

## Tool #7: Tell-a-Friend E-Mail Campaigns Tool

Over the course of hundreds of interviews with continuing and online education marketing and recruitment executives, the COE Forum found that most institutions housed contact information for thousands of prospects who would possibly never convert. With all of this rich information, COE leaders were left asking how to derive maximum value from these databases of cold, and even active prospects. The Forum found that innovative institutions were leveraging the fact that prospects—cold and warm alike—will forward interesting content to networks of “people like them,” thereby introducing the recruitment office an introduction to other potential prospects. Messages contain mostly enriching and useful content about university or industry news with minimal direct sales pitches, making the messages more likely to be forwarded.

This tool offers five example e-mails, each of which presents a different type of enrichment content. The Forum believes recruitment officers can modify the messages below to highlight appropriate university news and industry-related content. The example e-mails illustrate how to communicate about the following:

- **Announcement of New Program:** Leverage cold leads whose peers have similar career interests
- **Personalized Infotainment:** Craft a message that is personalized (by name) and appealing to share
- **Industry Insights:** Invite cold leads to an industry-themed webinar; encourage them to share invitation
- **Conference Invitation:** Invite cold leads (and their network of peers) to visit your booth at conferences
- **Webinar Introduction to Learning Formats:** Ensure cold leads understand the variety of distance course delivery formats; they may forward a helpful explanation to others considering distance learning

### 1. Model E-mail Message: Announcing New Programs

The e-mail below illustrates how Embry-Riddle Aeronautical University continues to engage its cold leads through newsy e-mails that highlight new programs or other university accomplishments. Because e-mails offer content relevant to people working in a niche career field and focus only secondarily on a “call to apply,” contacts find that cold prospects feel comfortable forwarding the message to peers. Approximately 30% of recipients forward these emails on to friends, colleagues, or family.

*To: Cold leads (prospective students inactive longer than 90 days)*

*Subject: **New Bachelor of Science in fire science degree program***



Embry-Riddle Aeronautical University is pleased to announce that the Bachelor of Science in Fire Science degree program will be available starting in October. This program is ideally suited for early to mid-career fire and emergency services organization members seeking advancement into leadership positions or simply wanting to further their education. The program is offered fully online.

This degree is based on the National Fire Academy-Fire and Emergency Services Higher Education (FESHE), Model Curriculum Bachelor's Degree 2008. Our curriculum is designed to maintain FESHE “Certificate of Recognition”. The fire courses are also intended to meet higher education criteria set forth by the National Fire Protection Association and the International Association of Fire Chiefs.

We are now accepting applications for the October term, so [complete your application](#) today or contact an [enrollment counselor](#) with questions you may have about the program.



**Apply Today**

[Contact us](#) with comments about your experience exploring our university.

1-800-XXX-XXXX

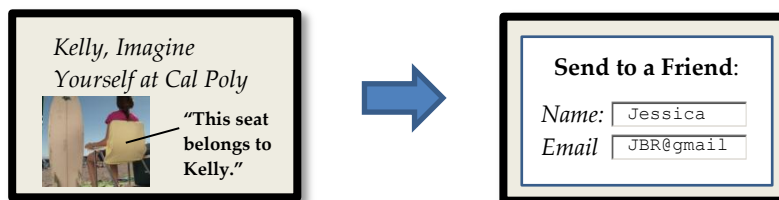
*This sample e-mail was generously provided by Embry-Riddle Aeronautical University, Marketing and Enrollment Management.*

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### 2. Model Infotainment: Personalized Message and Video for Forwarding to Peers

Toward the end of an application period, Cal Poly San Luis Obispo's undergraduate admissions office reminds its top-choice prospective students to apply with a short e-mail and a link to a personalized video. The video features images of students enjoying labs, lectures, and the coastal campus. At roughly even intervals throughout the video, the prospective student's name appears on an application form, on a football stadium scoreboard, and on a beach chair, all images that remind prospects to imagine themselves at Cal Poly.

At the end of the short video, prospective students are prompted to send the same video to a friend but the forwarded video will be personalized with the friend's name. Some prospects might send the forward because it's a clever piece of media and others might view the forward as a helpful reminder for friends. In either case, high-achieving prospective students encourage peers to consider Cal Poly in a fun and low pressure way.



In the model e-mail below, Cal Poly admissions staff approach Jessica as a friend of a prospect, using the same video but now personalized with Jessica's name, which is stored in the admissions database along with her e-mail address. Although this tactic is derived from an undergraduate admissions office, consider how to adapt content so that increasingly social-network-savvy adults can help your unit leverage the power of "share-with-a-friend" marketing.

*To: Friends of highly desirable prospective students*  
*From: Kelly*  
*Subject: Cal Poly made a video just for you!*

**CAL POLY**  
SAN LUIS OBISPO

Hi Jessica,

Kelly thought you would like to see what makes Cal Poly the right choice for you. Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, halfway between San Francisco and Los Angeles on California's Central Coast. It offers a distinctive learning community for academically-focused students who want a hands-on educational experience that prepares them today to be the innovative leaders of tomorrow.

