

# REGIONAL RECRUITMENT MARKETING

**Indiana University High School Regional  
Recruitment Marketing (RRM) Email Journeys**

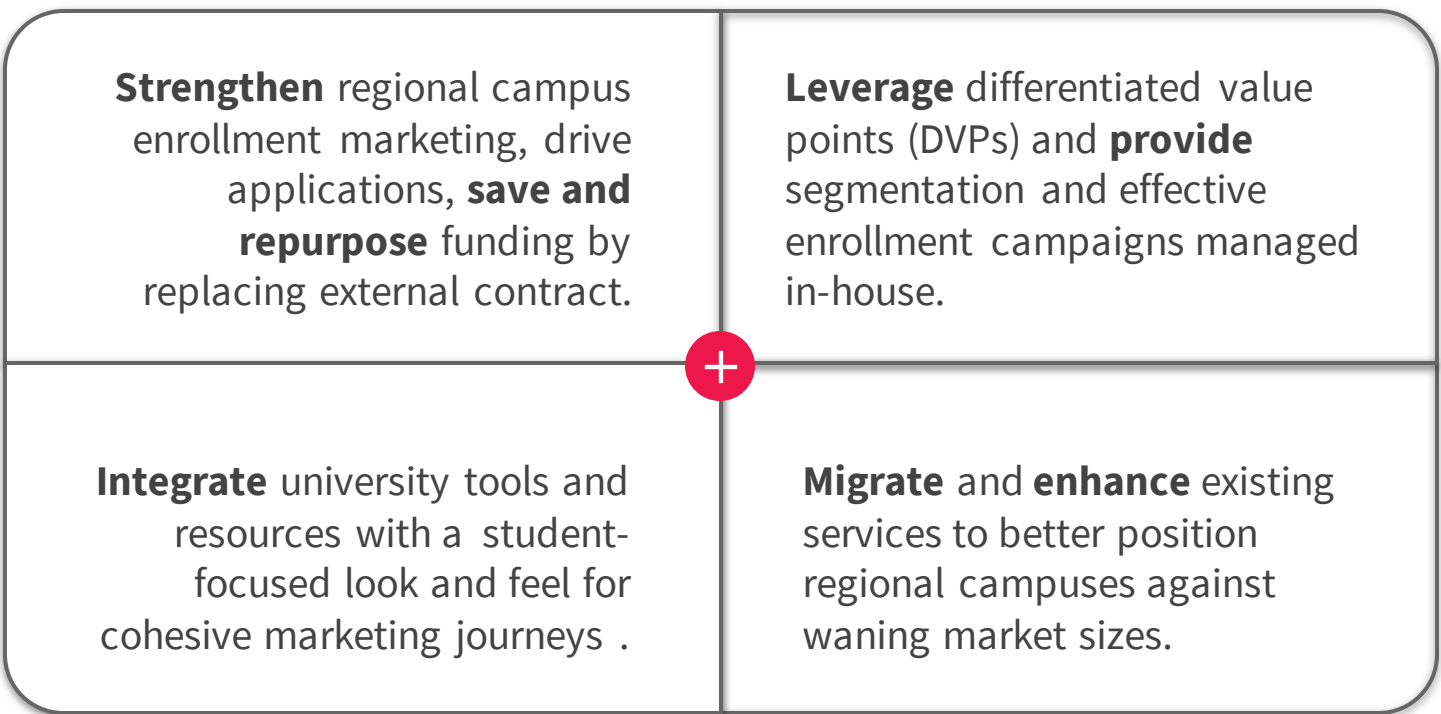


## Business Situation

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- Campus partners were **spending \$1M+ annually** with an external vendor
- Vendor's "one size fits all" approach was **not producing desired results** in applications or brand positioning
- Campus partners were **frustrated with customer service**
- Campus marketing and admissions staff were **spread thin**
- **High cost for product** and impossible to quantify ROI
- **No metrics, analytics, or measures of success**
- **Limited market** available

