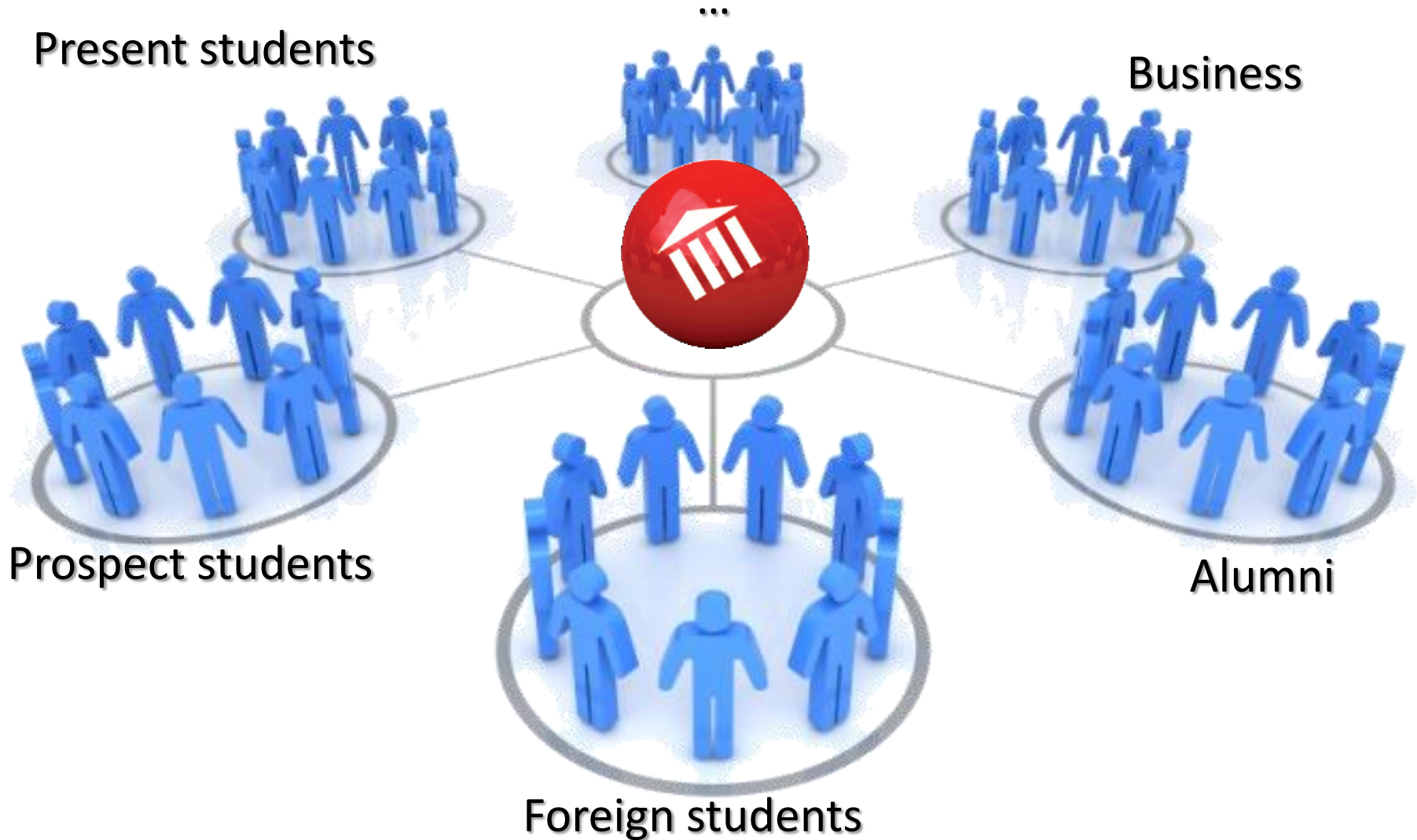
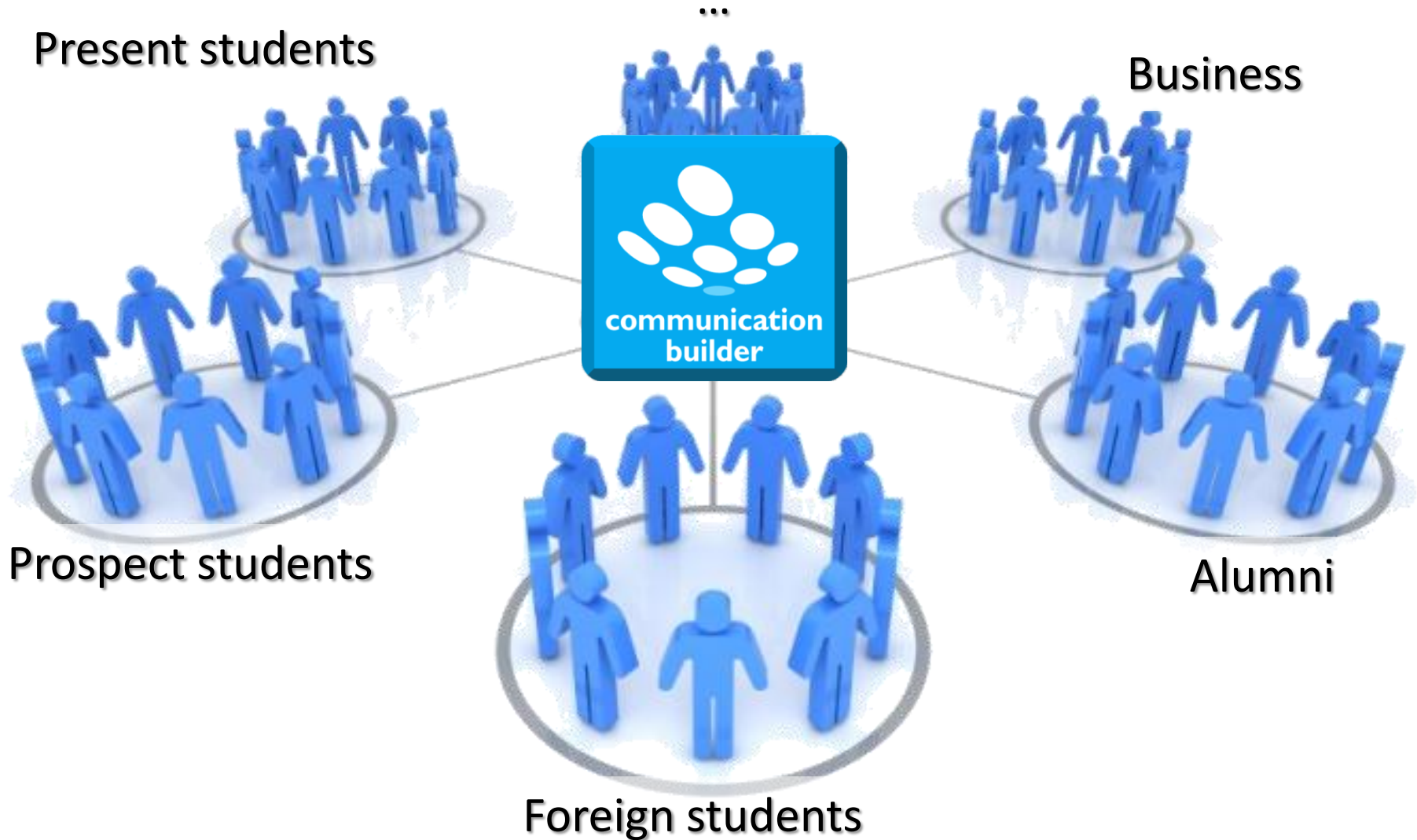