**[Click here to see a video about Cal Poly.](#)**

If you would like more information about Cal Poly, please request information with this link:

<http://admissions.calpoly.edu/prospective/requestinfo>. Once you complete our short interest form, Cal Poly will instantly create a customized webpage (called a VIP Page) with links that match your interests and immediately email you with login information.

If you would like to contact the Cal Poly Admissions Office, click here: <http://admissions.calpoly.edu/contact/>. We look forward to hearing from you!

Applications open October 1 and close November 30.

**Apply Here**

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## 3. Representative Email: Industry Insights Webinar<sup>1</sup>

*To: Cold leads interested in a M.Ed. (prospective students inactive longer than 90 days)*

**Subject: How to incorporate computer science into secondary school curriculum**

We at Example University are looking forward to hosting a discussion about computer programming and coding instruction in secondary schools. With a healthy and consistent demand for software engineers in the labor market, some educators think offering computer science training is an imperative but have little curriculum flexibility to do so. For example, only nine states consider computer science a math or science credit toward graduation. Join a Google Hangout to discuss these topics with Example University's professor of education, Dr. J. Flowers, and Example University alumnus, Ryan Furtado, 12<sup>th</sup> grade teacher of mathematics at Rolling Hills High.

### The Future of Computer Science in Secondary Schools

Google Hangout

Presented by School of Education Instructor, Dr. J Flowers, and Alumnus, Ryan Furtado

**May 13, 2013 • 2:00pm ET**

#### Agenda

- Take away ideas about how you can bring computer science training to your school by partnering with third-party organizations like Microsoft Technology Education and Literacy in Schools, which funds part-time computer science instruction, or CodeHS, which offers a self-directed online platform through which teachers of all disciplines can bring computer science training to their students
- Discuss how to present an argument for computer science education to your local school board
- Learn more about careers that demand computer and software programming expertise

Register for Free

Tell a Friend

Complete Form to Forward:

Friend's Name:

Email Address:

Ready to pursue your degree but have questions? [Let us know](#) and a recruitment counselor will get back to you.

#### Implementation Tip

If technologically feasible, design an interface that requires prospective students to enter friends' email addresses and names in order to forward the message (similar to interface through which nytimes.com readers can share e-mail articles with friends). If technology is prohibitive, simply encourage e-mail recipients to forward messages to their friends and colleagues in a post script or some other visible location.

<sup>1</sup> Adapted from Embry-Riddle Aeronautical University Worldwide, Marketing and Enrollment Management. Content source: <http://www.codehs.com/about/> and <http://www.usnews.com/education/blogs/high-school-notes/2012/10/01/high-schools-not-meeting-stem-demand>

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## 4. Representative Email: Industry Conference Invitation<sup>2</sup>

*To: Cold leads interested in Certificate in Health Coaching (prospective students inactive longer than 90 days)*  
*Subject: **Save the Date: Join Example University at Health Coach Summit in October***

### Health Coach Summit—October 7-10, 2013

You're invited to the Health Coach Summit, hosted at Example University and open to prospective students, current students, and alumni. The 2013 program will feature thought leaders and representatives of vendors and corporations innovating around health coach services. Speakers include:

- Margaret Rowan, CEO, Orange River Bank, Voted Healthiest Place to Work in 2012
- Suzanne Van Rooyen, Director, Health Coaches for Hire
- Phillip Oliver, editor at *Healthy Working Places*

**>>To register, please visit the Health Coach Summit website.**

**>>Tell a Friend**

Special rates for matriculated students apply for those who register before September 1<sup>st</sup>.

### Visit us at the Example University booth in the Florence Nightingale Hall

- Speak to current students and alumni
- Pick up your application fee waiver card at the booth
- Test out a "stress source identification" simulation

Adapt message for any conference where your institution hosts a booth, regardless of location

Ready to pursue your degree but have questions? [Let us know](#) and a recruitment counselor will get back to you.

## 5. Representative E-mail: Webinar Introduction to Course Delivery Formats<sup>3</sup>

*To: Cold leads interested in Certificate in Health Coaching (prospective students inactive longer than 90 days)*  
*Subject: **Example University offers 5 learning formats—choose the one best for you***

It's time--get comfortable with your e-learning options. Technology-enabled learning is ever evolving, and Example University is here to help you understand the type of course delivery formats available to School for Continuing Studies students. Whether you are deciding about returning to school at all or you are selecting the program best suited to your learning style, our upcoming webinar will offer a foundation for these important decisions; the results of a free self-assessment following the webinar will further inform your choice of formats.

### Overview of Course Delivery Formats and Choosing One for You

Live Webinar, Format Preference Assessment to Follow

**May 20, 2013 • 8:00pm ET**

Understand the nuances of these formats and learn about text, video, and computer-interactive instruction incorporated in each format:

- Synchronous video conferencing from home
- Synchronous video conferencing from satellite campuses
- Asynchronous online learning
- Blended classroom/online learning
- Self-paced, asynchronous online learning

**>>Register here for free**

**>>Tell a Friend**

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<sup>2</sup> Adapted from Embry-Riddle Aeronautical University Worldwide, Marketing and Enrollment Management.

<sup>3</sup> Ibid.