Graduate Management Admission Council®

Email Best Practices: A Guide for GMAC™ GradSelect Users
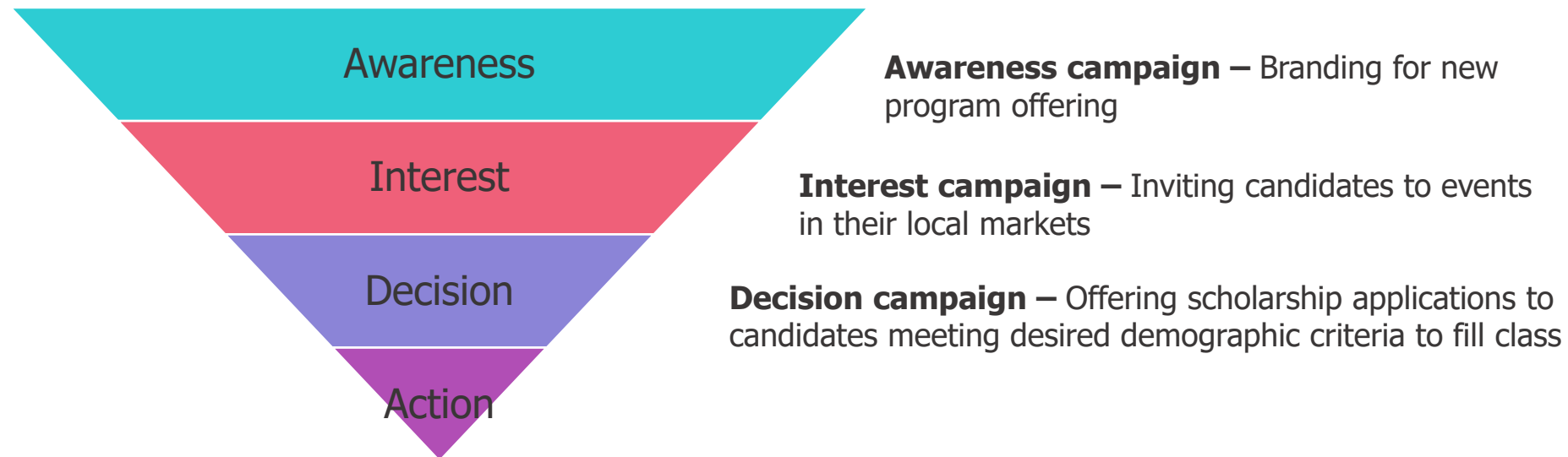
Awareness Emails

Last Updated: May 2023

Sample Email Campaigns
See it, be it.

The following sample campaigns are to be used as a practical guide for school users, based on three common types of campaigns that are executed by GradSelect-using schools.

Please note that these guides are meant to be instructional only – any examples or learnings taken from actual schools' campaigns have been combined and anonymized.

Basic Enrollment Funnel

Awareness

Interest

Decision

Action

Awareness campaign – Branding for new program offering

Interest campaign – Inviting candidates to events in their local markets

Decision campaign – Offering scholarship applications to candidates meeting desired demographic criteria to fill class

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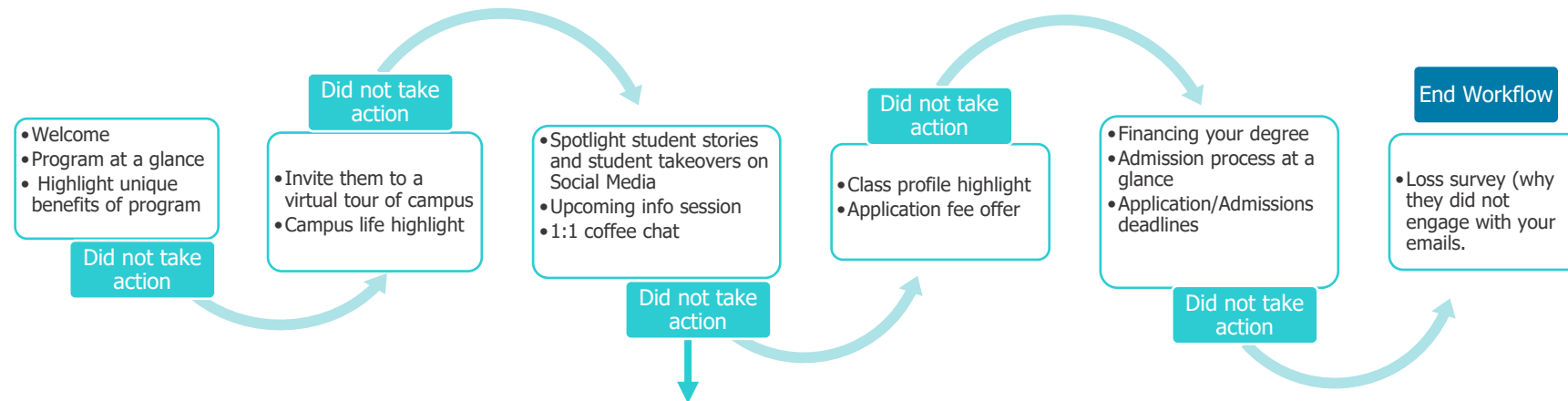
Sample Email Campaign
Awareness