# Communication Builder: a tool for universities











Contents

Contacts

Monitoring

MARKETING

DESIGN

EDITING

Select campaign

Unikion' u Taniyalim

Name

E-MAIL

SMS

WEB

DTI

OTHER

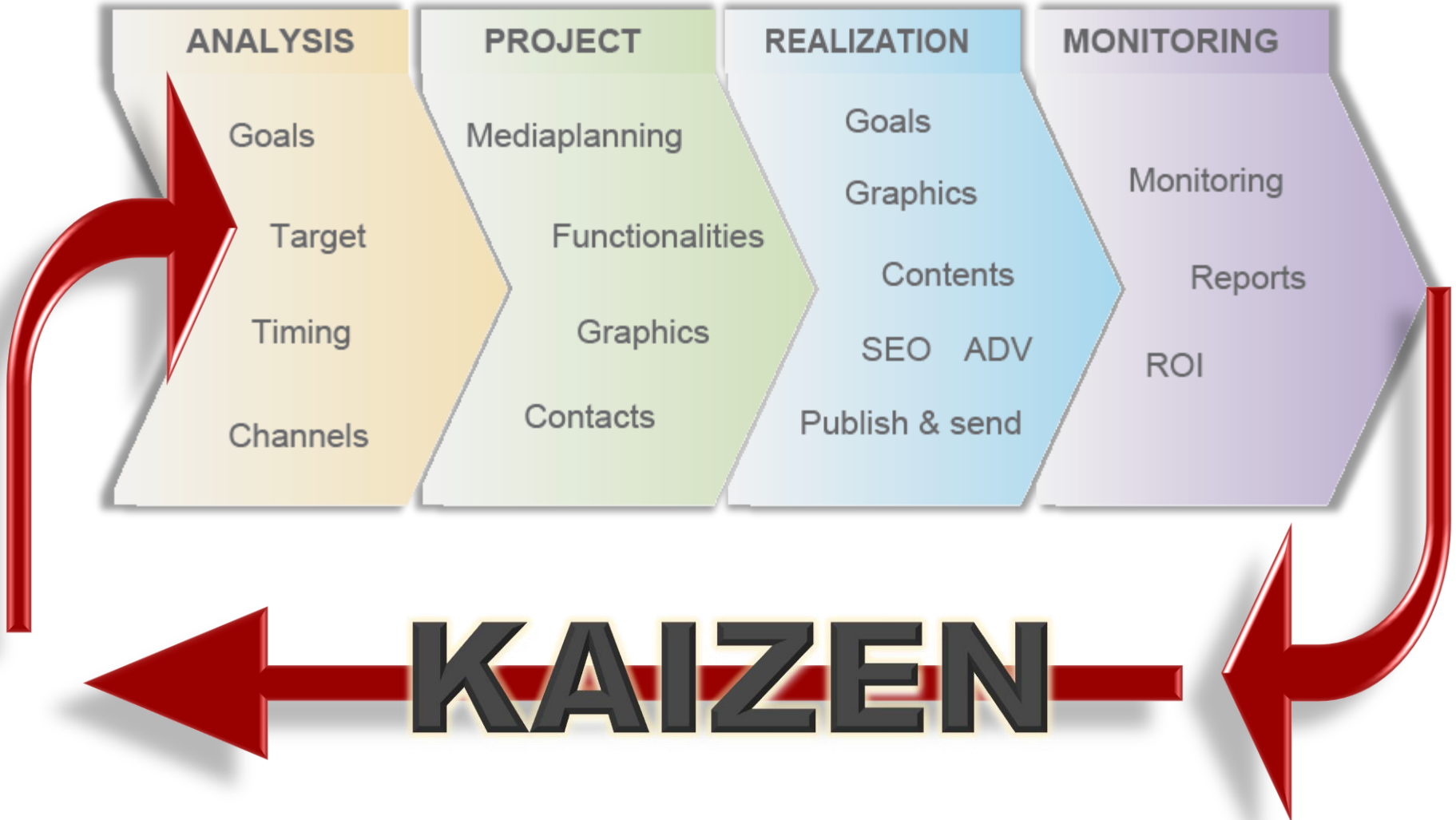
Media

Campaigns

CONTENT

TARGET BUILDER

ANALYTIC



# Communication Builder for incoming students



◀ **Purpose:** open a direct dialogue with interested potential students

- ◀ Collect their contact data
- ◀ Provide them with interesting information

◀ **Constraints:**

- ◀ Open day on July 22°
- ◀ Project start in June
- ◀ Summer holidays in August



## ◀ Dedicated landing website



- ◀ Dedicated landing website
- ◀ Targeted emails

Da: Orientarsi a Roma Tre <mailto:info@uniroma3.it>  
A: Chiara Carlino  
Cc:   
Oggetto: Tuo interesse per Roma Tre dal sito UniVerso



## ORIENTARSI



Ciao chiara,

grazie dell'interesse dimostrato nei confronti dell'Ateneo Roma Tre attraverso il sito [UniVerso](#).

