

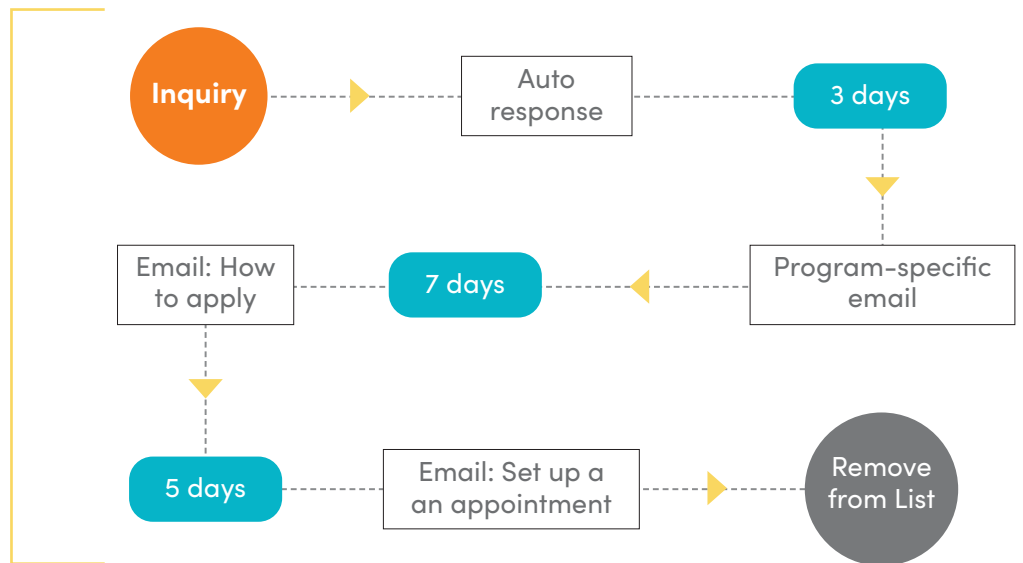
EMAIL DRIP CAMPAIGNS

How they work + tips on getting started

Drip marketing is a strategy that sends — “drips” — a pre-written set of messages to prospective students over time. It creates exposure to your school or program multiple times, which increases students’ familiarity with it.

This email lead nurturing workflow example cycles through four messages.

An incoming inquiry email will trigger the sequence to begin — an autoresponse is sent. Then, subsequent pre-scheduled emails in the campaign can touch on different subjects that might be of interest to potential applicants, such as campus facilities, financing, and application tips.



Setting up an email lead nurturing workflow

Think about what you’d like to have your emails focus on, then send us the materials so that we can set up your campaign. Your emails do not need to be long — sometimes short and sweet is better.

FIRST EMAIL: This email will be an automatic response (autoresponder) to a student sending an inquiry through the form on your profile. You may already have one of these set up in our system, if so we can just use that. If not, craft an email thanking the student for requesting information and include some more information about your school (ideally not the same information that is shown on your profile), such as admissions requirements or highlights, or any information that will push the student to want to apply. Include a link to your application.

SECOND EMAIL: Clients’ choice

THIRD EMAIL: Clients’ choice

FOURTH EMAIL: Clients’ choice