# Project Objectives



# Executive summary

## Positive results from participating campuses in year one . . .

**5.4%**

Increase in  
applications  
year over year

**8.8%**

Increase in  
enrolled students  
year over year

**23.6%**

Increase in  
overall admission web  
traffic year over year

**58.6%**

Increase in  
campus visits  
year over year

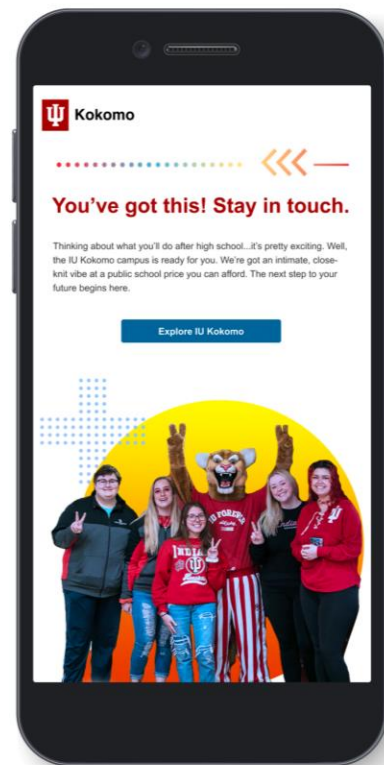
## . . . lead to expanded efforts in year two (2022) with promising results so far