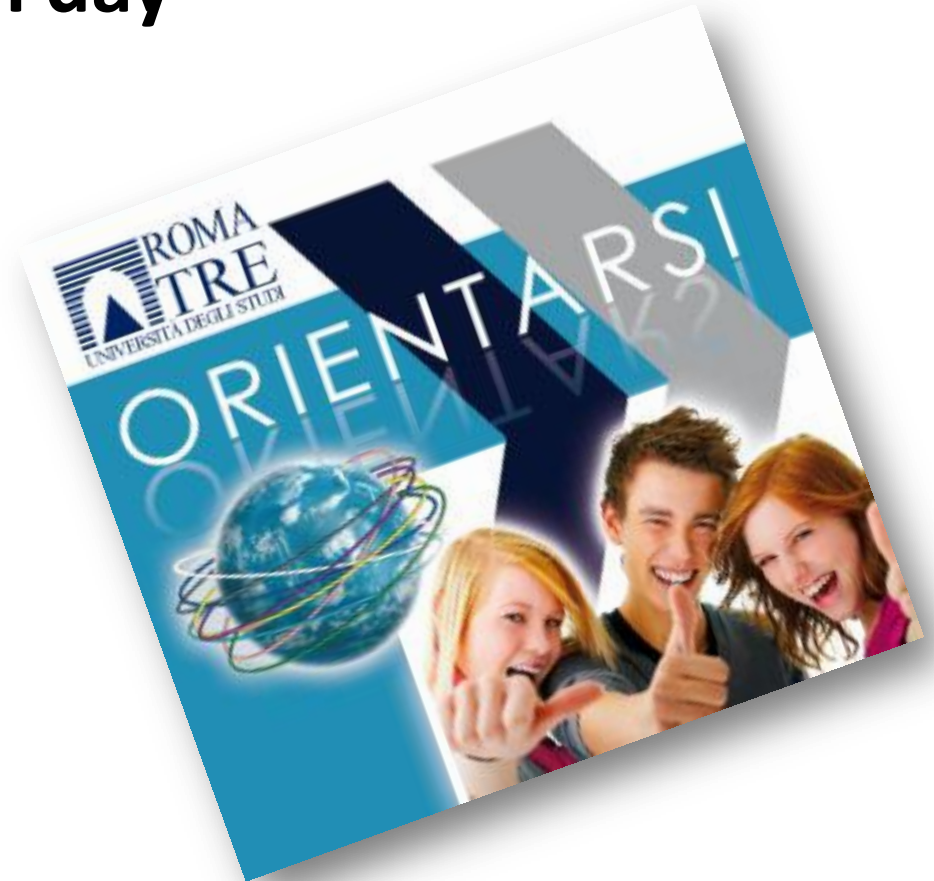
Come forse saprai, domani, **giovedì 23 luglio, dalle 9:30 alle 14**, presso il Rettorato di **via Ostiense 159**, il nostro Ateneo organizza per gli studenti interessati **Orientarsi a Roma Tre**, una giornata aperta dedicata all'orientamento universitario.

Durante questa giornata potrai raccogliere materiale informativo, incontrare docenti e studenti, partecipare in diretta alle presentazioni delle Facoltà e dei servizi dell'Ateneo. Per il programma dettagliato visita la [pagina dedicata alla giornata](#).

In aggiunta e come proseguimento della giornata aperta è stato inoltre attivato un nuovo servizio sperimentale *on-line*, "**Orientarsi a Roma Tre**": visita il sito, [lascia un tuo recapito mail](#) e segnalaci i tuoi interessi per ricevere via e-mail da parte dell'Ateneo notizie ed informazioni che ti aiuteranno a conoscere l'offerta di Roma Tre ed a procedere verso la tua scelta.

