	12.60%	12.80%
Construction, Contracting, and Manufacturing	21.20%	22.50%	21.30%	26.00%	22.70%	22.00%	22.50%
Consumer Packaged Goods	15.90%	14.90%	14.20%	14.70%	14.70%	14.00%	14.90%
Education	25.70%	22.20%	24.90%	23.20%	24.90%	23.30%	20.20%
Engineering, Architecture, and Design	21.20%	20.00%	21.50%	20.80%	19.50%	19.50%	20.30%
Financial Services	20.20%	20.50%	20.30%	21.00%	20.10%	19.90%	19.80%
Food and Beverage	12.00%	12.70%	13.20%	13.90%	12.10%	13.50%	13.10%
Government	30.40%	31.10%	30.40%	30.30%	31.90%	30.20%	29.20%
Healthcare Services	18.30%	20.10%	19.70%	20.90%	18.80%	19.70%	20.60%
IT / Tech / Software Services	17.30%	17.50%	17.90%	17.70%	17.80%	17.60%	17.50%
Logistics and Wholesale	16.90%	20.40%	18.40%	20.50%	18.70%	18.00%	20.70%
Media, Entertainment, and Publishing	18.50%	17.90%	18.80%	17.40%	18.70%	17.90%	17.30%
Nonprofit	24.90%	25.90%	25.00%	26.20%	24.90%	24.60%	25.60%
Other	16.80%	19.40%	20.10%	20.20%	18.60%	19.00%	19.40%
Professional Services	17.00%	18.20%	18.00%	18.70%	17.50%	18.20%	18.50%
Real Estate, Design and Construction Activities	19.70%	19.80%	19.80%	20.60%	19.20%	20.20%	19.60%
Retail	14.90%	13.50%	14.70%	13.00%	14.70%	13.70%	13.90%
Travel, Hospitality, and Leisure	15.40%	15.70%	16.00%	15.60%	15.50%	15.60%	15.90%
Unknown	17.20%	17.70%	17.70%	17.50%	17.40%	17.40%	17.20%
Average	17.90%	17.70%	18.30%	17.60%	18.00%	17.70%	17.50%

Sunday is the winner!

2020 Global Email Benchmarks data

Graduate
Management
Admission
Council™

What could you do today?

- Personalize your emails
- One Call to action (CTA)
- Send an email on Sunday
- Add an emoji and/or brackets in your subject line

Thank you

Q & A