**50%**

Response boost  
for interactive  
emails

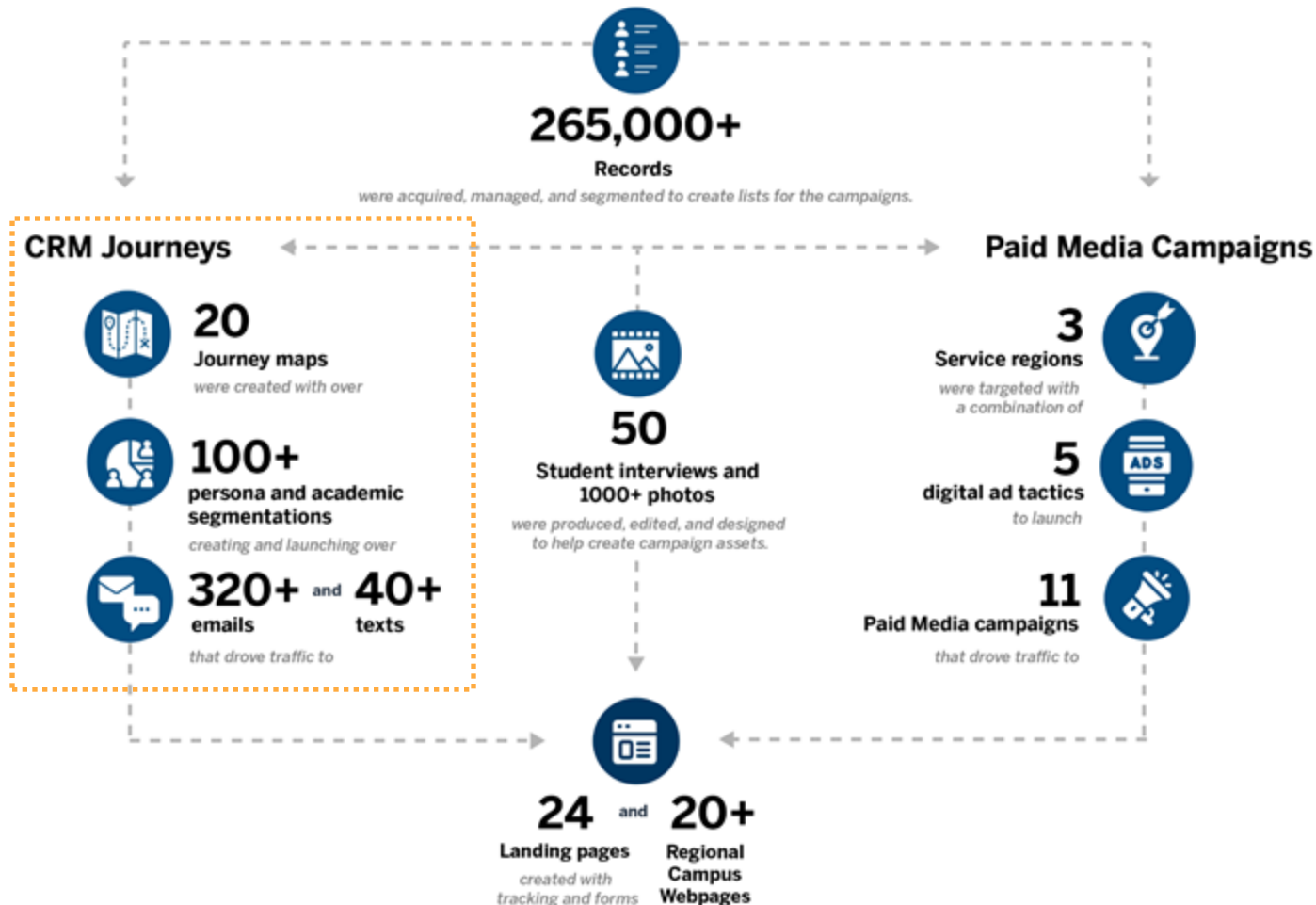
**3%**

Increase in  
application  
rates



# Multi-channel strategy output

Contest entry focuses on the CRM Journeys

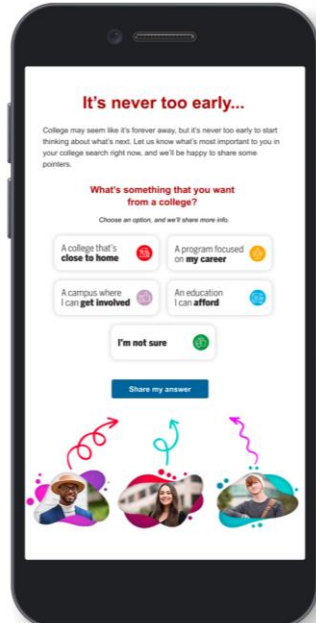


# Piloted interactive email to learn about our audience

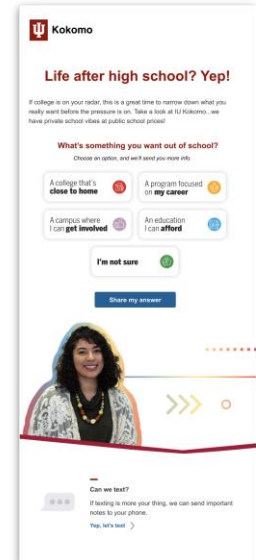
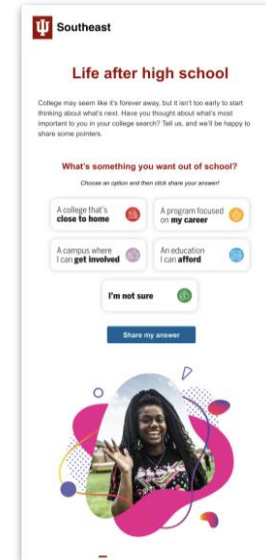
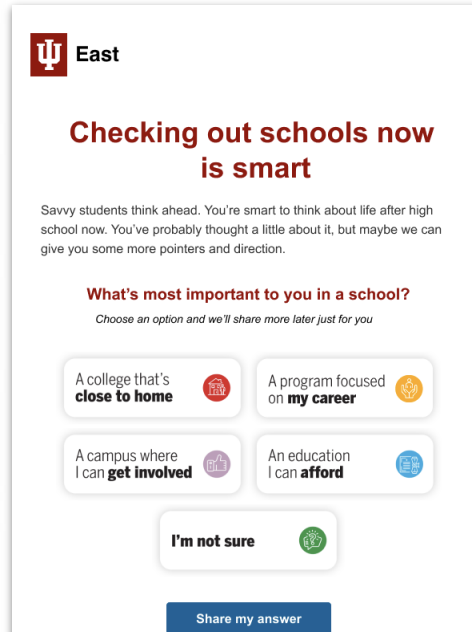
In year two we created user-friendly interactive design and added personalized messaging



2021 Interactive Email  
IU Southeast Example



2022 Interactive Email  
IU South Bend Example



# Reaching our audience on their preferred channel

Total FY21 Opt-ins

0

Total FY22 Opt-ins

1036

Total FY23 Opt-ins

TBD



Campus	SMS Opt-ins
East	262
Kokomo	n/a
Northwest*	23
South Bend	294
Southeast	457

*\*limited campaign with later opt-in*

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We **piloted SMS/Text opt-ins** as another means of creating meaningful and **consistent engagement with our audiences**. Previously, SMS was leveraged only after applying to IU.