Un caro saluto e i nostri migliori auguri!

- ◀ Dedicated landing website
- ◀ Targeted emails
- ◀ **Paper flyers at Open day**



July 21<sup>st</sup>



Upload contacts from *Universo*

July 22<sup>nd</sup>



Website online

Invitation to Open Day and to website for *Universo* contacts



Subscriptions from website start



July 23<sup>rd</sup>



Open Day: flyers are given



Open Day: contacts are manually gathered

July 24<sup>th</sup>



Invitation to website for Open Day contacts

July 25<sup>th</sup> –  
August 5<sup>th</sup>



Informative e-mails

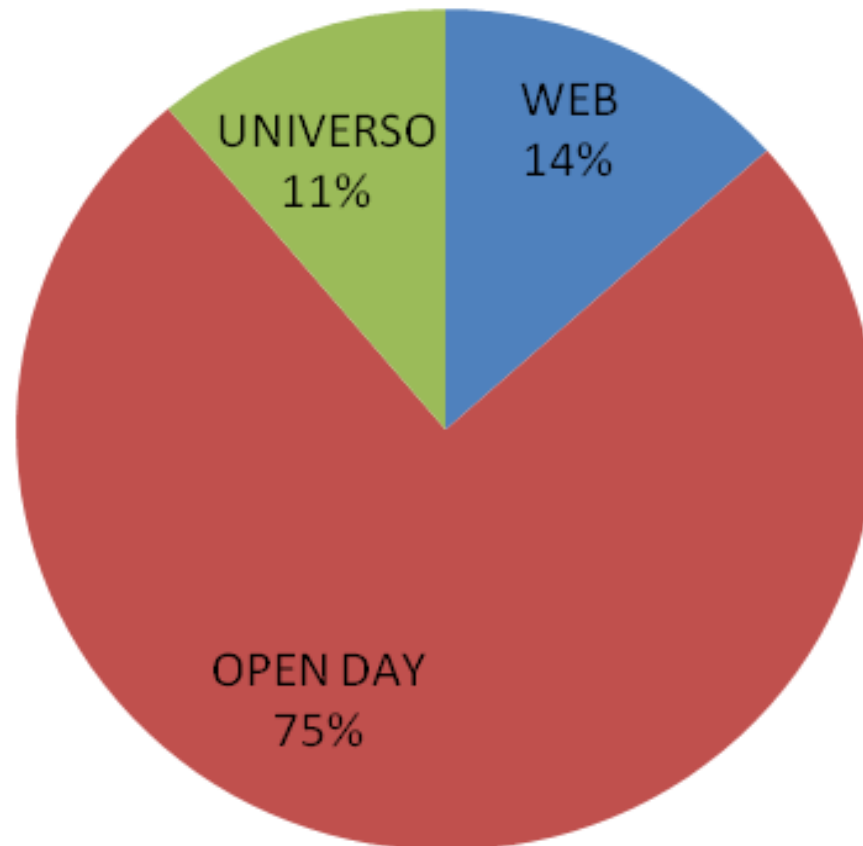


## ◀ KPI:

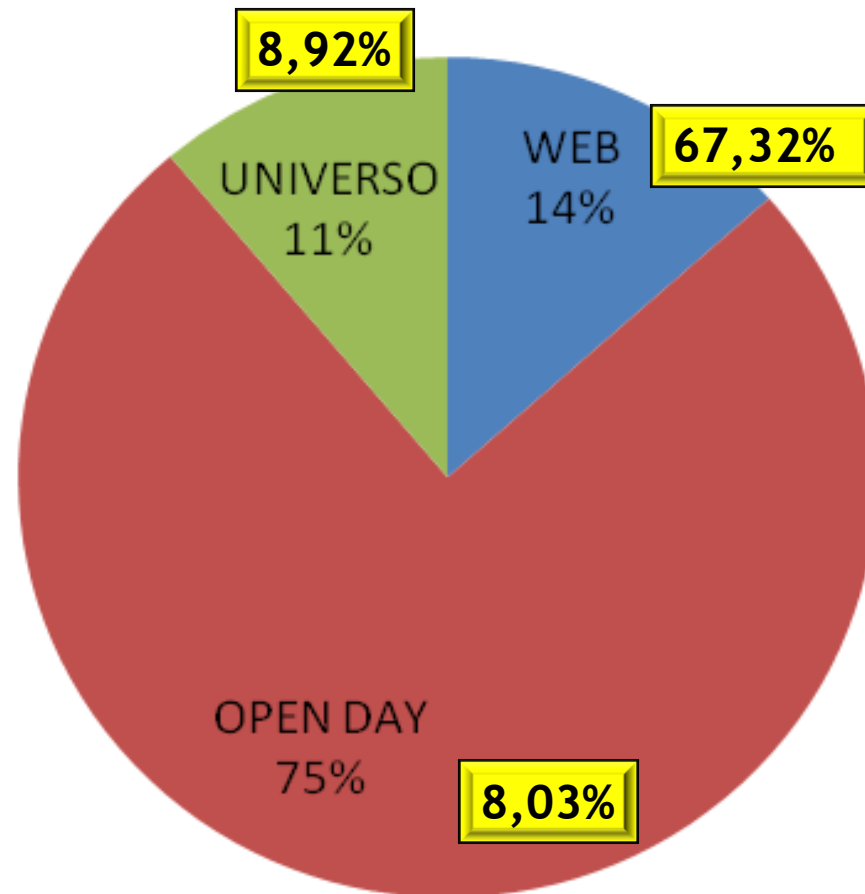
- ◀ **Number of subscribers**
- ◀ Visits from emails
- ◀ Feedback from questionnaire
- ◀ Number of enrolled subscribers

