

**nDialogue Case Study Communication**

<p><b>Title</b></p>	<p><b>The Art Institutes International Minnesota “Open House and Tuition Increase Awareness Campaign”</b></p>
<p><b>Vertical Market</b></p>	<p>Higher Education</p>
<p><b>Business Application</b></p>	<p>Top of Mind Awareness, Direct Marketing</p>
<p><b>Program Objectives</b></p>	<p>Increase leads for Art Institutes admissions office</p>
<p><b>Client</b></p>	<p>Art Institutes International Minnesota <a href="http://www.artinstitutes.edu/minneapolis/">http://www.artinstitutes.edu/minneapolis/</a></p> <p>Conveniently located in downtown Minneapolis, The Art Institutes International Minnesota is the college for creative minds. The Art Institutes offers a variety of degree programs including Advertising, Baking &amp; Pastry, Culinary Arts, Culinary Management, Design Management, Graphic Design, Interactive Media Design, Interior Design and Interior Planning with AutoCAD, Media Arts &amp; Animation, Photography, and Visual Effects &amp; Motion Graphics.</p>
<p><b>Agency &amp; Print Provider</b></p>	<p>AlphaGraphics</p> <p>Established in 1970 in Tucson, Arizona, the AlphaGraphics network is comprised of nearly 300 business centers located throughout the U.S. and in nine other countries.</p> <p>AlphaGraphics has joined forces with nDialogue.</p> <p>nDialogue is a direct marketing company that combines marketing expertise with today’s technologies.</p>

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<b>Target audience</b>	Database of individuals that had at one time expressed interest in The Art Institutes International Minnesota, yet not enrolled, within a past 12 month period.
<b>Distribution</b>	Mail and Email 6,700 Direct Mail Pieces 4,500 Emails
<b>Description</b>	<p>The Art Institutes International Minnesota was seeking a method that would effectively give them the ability to communicate to potential students that had shown interest in attending the Art Institutes within the past year’s time. The Art Institutes currently offers five specific majors: Culinary, Graphic Design, Animation, Interior Design and Advertising. nDialogue was given the opportunity to utilize The Art Institutes’ database in order to develop strategic messaging and design that applied to each major offered by The Art Institutes. Variable information that was developed included imagery, copy and individual personalization. Mediums used for this campaign included variable direct mail, personal landing pages (PURLs) and coordinated email campaigns.</p> <p>The first step in this campaign was the development of a variable direct mail piece. This piece focused on grabbing the attention of potential students and inviting them to attend an upcoming Open House event, while also reacquainting them with The Art Institutes International Minnesota. To do this, imagery was developed that leveraged the provided captured data, and segmented a potential student’s program interest. This same method was used for development of the email campaign that launched in coordination with the variable direct mail pieces.</p> <p>From the variable direct mail piece and the email campaign, potential students were driven by call-to-action messaging to personalized landing pages (PURLs). The PURLs held additional Art Institutes information along with admissions forms that auto-populated with the potential</p>

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	<p>students' contact information. If a potential student wished to sign up to attend the upcoming open house event, all that was necessary was to click a submit button found easily on the provided form. When information was then submitted, an Art Institutes admissions person would receive the contact information in real time in order for them to respond proactively.</p> <p>The Art Institutes was able to track individuals visiting the PURLs, submitting information, and who was clicking on additional information provided within the PURLs.</p> <p>Medium specific phone numbers was an additional tracking mechanism added to this campaign. Each communication piece (the direct mail, email and the landing page) had its own tracking phone number. This was made possible in order for The Art Institutes to not only track response rates and gain lead information, but to monitor what medium was generating the most activity, which helps make future marketing decisions.</p>
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<p><b>Results</b></p>	<p><b>Response Rate = 10%</b></p> <p><b>Objective Analysis:</b></p> <p>Clear objectives were set prior to any development. The Art Institutes International Minnesota was looking first and foremost to reinvigorate past leads which nDialogue guaranteed it would accomplish by committing to an 8% response to communications. nDialogue was successful in utilizing past customer data, raising awareness of The Art Institutes, and surpassing response rates by utilizing multiple mediums.</p> <p><b>Customer Benefits:</b></p> <p>Helping educate how to use already captured lead information to its full potential. Giving The Art Institutes the ability to be hands-on with real time tracking and responses. No longer having to take a guess whether marketing communications were working or not.</p> <p><b>Project Reflection:</b></p> <p>Response results were based upon the following: total number of PURL visits and incoming phone calls being tracked.</p> <p>Although nDialogue was able to deliver a high response rate, offering any type of incentive for potential students would have made this campaign even stronger. nDialogue was limited to what it could offer, based upon college compliancy issues, whether it had been a free t-shirt, discounts on required school kits or textbook coupons/discounts.</p>
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