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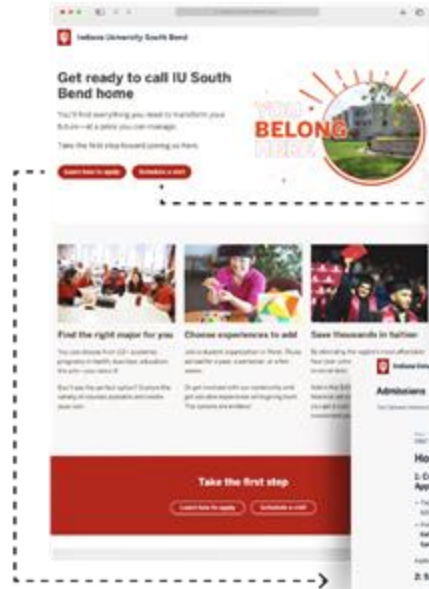
# Driving website traffic

## Admissions-related pageviews\* 2022 vs. 2021

Campus	Pageviews	Percent Change
South Bend 2021	114,697	+37.8%
South Bend 2022	158,044	
Southeast 2021	104,319	+23.6%
Southeast 2022	128,891	
East 2021	61,336	+9.4%
East 2022	67,100	

*\*Total pageviews for admissions webpages, including campaign landing pages, from October - June of this year versus last.*

IU South Bend Senior Prospects  
CRM Journey Landing Page



IU South Bend - Visit & Tour Webpage



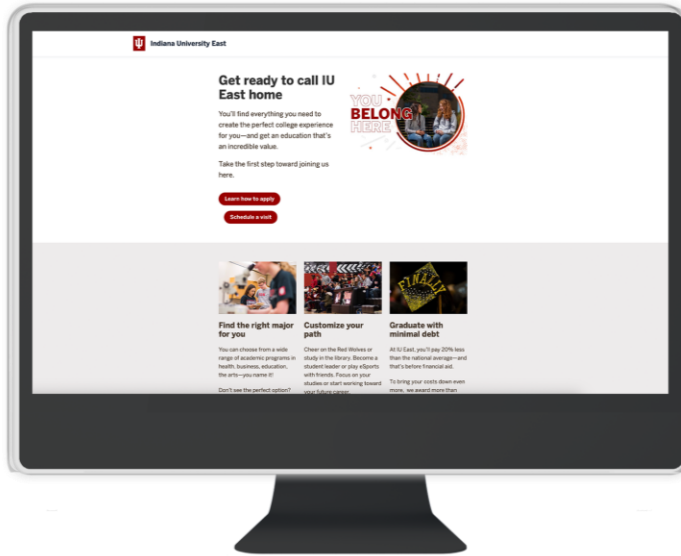
IU South Bend - How to Apply



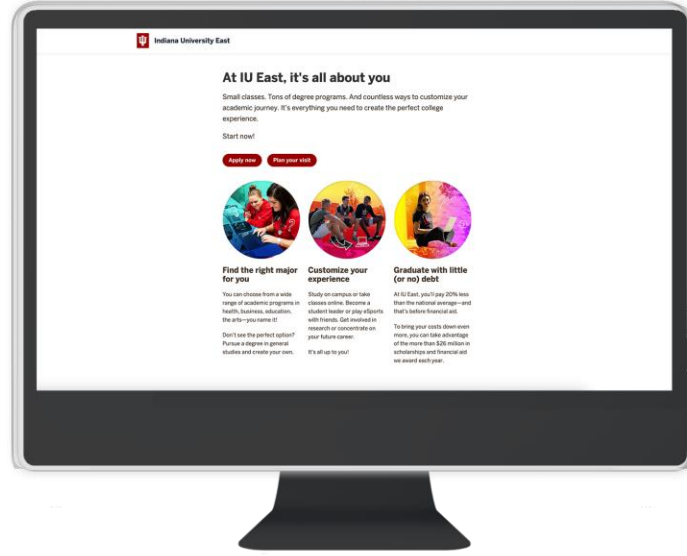
Overall admissions **traffic to RRM campus websites increased by 26.3%** from 2021 to 2022.