## Sources for contacts

- Universo
- Web
- Open day



## Contacts become subscribers



## Sources for subscribers

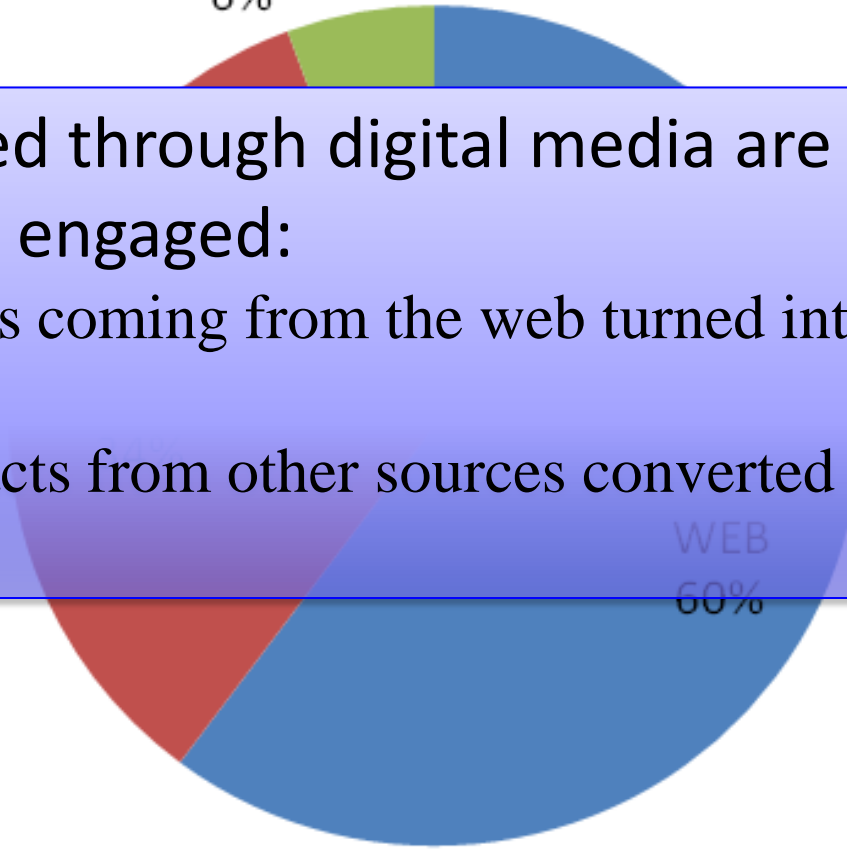
UNIVERSO  
6%

Contacts gathered through digital media are more active and willing to be engaged:

67,3% of contacts coming from the web turned into real confirmed subscriptions

only 8% of contacts from other sources converted to actual subscribers

WEB  
60%

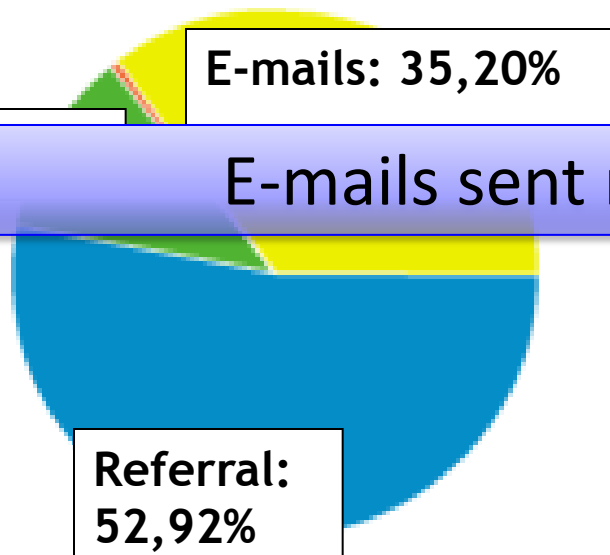


## ◀ KPI:

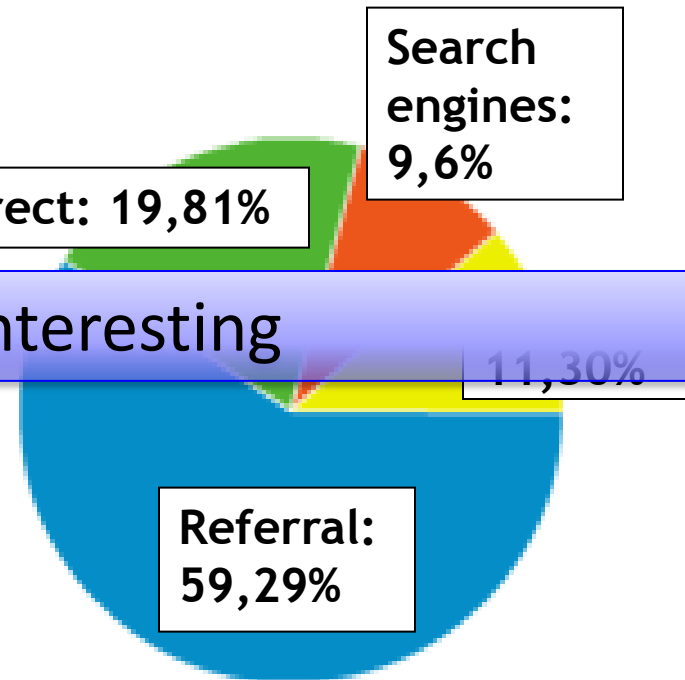
- ◀ Number of subscribers
- ◀ **Visits from emails**
- ◀ Feedback from questionnaire
- ◀ Number of enrolled subscribers



