

Email Best Practices: A Guide for GMAC™ GradSelect Users

Decision Emails

Last Updated: May 2023



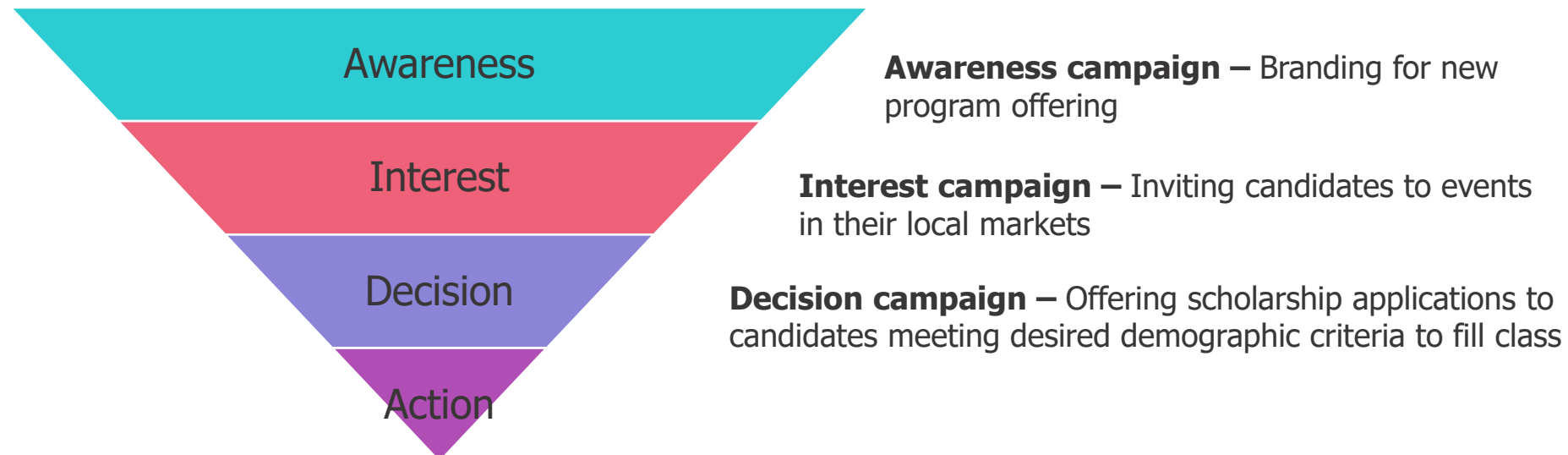
Sample Email Campaigns

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

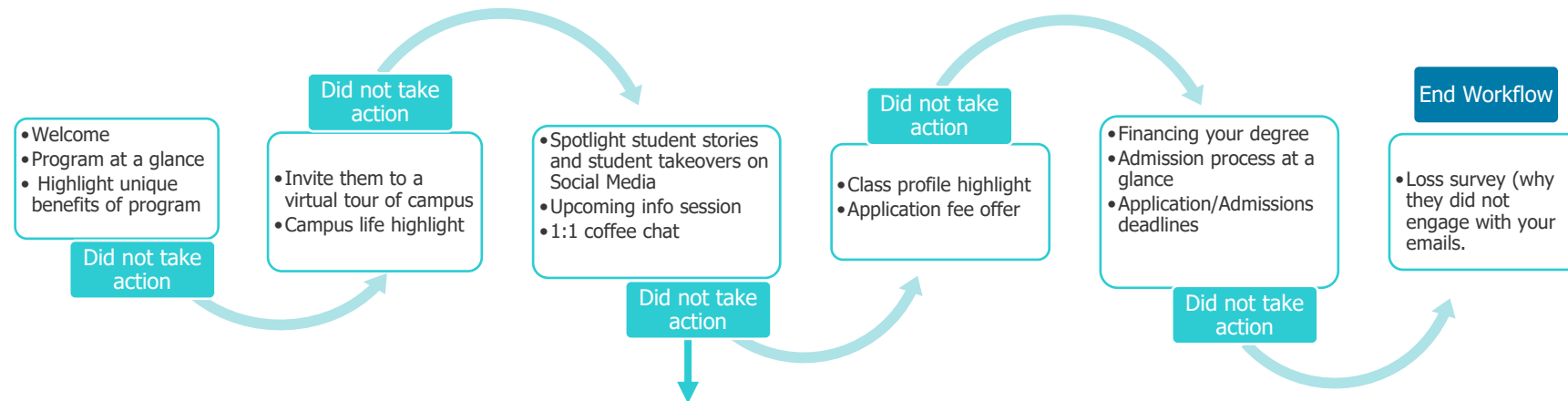
Decision

Your admissions deadline is fast approaching, and the Dean and faculty are under pressure to fill a few more seats in the class and increase diversity in the class profile. You want to target qualified women who are working in the area and interested in the field and have been given a budget to use for tuition discounts and scholarships.

Business Objective	Fill remaining seats in class with qualified women to reach diversity goals	
Measurement Criteria	<ul style="list-style-type: none">Click-through ratesConversion rates (begin application or contact you directly)# Applications# Enrolled Students	
Market Segment	<ul style="list-style-type: none">GradSelect Full Profiles with ScoresGMAT Score Range: 700 and aboveGender: FemaleLocation: 50-mile radius around campus	<ul style="list-style-type: none">Desired Program Format: Part-TimeDesired Function After Degree: Information Technology / Data SciencePlanned Date of Enrollment: 2023-2024
Subject Line	Paula, thrive in our Master of Data Analytics program [45% of women currently enrolled]	
Preview Line	Scholarships available 💰	
Call to Action	Start your application by May 5th and your fee will be waived!	
Email Frequency	Once per week (alternating days/times)	

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