# Driving website traffic



IU East 2022 Landing page



IU East 2023 Landing page

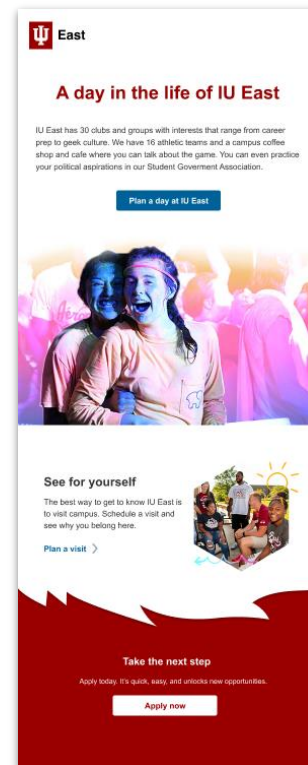
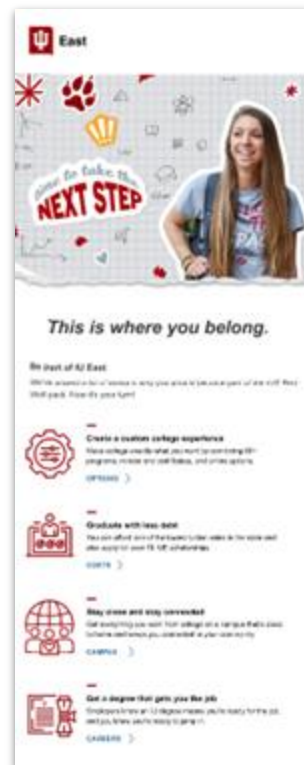
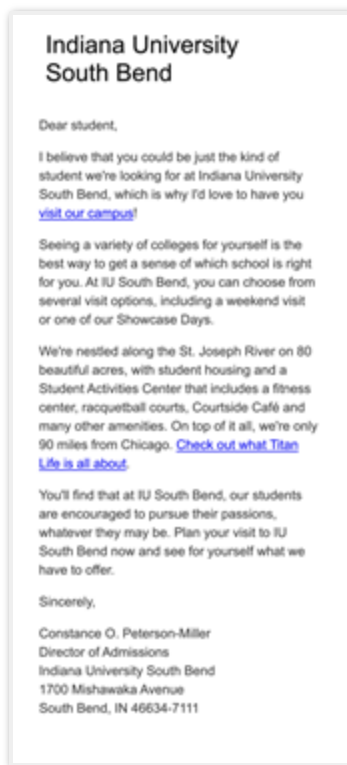
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# Refresh and optimize

- Made design innovation and data-driven updates from year one to year two
  - Optimized to increase call to action
- engagement based on year one data