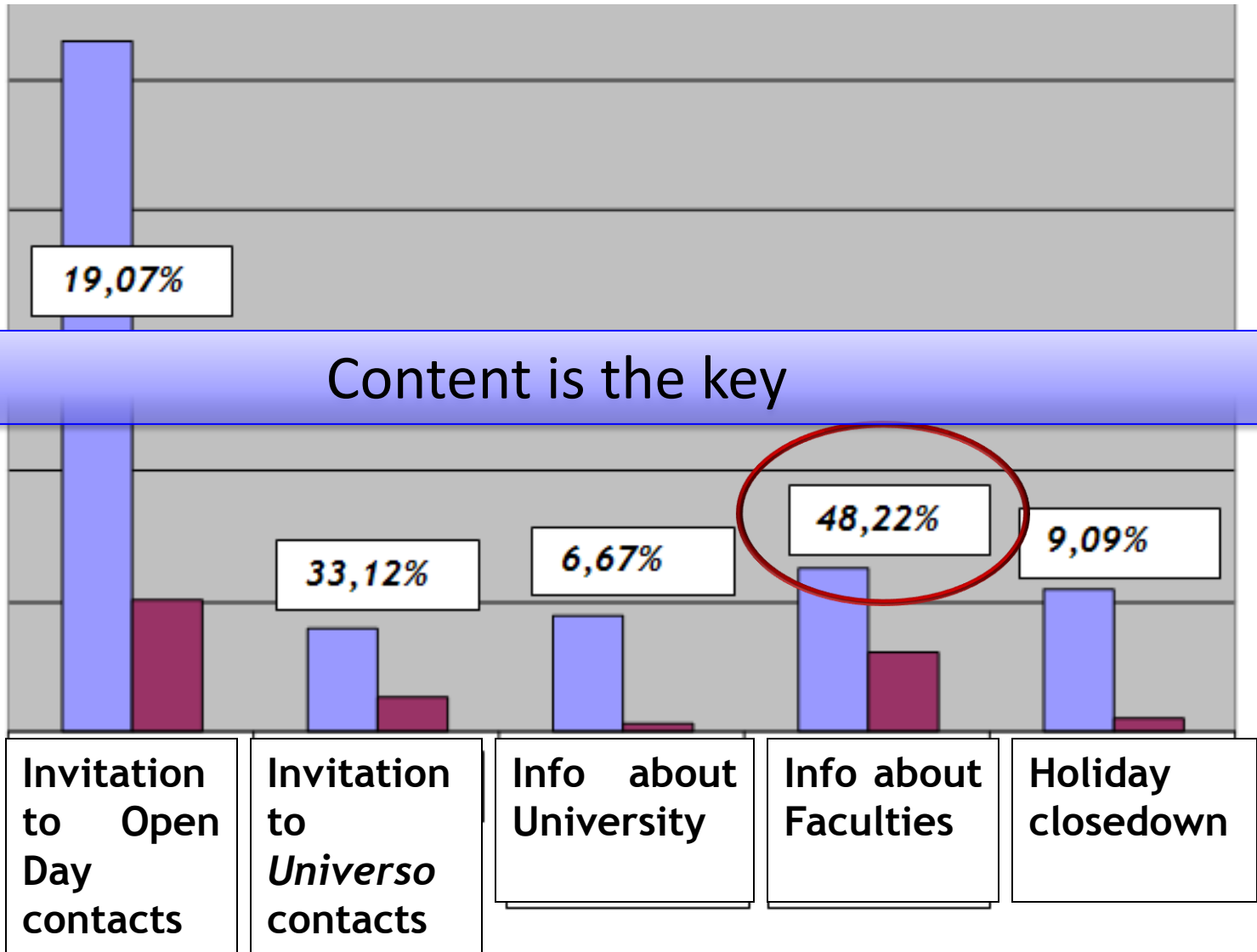
## During the campaign



## August-October



