



The Challenge

Vomela worked with Elmhurst College to create a unique and engaging multichannel marketing campaign to reach out to potential students. The campaign involved a combination of direct mail, print materials, and digital elements to maximize engagement and allow for effective data analysis.



The Solution

The multichannel marketing campaign included 5,000 personalized direct mail pieces sent to undergraduates in the area to provide contact information and crucial details on their continuing education. Based on the response, candidates received printed programs tailored to their area of study. Each program contained a personalized greeting, personalized URL, degree-specific introduction, and message from the program director.

By embracing a more personalized approach, Elmhurst College was able to extend their marketing dollars and engage with their student community.