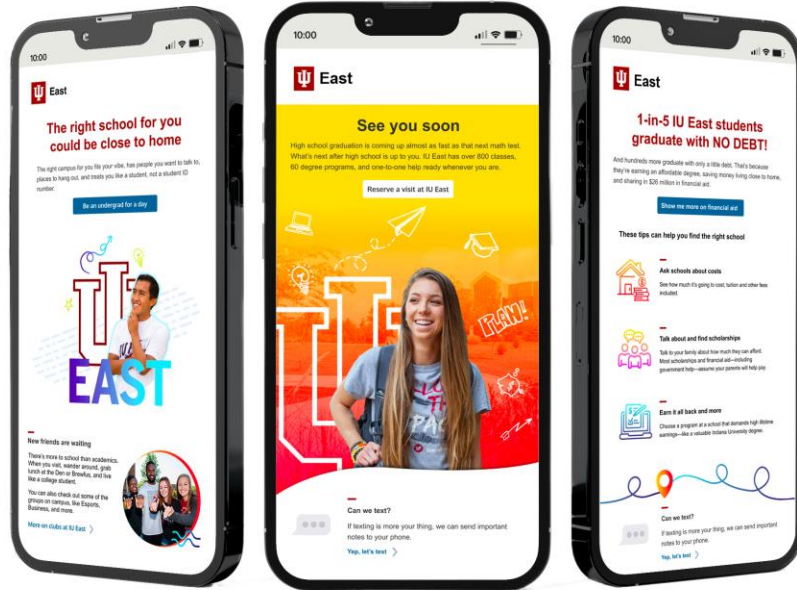


EAB

RRM Year 1

RRM Year 2

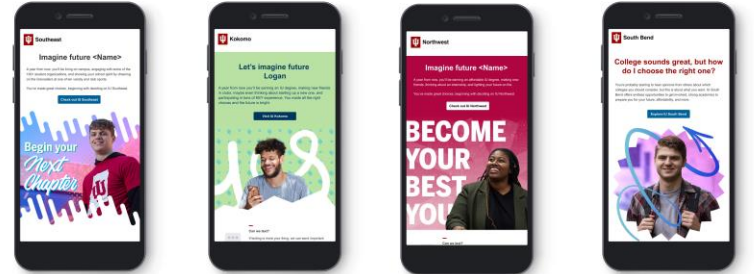
# Brand differentiation



IU East

Created distinct campus branding, designed for GenZ, and introduced more animations.

[View examples of email animations](#)



IU Southeast

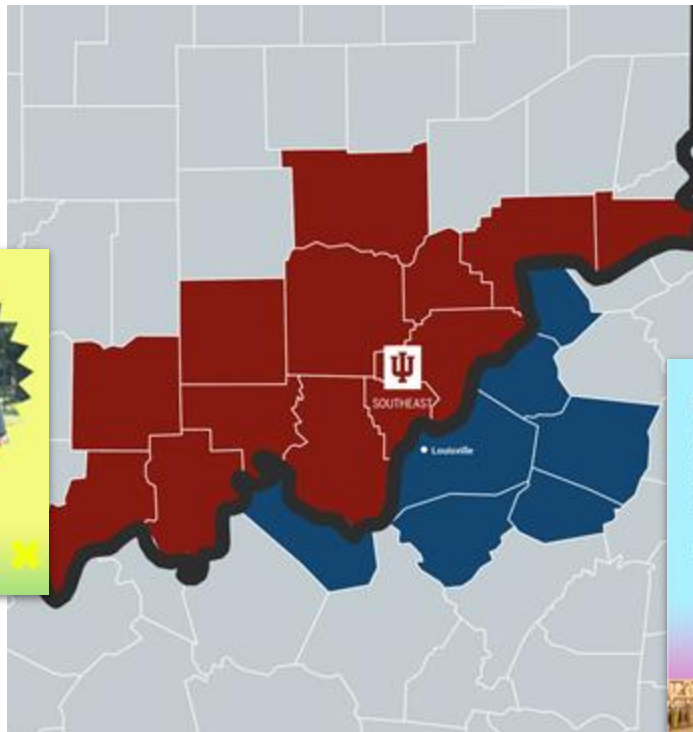
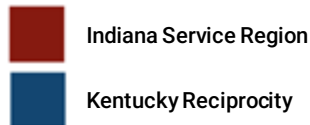
IU Kokomo

IU Northwest

IU South Bend

# Personalization based on Geographic location


Speak more directly to our prospective students by delivering relevant content based on their geographic location. This is being implemented across all campuses.



**We'll walk this with you!**

Lots of students at IU Southeast get financial aid or scholarships. We've got a ton of resources to take you through the process of lowering college costs.

[Explore paying for college >](#)



A circular portrait of a young man with short brown hair, wearing a grey t-shirt with a red 'IU Southeast' logo. The portrait is set against a green background with a red and white starburst border.

**We'll walk this with you!**

As a Kentucky student, you may be eligible for Indiana tuition and we'll match a KEES scholarship up to four years. We've got lots of options!

[Explore paying for college >](#)



A circular portrait of a young man with short brown hair, wearing a grey t-shirt with a red 'IU Southeast' logo. The portrait is set against a green background with a red and white starburst border.



A photograph of a city skyline at dusk or night, with various buildings and a bridge visible against a dark sky.

# Personalization based on academic interest

Unique and personalized school & degree messaging based on academic interest selected in interactive poll.

## IU Northwest Senior Prospect Journey Email 6



School of Arts



School of  
Business and  
Economics



School of  
Education



College of Health  
and Human  
Services



College of Arts &  
Sciences



Not Sure/Default