Your program is launching a new, part-time Master of Data Analytics program, with the first class matriculating in Fall 2023. The target candidate for this program is professionals working full-time within commuting distance to your school. You want to increase awareness of this program before hosting local information sessions and opening the application process in Spring 2024.

Business Objective	Increase awareness of new program offering launching in Fall 2023
Measurement Criteria	• Click-through rates • Time spend on website following click • Conversion rates (signed up for email updates, social media "Likes"/follows) • Forward rates
Market Segment	• GradSelect Pre-test names • Location: 50-mile radius around campus • Desired Program Format: Part-Time • Desired Function After Degree: Information Technology/Data Science • Planned Date of Enrollment: 2023-2024
Subject Line	Paula, We are Launching a New Master of Data Analytics Program Just For You!
Preview Line	Exclusive sneak peek just for you 👀
Call to Action (CTA)	• Watch our sneak peek video (link to video on social media) • Secondary CTA: subscribe to our insider list (receive the latest updates on the new program)
Email Frequency	Up to 5 emails per month OR until action is taken

Sample Nurture Campaign Timeline

Exports GradSelect Leads	Within 24 hours	Within 3 days	Within 7 days	Within 2 Weeks	Within 3 Weeks	Within 3 Weeks
	Email #1	Email #2	Email #3	Email #4	Email #5	Email #6

Email #1
- Welcome
- Program at a glance
- Highlight unique benefits of program

Did not take action

Email #2
Did not take action
- Invite them to a virtual tour of campus
- Campus life highlight

Email #3
- Spotlight student stories and student takeovers on Social Media
- Upcoming info session
- 1:1 coffee chat

Did not take action

Email #4
Did not take action
- Class profile highlight
- Application fee offer

Email #5
- Financing your degree
- Admission process at a glance
- Application/Admissions deadlines

Did not take action

End Workflow
Email #6
- Loss survey (why they did not engage with your emails.

Invite them to an info session via: Facebook, Instagram, LinkedIn, or Google

People need to see a message at least 7 times before it sinks in.

- If <u>at any point</u> candidate acts (fills out application): remove them from lead nurture above and have someone follow up with candidate within 24 hours

- If at any point candidate starts to fill out application but abandons the process, send a reminder email to complete the process.

- If candidate doesn't engage with any of your emails, send them your newsletter or invitations to webinars. These candidates are good audience for a re-engagement campaign that you can run quarterly.

Email Campaign Creation Checklist

Planning an email campaign

❑ Set business objectives

❑ Identify, segment and target your audience

❑ Define appropriate measurement criteria

Ensuring email deliverability

❑ Audit existing deliverability and presence on blacklists; correct issues

❑ Set up dedicated IP addresses, secure mail servers, feedback loops and other infrastructure

❑ Set up DKIM and SPF for DMARC authentication compliance

Crafting email content and structure

❑ Ensure that emails are optimized to display on mobile devices

❑ Personalize emails appropriately using GradSelect data fields

❑ Use a subject line that is short, attention-grabbing, and to-the-point

❑ Include descriptive alt text on all images

❑ Write a compelling and relevant preheader

❑ Include a specific call to action that aligns with business goals

❑ Plan email frequency and timing to reach contacts repeatedly

❑ Use A/B testing to continuously improve

Measure your results

❑ Compare your campaign results to previous similar campaigns

❑ Compare your results to our email benchmarks

Want More Information?

Click here to receive the entire Email Best Practices Guide

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

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