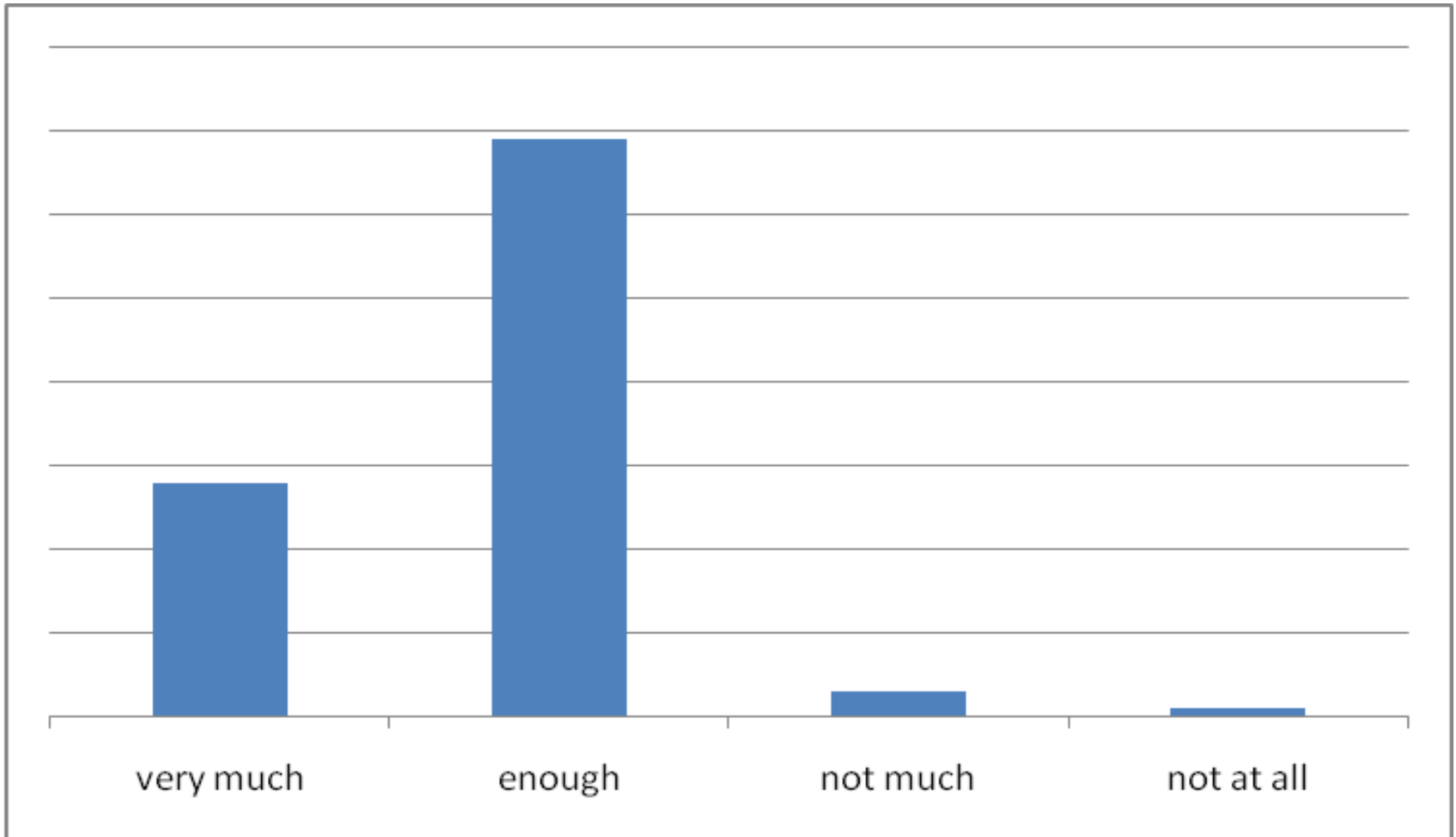
E-mails sent remain interesting



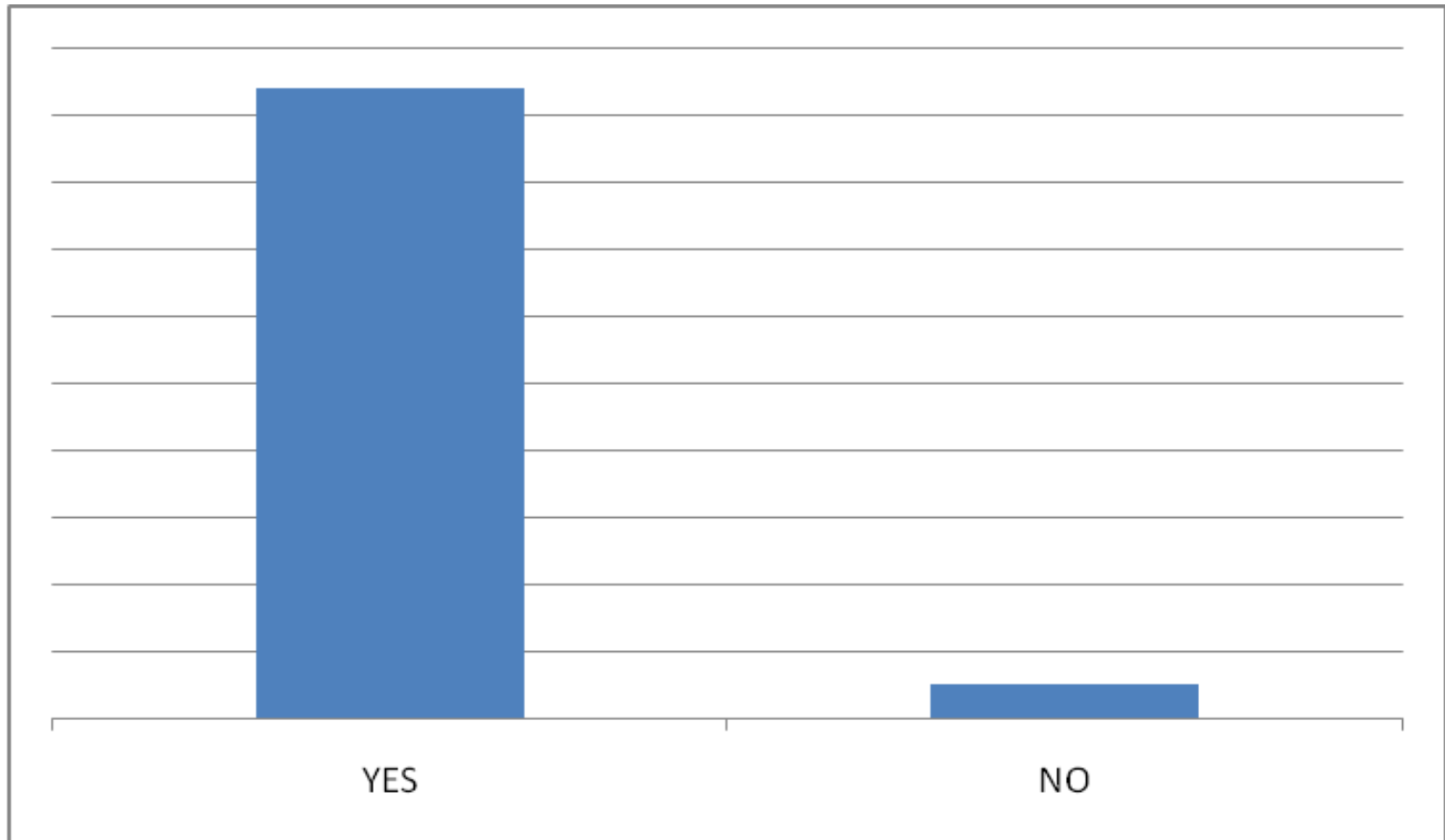
## ◀ KPI:

