



Elmhurst College

Marketing Services and Lead Generation Proposal

March 5, 2020

This proposal outlines services to support Elmhurst College's (EC) enrollment and other institutional marketing efforts via a technology solution, Shmooze, which will be implemented and used to collect perceptual data from key audience members and also enhance enrollment activity among prospective students.

Examples of email and text message campaigns to support enrollment can include campaigns targeted to:

- Current inquiries and/or purchased names
- Students who have started but not completed applications
- Admitted students who have not deposited
- Parents of inquiries
- Legacies (identified by analysis of the inquiry, current student, and alumni databases)

A live, interactive example of such a campaign (in this case, one that is intended to drive prospective students who have been admitted but not yet deposited to do so) can be accessed at <https://app.shmooze.io/converse/c/651>



Elmhurst College



Congratulations on your acceptance to Elmhurst College! Your next step is to make it official by paying your deposit. Are you ready?

Yes

No

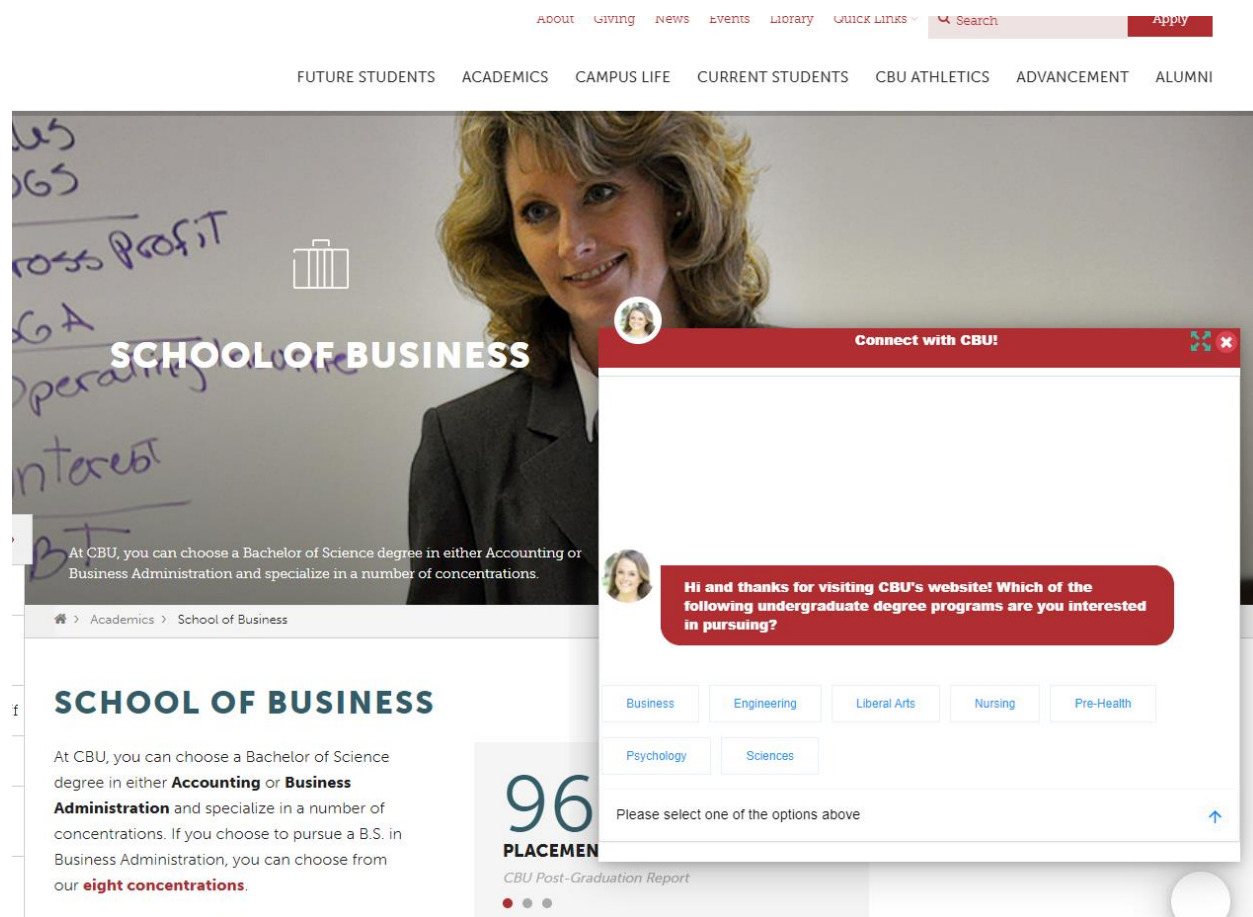
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The same technology that develops the campaigns/surveys for the campaigns described above will also be used to add a lead-generation widget(s) to EC's website to capture prospective student inquiries originating from the website and to lead them to desired conversion points (requests for information, scheduling visits, applying) as well as appropriate admissions staff members.

An example of what that looks like on a current institutional site follows:

<https://www.cbu.edu/business>



In terms of workflow:

- Email/Text message copy and creative will be developed by the Shmooze team (to be approved by EC) and sent to the lists associated with the various campaigns.
- The email campaigns will route to the Shmooze landing pages/surveys to collect perceptual data that will inform future communications as well as lead prospective students to desired conversion points on the website and/or alert EC's admissions team to follow up with prospective students in real time.
- Shmooze will provide campaign analyses while EC will also receive conversion data daily as well as be informed in real time of landing page/survey/website widget submissions via email sent to applicable EC admissions team members.


- Website widget(s) will be developed and the code will be provided to EC's IT/Web team for implementation (instructions and source code will be provided).
- All data from surveys and widgets can be accessed and transmitted in various ways as well as be imported automatically into EC's CRM.

The annual investment required for this entire suite of solutions is \$9,900*

This provides to EC:

- Unlimited email and/or text message campaigns* to enhance recruitment efforts (text messages incur an additional cost of \$.02 per text message sent)
- Unlimited access to and usage of surveys for any institutional marketing purposes
- Unlimited use of the website widget(s) to enhance enrollment activity from the institution's website
- Unlimited support from the Shmooze team in developing creative assets/campaign materials, distributing surveys/text messages to applicable lists, and analyzing all campaign performance

* Text messages require an additional cost of \$.02 per text message sent (if sent through Shmooze as opposed to EC's CRM).

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