Conversion Marketing Strategy 2019

Targeted Student Groups
- Honors & Scholars Students
  - Potential Maximus, Potential Honors and Scholars
- General Students
  - Core, Recruitable
- URM and Low-Income Students
  - Focus on prospective students by underrepresented minority
  - Separate focus on low income and first generation students
    - Distinguish messaging between the two groups within URM
- Out-of-State Students
  - Newer area of focus for the university as a whole

Email Journey
Why Arts and Sciences? (May 23)
- All audiences to receive same introductory content at top of email, followed by dynamic content sections at the bottom of the emails based on targeted student groups
  - Honors & Scholars
    - Focus on Tier 1 institution and subsequent research opportunities
  - General Students
    - Focus on the student experience and affordability of Ohio State
  - URM Students
    - Underrepresented minority – information on diversity and inclusion
    - Low income/first gen – information on opportunities for financial aid
  - Out of State Students
    - Focus on the student experience and affordability of Ohio State
- Call-to-action: Schedule a visit to campus/attend an academic overview to learn more

Explore Tool (June 5)
- All audiences to receive the same marketing content advertising the use of our unique explore tool
- Call-to-action:
  - Use our explore tool to discover your academic possibilities
  - Schedule a visit to campus/attend an academic overview

Academic Excellence (June 26)
- Dynamic content
- All audiences (message to differ based on major interest)
  - Instead of using language around four academic divisions, will segment by one of ten combined major groups
  - Each email to contain the same brief introductory content with 4 interchangeable content blocks featuring general information on classes, professors/faculty, research/education abroad/hands-on experience opportunities, future career options based on academic area of interest
- Call-to-action:
Use our explore tool to discover your academic journey

Schedule a visit to campus/attend an academic overview to learn more

**Double-Major/Minor Email (July 9)**
- ASC is unique in that you don’t have to choose just one major, customize your journey with our interdisciplinary options and create more than just one path
- All audiences (same content)
  - Opportunity for dynamic content in images, for URM
- Call-to-action: Schedule a visit to campus/attend an academic overview

**Campus/ASC Facilities (July 25)**
- Greetings from Oval Beach – ASC is the academic heart of campus, highlight the facilities around the Oval (most of which are within ASC)
- All audiences (same content)
  - Opportunity for dynamic content in images, for URM
- Call-to-action: Schedule a visit to campus/attend an academic overview

**#ASCintheField (August 15)**
- Highlight the student experience through the education abroad opportunities current ASC students are taking advantage of over the summer
- Dynamic content
  - Honors & Scholars
    - Focus on students partaking in research or study focused trips
  - General Students
    - Focus on students on a wide variety of education abroad trips
  - URM Students
    - Underrepresented minority – Focus on relatable student content
    - Low income/first gen – Focus on variety of study abroad trips, including section highlighting financial aid opportunities for study abroad and/or how the process works
  - Out-of-State Students
    - Focus on students on a wide variety of education abroad trips (Ohio State is unique because of their education abroad possibilities— for example, all seven continents)
- Call to action: Schedule a visit to campus/attend an academic overview to learn more
- Call to action: Applications open August 1

**Diversity, Equity & Inclusion (August 29)**
- Use information from our newly created DEI website to highlight this area of our college
- All audiences to receive the same content
- Call to action: Schedule a visit to campus/attend an academic overview to learn more
- Call to action: Applications are now open

**Applications Open/Scholarships & Financial Aid Opportunities (September 12)**
Introductory content highlighting that applications opened August 1 and remain open until November 1 for early action and February 1 overall
- Dynamic content
Honors & Scholars
- Scholarships & Financial Aid Opportunities open to this group

General Students
- Scholarships & Financial Aid Opportunities open to this group

URM
- Underrepresented minority
  - Scholarships & Financial Aid Opportunities/Programs open to this group
- Low income/first gen
  - Scholarships & Financial Aid Opportunities open to this group and a step-by-step instruction guide of how to apply to these opportunities and Ohio State

Call to action: Apply to Ohio State

The Arts (September 26)
- Field Guide, Arts Calendar, interdisciplinary opportunities to double major and/or minor in the arts, or participate in arts focused groups on campus
- All audiences (same content)
  - Opportunity for dynamic content in images, for URM
- Call to action: Apply to Ohio State

The Humanities (October 9)
- Interdisciplinary opportunities to double major and/or minor in the humanities, new language translation certificate opportunity and DEI certificate, etc.
- All audiences (same content)
  - Opportunity for dynamic content in images, for URM
- Call to action: Apply to Ohio State

Student Experience in ASC (October 16)
- What to expect in a full experience in ASC, things to do outside of the classroom, develop hobbies and interests, etc.
- Dynamic content
  - Honors & Scholars
    - Content focused toward specific programs that this group tends to become involved with on campus
  - General/Out of State
    - Content focused on what most of the student body gets involved in such as student organizations
  - URM/Low Income/First Gen
    - Content focused on programs around campus specifically designed to help URM students feel comfortable and build a community at Ohio State

Call to action: Apply to Ohio State

Apply by November 1 (October 24)
- All audiences (same general content summarizing the Arts and Sciences as a reminder and encouraging applications by the November 1 deadline)
- Call to action: Apply to Ohio State