

HOW CSU GREW AND NURTURED THEIR LEADS

Columbia Southern University (CSU) participated in our email marketing automation program (EMAP) to promote their LifePace Learning® online degree program. The goal was to build brand awareness, gain enrollee leads, and nurture those leads.

CHALLENGE

CSU is continuously trying to reach new audiences and grow enrollment numbers YOY.



SOLUTION

By participating in an EMAP with Fire Engineering branding, CSU was able reach members of the fire service and build on their interest in furthering their education with their online degrees.



GOALS



Drive brand awareness



Drive traffic



Lead generation



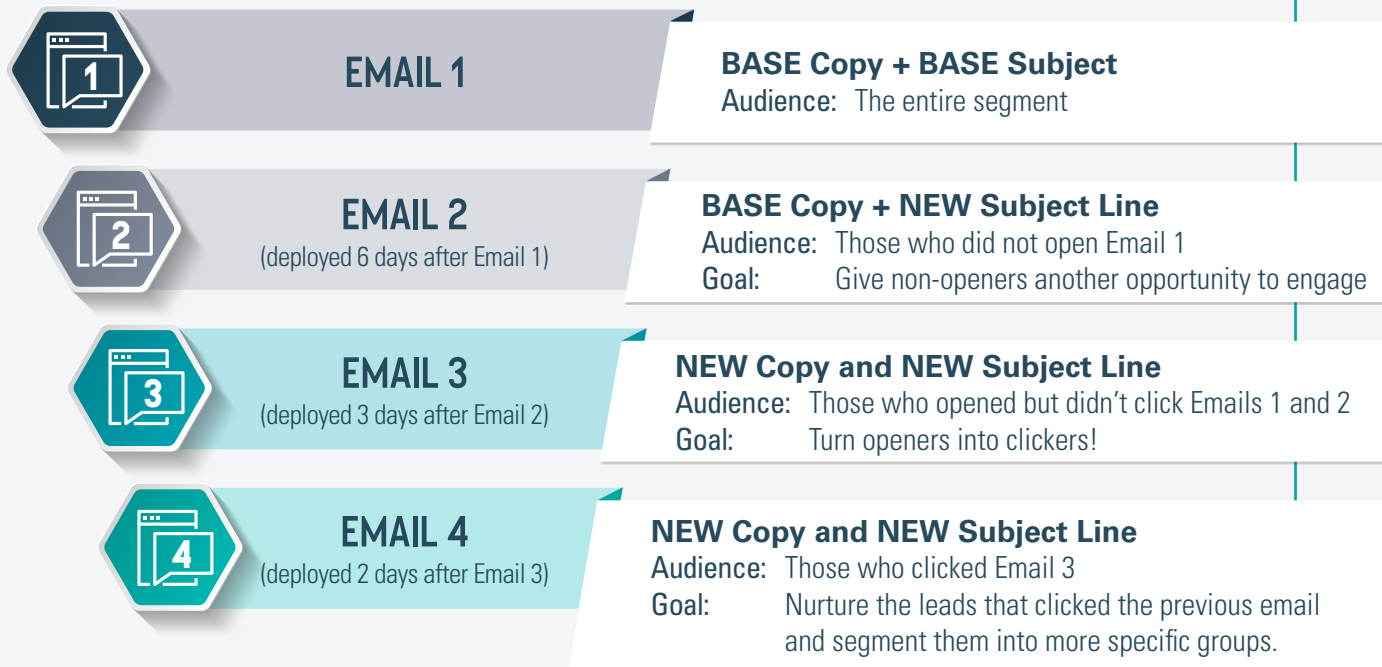
“The eMAP tactic has been instrumental to CSU’s brand awareness and direct marketing strategy. From planning to execution, each campaign allows us to effectively target prospective students, test diverse creative and measure results that consistently meet our KPIs.”

– KAY JENKINS, MEDIA MANAGER, MARKETING, COLUMBIA SOUTHERN UNIVERSITY

APPROACH + TIMELINE

Our EMAP is a 4-touch campaign that starts with a message sent to the selected audience, followed by 3 emails based on user behavior.

For CSU’s campaign, email 1 informed the audience of LifePace Learning®; highlighting its benefits and spiking interest. Email 2 had the same content but a new subject line, it was sent to those who did not open email 1. Email 3 was then sent to all openers so far in the campaign, the goal being to get them to click and move to the next stage. Email 4 was then sent to a highly engaged audience, those that have already clicked email 3; CSU designed this email to nurture these leads and further segment them by breaking down the different degree programs highlighted in the email.

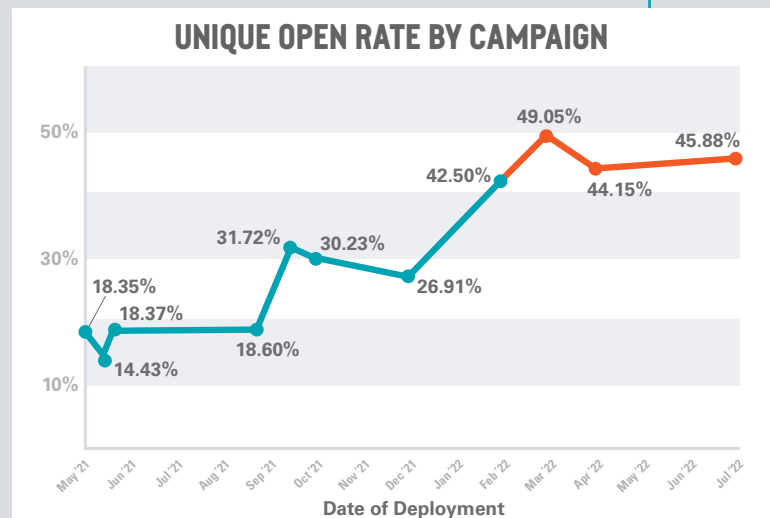


RESULTS

The chart below shows the unique open rates from CSU's email campaigns from May 2021 to July 2022. The blue section shows the results for one-touch email campaigns and the orange section shows the results for the EMAP campaigns.

As we see, not only have the unique opens consistently gone up by each campaign, but they also increased significantly when CSU started deploying EMAPs rather than the one-touch emails.

On average, for a standard 20,500 list size, there were 4,500 unique openers on standard email sends and 8,100 unique openers for EMAPs (combining the unique opens between emails 1 and 2). That is almost double, significantly increasing brand awareness and potential lead generation. In addition to the higher unique open rates, the EMAP offers further opportunities to engage with the audience and increase brand awareness (re-engagement through emails 3 and 4).



CONCLUSION

Overall, Clarion's EMAP accomplished the goals that CSU set for this campaign. Email 1 and 2 resulted in over **9,000 unique opens** and the entire campaign resulted in almost **200 unique website clicks**, increasing brand awareness and generating new leads for CSU. The EMAP allowed the targeted audience two opportunities to view the original messaging, increasing the number of unique opens. Those unique openers then had the opportunity to engage more with CSU's brand and messaging in email 3 and clickers with email 4. Thus, the combination of strategy around how the EMAP is set up and how the audience is filtered along with CSU's content and subject lines yielded these results.

