

Email Best Practices: A Guide for GMAC™ GradSelect Users

Interest Emails

Last Updated: May 2023



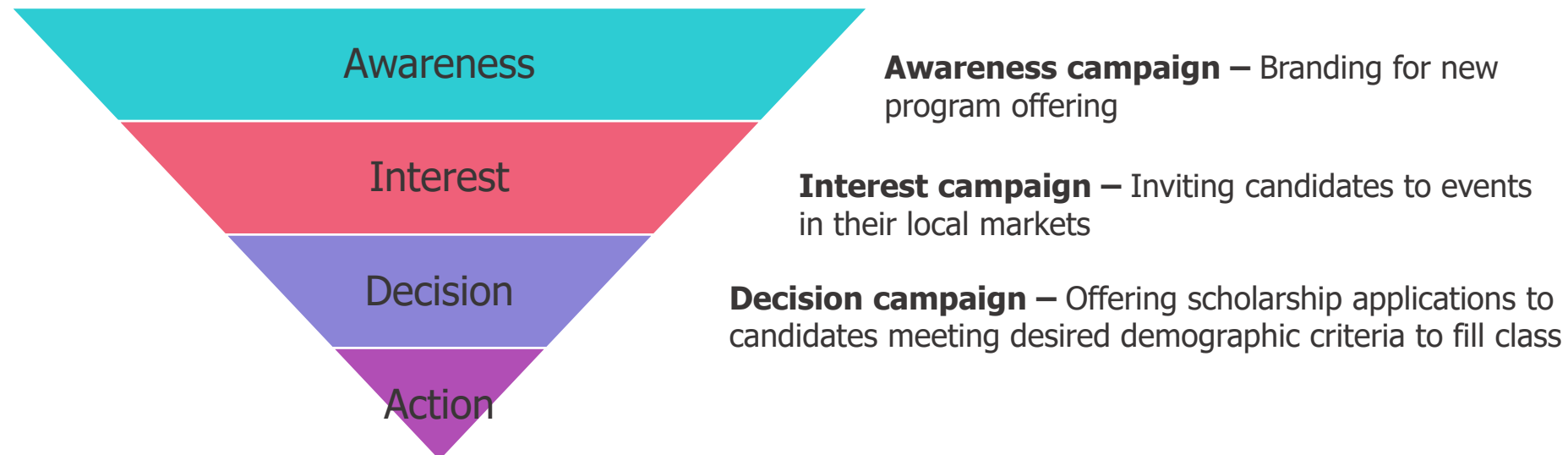
Sample Email Campaigns

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



Sample Email Campaign

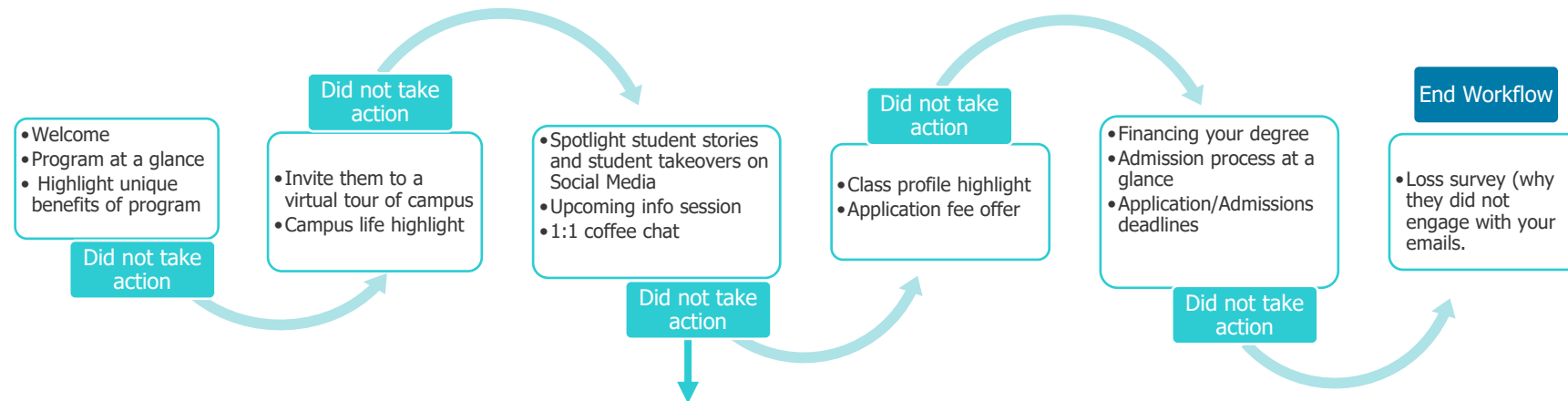
Interest / Consideration

Your admissions team is hosting an Open House networking event on campus to meet interested candidates, introduce them to the Master of Data Analytics program and answer any questions about the program and application process. You are hosting the event in 5 weeks with a goal of 25 attendees.

Business Objective	Obtain RSVPs for open house to meet candidates on campus
Measurement Criteria	<ul style="list-style-type: none">• Open rates• Click-through rates• Conversion rates• Forward rates• # RSVPs• # Attendees• # Eventual applicants
Market Segment	<ul style="list-style-type: none">• GradSelect Full Profiles and Full Profiles with Scores• 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	Come meet the Master of Data Analytics program on the DCU campus on March 20!
Preview Line	Space is limited – RSVP by March 15 ⌚
Call to Action	<ul style="list-style-type: none">• RSVP here – we’d love to meet you!• Can’t make it? Contact an admissions representative who can help answer your questions.
Email Frequency	Once per week leading up to the event– twice during the week of event

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



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

- If at any point 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.

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

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