- ◀ Number of subscribers
- ◀ Visits from emails
- ◀ **Feedback from questionnaire**
- ◀ Number of enrolled subscribers

### Do you think this site is well organized?



**Do you think that consulting this site is useful to resolve your doubts?**

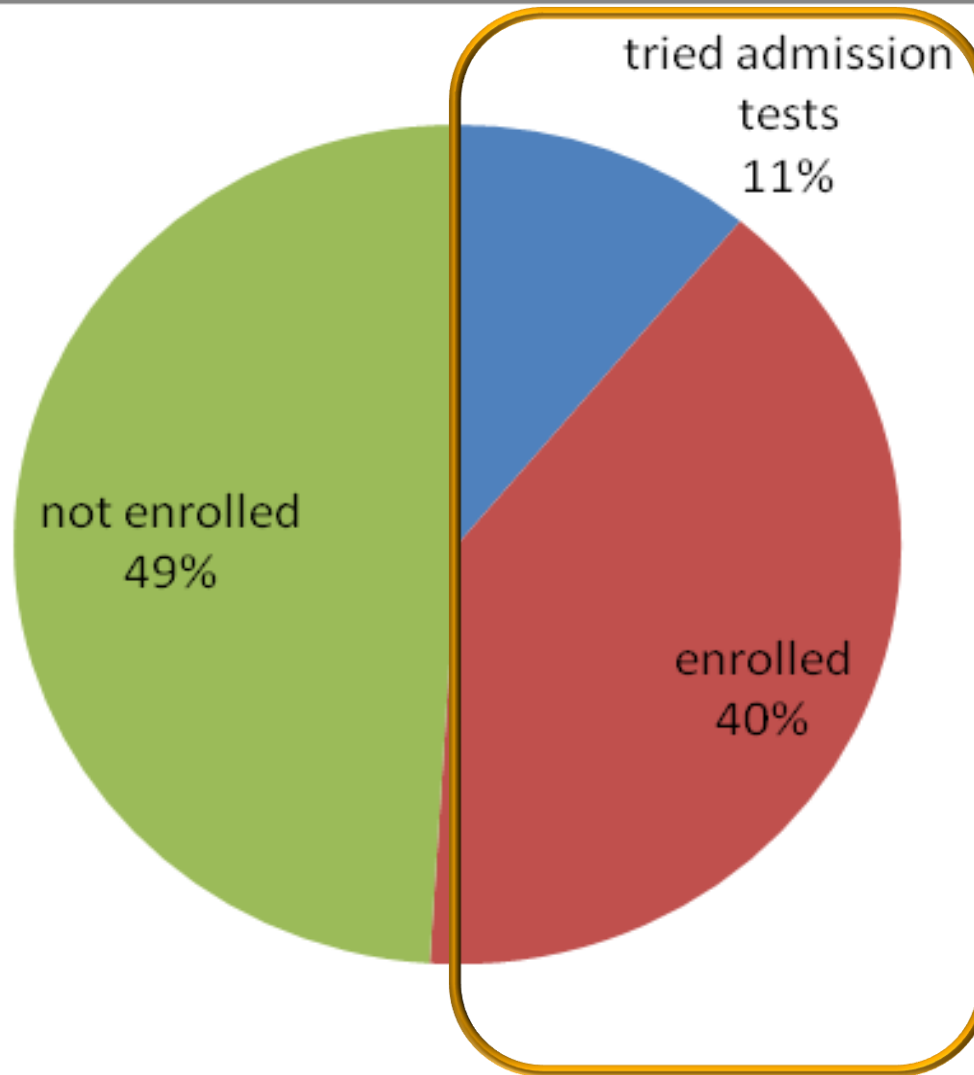




## ◀ KPI:

- ◀ Number of subscribers
- ◀ Visits from emails
- ◀ Feedback from questionnaire
- ◀ **Number of enrolled subscribers**

# Enrollment rate among subscribers



◀ The same university is repeating the experience, but with an earlier start

◀ <http://orientarsi.uniroma2e.it>

◀ Another university started a similar project, with the addition of a **Facebook page** and a **Google AdWords** campaign

◀ <http://www.lumsaorienta.it>



**Thanks for your attention!**