



## Heather Saunders

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# GMAC™ GradSelect Leads and Marketing Automation Are Making One School's Budget Work Harder for Them

For years, the small marketing team at the University of Oxford's Saïd Business School purchased one-time GMAC™ GradSelect searches for special events, open days, and specific campaigns.

In late 2022, they moved their CRM to Salesforce, a transition that opened up new marketing opportunities. It allowed them to be more flexible with their GradSelect strategy and automate a new email nurture campaign for these candidates.

"Automation is making our budget work harder for us." – Heather Saunders, MBA Marketing Manager.

### Why Oxford uses GradSelect leads

GradSelect leads allow Oxford to better target candidates based on the school's KPIs, like increasing candidates' average GMAT score and increasing cohort diversity based on backgrounds and regions.

When GradSelect leads are entered into Salesforce, they receive an automated welcome email. "Now candidates receive a nice welcome email introducing us, our

values, and the benefits of coming to Oxford," Heather explained. "If they download a brochure or take another action, they are then entered into the new email series I built."

"Candidates will also receive ad hoc invites to events and webinars, but I'm sending more strategic communications," she continued.

## Creating automated email campaigns is worthwhile

Oxford found that they were over-reliant on one-time, ad hoc emails. They wanted to be more strategic and have automated campaigns running in the background.

Heather acknowledged that setting up new email campaigns can seem overwhelming, but she advised, "Carve out time to set up automated email campaigns. Even if you start small, just start somewhere. There are so many pathways you can create – like segmenting by region. Remember it's an iterative process, and it's testing and learning and improving what you've already done."

When they set up the automated email campaign, Heather and her team didn't make drastic changes to the messaging. "I built a new email series using the same information and messaging we already had; I just organized it and packaged it differently," Heather said.

She will be reviewing those campaigns twice a year – after applications close and right before they open. This year, they will begin segmenting GradSelect leads by Full Profile versus Full Profiles with Scores.

Because the GradSelect strategy is new, time will tell if it leads to an increase in applications started and completed. In the meantime, the team is excited to watch this new strategy unfold.

"Being able to test, learn, and continuously improve means we're already in a good starting place - that's really positive."

*"Automation is making our budget work harder for us."*

Interested in new ideas for candidate nurture campaigns?  
[Schedule time](#) with Paula McKay, Director of Client Success  
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