Graduate Management Admission Council™

Email Best Practices: A Guide for GMAC™ GradSelect Users

Planning an Email Campaign

Last Updated: May 2023

You've got the leads... Now what?

It's time to nurture them!

When it comes to lead nurturing, one size certainly does not fit all. Strategically nurturing your leads can significantly improve results. Here are our top five tactics:

1. **Targeted content:** Tailor intriguing, entertaining, and delightful content to target audience members so you can identify the most-qualified leads.

2. **Multiple Touches:** Boost touches with a mix of content types and channels to increase your interactions and engagement among target audience members.

3. **Timely Follow Ups:** Follow up with your leads in a timely manner to keep them engaged and interested as well as keep your brand top of mind.

4. **Personalized Emails:** Personalize your emails to improve engagement.

5. **Multi-channel lead nurturing:** Reach and nurture your audience where they are — on multiple channels — in addition to email.

Source: hubspot.com

79% of marketers list email marketing in their top 3 most effective marketing channels.
Email Marketing will be the focus of this guide.

Graduate
Management
Admission
Council™

Planning an Email Campaign

Marketing and admissions professionals who use the GradSelect service have struggled with the following challenges:
- Admissions professionals pushed into marketing roles
- Outreach activities divided between individual program(s) and central marketing department
- Limited budgets and lack of control over budgets
- Not enough time to focus on email campaigns

As a result, many GradSelect users feel that they are not using their leads as effectively as they could.

An effective email reaches the right candidate, at the right time, with the right message. Identifying what those "right" things are is integral to executing a successful campaign.

This guide was developed to help school professionals prioritize outreach activities and:
- Save valuable time and resources
- Prove return on investment for marketing activities
- Increase conversion by delivering more valuable content to candidates

Align Campaigns to Business Objectives

Planning and managing email campaigns can be time-consuming, so focus on the ones that will make the most impact on your program's overall goals.

For example, if your program's priority for the recruitment year is to increase enrollment of a particular type of student (international, under-represented minority, liberal arts majors, etc.), this campaign's goal and strategy will be different than increasing awareness of a new course offering or increasing applications and enrollments across the board. Additional examples below.

Business Objective	Email Campaign
Increase awareness of program to new audience (or new program)	Branding campaign
Drive attendance to recruiting events	Invitation to/calendar of upcoming events
Announce application deadlines	Informational/transactional email
Encourage targeted group of desired students to apply	Scholarship applications
Bring in last-minute applications to fill class	Application fee waivers

Pro tip: add multiple touches to reach and nurture your leads. Nurture or drip campaigns can usually be automated through your existing marketing platforms, but still require oversight.

Segment and Target Your Audience

Every email is not appropriate for every candidate.

Segmentation refers to breaking up a market of potential candidates into a group that is appropriate for your marketing goals.

Targeting refers to selecting an appropriate segment and crafting a specialized campaign (with its own messaging, timing, and structure) to reach the desired segment.

Did you know?

- Segmented campaigns can lead to a 760% increase in revenue.
- 39% of email marketers that practice list segmentation see better open rates, and 24% see increased sales leads.
- 56% of people unsubscribe from emails due to content that's no longer relevant to them.

Age	City	Country
Gender	Home Owner	Postal Code
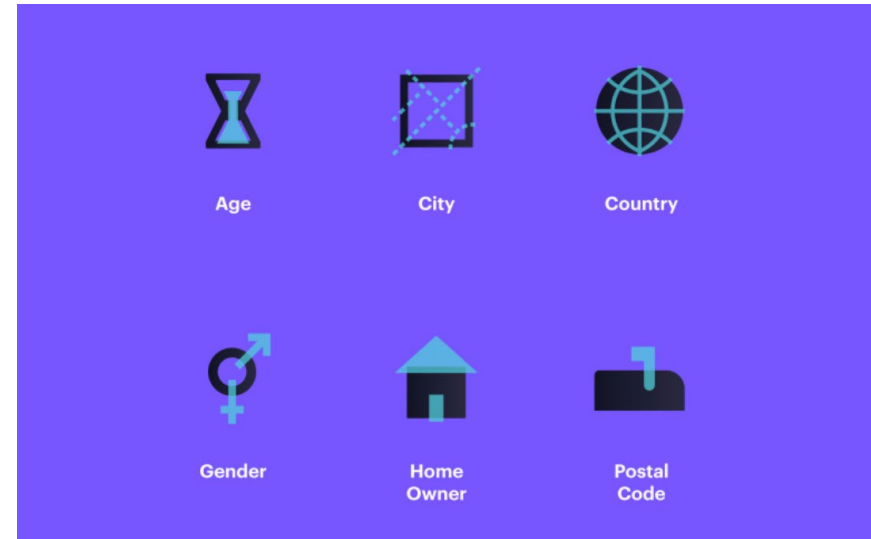
There are many unique ways that you can segment. **GradSelect** allows you to segment your audience and send them appropriate messaging by tapping into more than 30 categories of information and more than 2,000 possible unique search combinations.

Graduate
Management
Admission
Council™

Segmented Campaign Ideas

While most schools use the GradSelect search criteria to segment an audience to a degree, some still don't.

The more specific you can get into your list, the more catered your messages can be. And don't forget—**personalized emails can improve click-through rates by an average of 14% and conversions by 10%.**

Here are a few examples of emails campaigns that you can implement today:

Business Objective	Email Campaign	Market Segment
Increase awareness of program to new audience (or new program)	Branding campaign	Candidates who are early in their decision funnel (Pre-Test names and Early Prospects)
Drive attendance to in-person recruiting events	Invitation to/calendar of upcoming events	Candidates in local market (for in-person events)
Announce application deadlines	Informational/transactional email	Candidates who are ready to apply (GMAT names) and/or have shown interest in you
Encourage targeted group of desired students to apply	Scholarship applications	Candidates who meet a specific set of criteria
Bring in last-minute applications to fill class	Application fee waivers	Candidates who are ready to apply for a program (GMAT names)

Source: campaignmonitor.com

Graduate
Management
Admission
Council™

Want More Information?

Click <u>here</u> to receive the entire Email Best Practices Guide

If you have any questions, click <u>here</u> to contact us directly at <u>gmacconnect@gmac.com</u>

Graduate
Management
Admission
Council™