

Delivering Email Enlightenment to Great Lakes Christian College



CLIENT

Great Lakes Christian College (GLCC)
www.glcc.edu

INDUSTRY

Higher Education

CHALLENGE

GLCC was relying on traditional marketing methods to attract new students with limited success.

SOLUTION

Inbound 281 developed a comprehensive recruitment strategy

ROAD MAP TO OBJECTIVES

- Strategy
- Email writing & design (120 separate emails)
- Database management
- List segmentation (26,000 prospects)
- Create recruitment funnel
- Workflow creation



Background

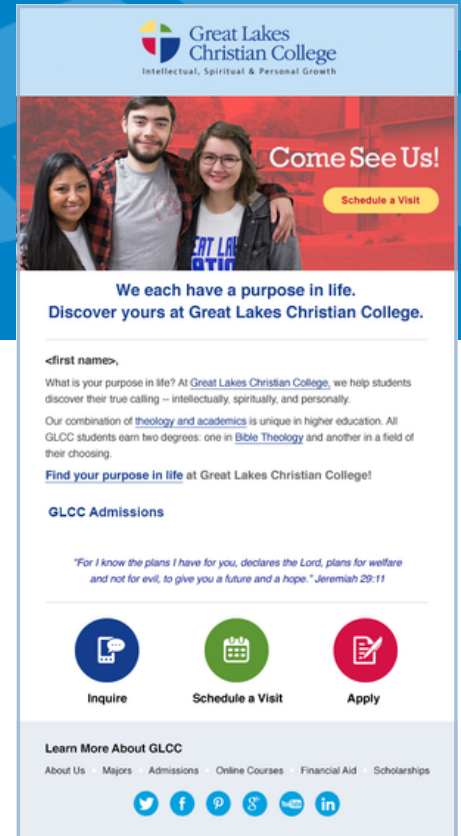
Great Lakes Christian College (GLCC) is a small, private Christian college whose motto is, “we prepare students to be servant-leaders in the church and world. “The school provides on-campus and online degrees, as well as dual enrollment courses for high school students who want to jump start their academic careers.

Challenge

GLCC was relying on cold-calling, word-of-mouth and other traditional marketing tactics to attract and nurture prospective students with limited success.

Solution

Tapping into our higher education experience, Inbound 281 built a 21st century recruitment process for GLCC. We segmented GLCC’s prospect list. We wrote and designed 100+ individual emails. We created a recruitment funnel consisting of eight email tracks. We put the emails into workflows tailored to the needs, interests and attributes of the prospective students.



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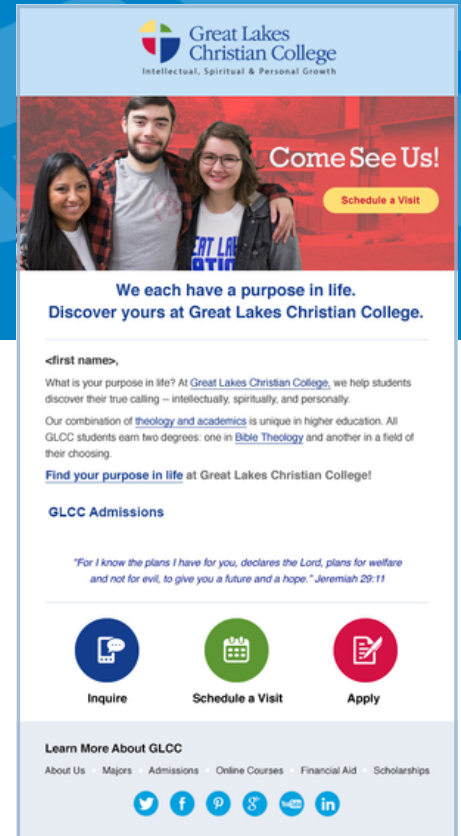
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Road map to objectives

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RESULTS

390,000 emails delivered over four-year span

25% open rate

1,900 clicks

10% increase in enrollment for new students

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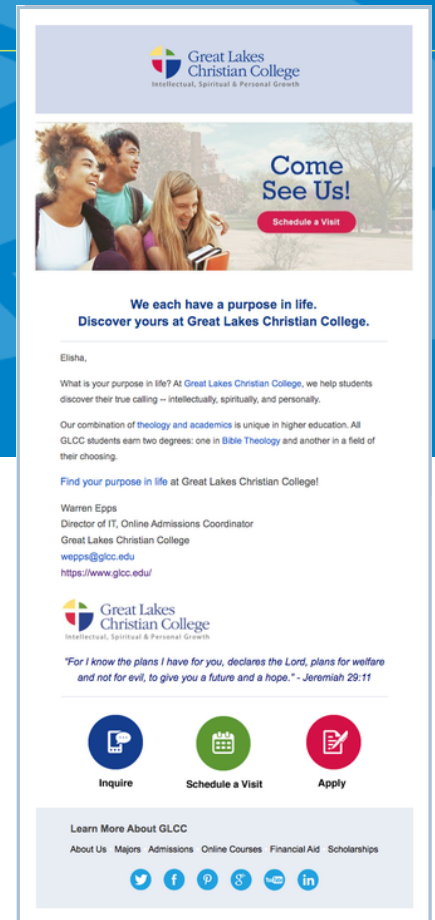
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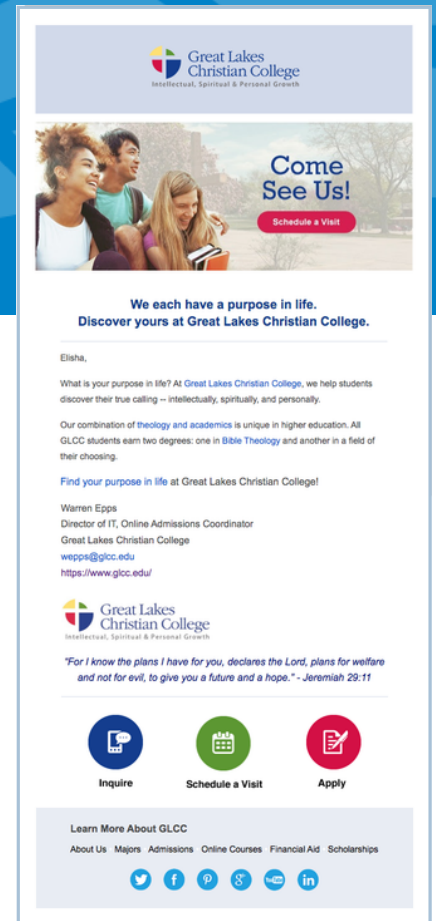
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