

**nDialogue Case Study Communication**

<p><b>Title</b></p>	<p><b>Higher Education – 002 North Dakota Department of Career and Technical Education 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, Advertising</p>
<p><b>Abstract</b></p>	<p>The North Dakota Department of Career and Technical Education wanted to build a database of technical education prospects to share with community colleges and tribal schools in ND. These leads would then be marketed independently at the individual school level.</p>
<p><b>Program Objectives</b></p>	<ul style="list-style-type: none"> <li>• Create awareness of the high rising need of workers with technical skills or educational training.</li> <li>• Build a database of interested potential technical students that could be shared with other state schools.</li> <li>• Track which mass medium was generating the most activity, in order to buy media more wisely.</li> </ul>
<p><b>Client</b></p>	<p>ND Dept of Career and Technical Education <a href="http://www.nd.gov/cte/">http://www.nd.gov/cte/</a></p> <p>CTE not only provides technical skills and knowledge for students to succeed in careers, but also cross-functional workplace skills such as teamwork, problem solving, and the ability to find and use information, and provides the context in which traditional educational goals and academic skills can be enhanced.</p>

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<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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<p><b>Target audience</b></p>	<p>High school students and graduates, potentially older than average students looking for a new career, and parents of students 12-24 years and 25-54 years.</p>
<p><b>Distribution</b></p>	<p>Radio Campaign: 425 Points/week. Cable TV - targeting young demographic: stations included MTV, Spike, VH1 and USA.</p> <p>Run length of four weeks, with Print-On-Demand follow-up postcards running during media campaign. PODs continued to be distributed an additional 30 days after media end date.</p>
<p><b>Description</b></p>	<p>A statewide mass media campaign utilizing television and radio ads was developed with call-to-action messages that would drive potential students to medium specific landing pages. Television, as well as the corresponding radio campaign, drove interested parties to a specific URL. The purpose of the associated landing pages served multiple functions: to track specific media activity; to develop a lead database; and to reach out to potential students that conveyed interest from the initial media campaign, serving as an education tool.</p> <p><b>1<sup>st</sup> Step:</b> The first step in the campaign was to direct a targeted audience to landing pages through a statewide radio and cable TV initiative. The advertising message carried a consistent theme statewide emphasizing the benefits and rewarding technical careers available in North Dakota.</p> <p><b>2<sup>nd</sup> Step:</b> When a potential student would visit a specific landing page, they were asked to submit contact information and indicate three preferred fields of study from the eight choices available: Agricultural Education, Business and Office Technology, Family and Consumer Sciences, Technology Education, Trade and Technical, Marketing and Management, Information Technology and Health.</p> <p><b>3<sup>rd</sup> Step:</b> From the database that was being developed, POD postcards were printed and deployed to potential</p>

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	<p>students who submitted their information, in order to keep their interest levels high.</p> <p><b>4<sup>th</sup> Step:</b> The POD cards were a variable postcard, utilizing eight different images with coordinated copy based on major.</p> <p><b>5<sup>th</sup> Step:</b> In order to continue further lead impressions, the POD piece drove potential students to personalized landing pages (PURLs) that continued the ability to track response rates and inform potential students.</p>
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<p><b>Results</b></p>	<p>Trending showed that the majority of responses from May 16 to June 20, 2006 were due to the radio campaign. Marketing dollars were shifted from television to radio based on these results.</p> <p>CTE wanted to ask PURL responders a question related to their 1st, 2nd and 3rd career interests to better qualify them for the admissions department. This information was appended to the database and can be used for subsequent mailings to target on the basis of career interest.</p> <p>264 landing page visitors were mailed a POD postcard as follow-up which resulted in a 5% follow-up response rate.</p> <p>nDialogue tracked 1,553 visits to the landing page specific to radio for more information. Of the 1,553 visitors, there were 260 who took action and submitted their contact information. In the early stages of the campaign, there were 109 visits to the landing page specific to TV. There were 3 individuals from this campaign who submitted for more information.</p> <p>The ND Department of Career and Technical Education was amazed with the results. Being able to spend marketing dollars and track them in order to make better media buying decisions had never been performed for them before.</p> <p>nDialogue is in current communication with the department for future marketing efforts.</p>
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