Communication Builder: a tool for universities
A University and its audiences

Present students

Prospect students

Business

Alumni

Foreign students
Engage your communities in digital dialogues.

Present students
Prospect students
Foreign students
Alumni
Business

communication builder
Many audiences, many media, one tool
The tool...
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

Project and realization
- Dedicated landing website
- Targeted emails
- Paper flyers at Open day
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 21st</td>
<td>Upload contacts from <em>Universo</em></td>
</tr>
<tr>
<td>July 22nd</td>
<td>Website online</td>
</tr>
<tr>
<td></td>
<td>Invitation to Open Day and to website for <em>Universo</em> contacts</td>
</tr>
<tr>
<td></td>
<td>Subscriptions from website start</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>July 23rd</td>
<td>Open Day: flyers are given</td>
</tr>
<tr>
<td></td>
<td>Open Day: contacts are manually gathered</td>
</tr>
<tr>
<td>July 24th</td>
<td>Invitation to website for Open Day contacts</td>
</tr>
<tr>
<td>July 25th –</td>
<td>Informative e-mails</td>
</tr>
<tr>
<td>August 5th</td>
<td></td>
</tr>
</tbody>
</table>
Outcome Monitoring

KPI:

- Number of subscribers
- Visits from emails
- Feedback from questionnaire
- Number of enrolled subscribers
Sources for contacts

- Universo 11%
- Web 14%
- Open day 75%
Contacts become subscribers

- OPEN DAY: 75%
- WEB: 14%
- UNIVERSO: 11%
- Other: 8.92%
- Other: 8.03%
- Other: 67.32%
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
KPI:

- Number of subscribers
- Visits from emails
- Feedback from questionnaire
- Number of enrolled subscribers
Outcome monitoring: Visits from emails

During the campaign

E-mails: 35,20%
Referral: 52,92%
Direct: 11,33%

August-October

E-mails sent remain interesting

Search engines: 9,6%
Referral: 59,29%
Direct: 19,81%
Content is the key

Ratio

Emails sent/visits received

<table>
<thead>
<tr>
<th>Category</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation to Open Day contacts</td>
<td>19.07%</td>
</tr>
<tr>
<td>Invitation to Universo contacts</td>
<td>33.12%</td>
</tr>
<tr>
<td>Info about University</td>
<td>6.67%</td>
</tr>
<tr>
<td>Info about Faculties</td>
<td>48.22%</td>
</tr>
<tr>
<td>Holiday closedown</td>
<td>9.09%</td>
</tr>
</tbody>
</table>
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

- Not enrolled: 49%
- Enrolled: 40%
- Tried admission tests: 11%
The same university is repeating the experience, but with an earlier start

http://orientarsi.uniromatre.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!