

# McMaster University Continuing Education

Email Drip Campaigns

May 2021 – January 2022



# Objectives and Target Market

# Background

McMaster University Continuing Education offers over 50 programs and more than 250 courses across business, health, technology, communications and marketing categories.

In 2021, McMaster Continuing Education launched a new customer relationship management (CRM) system. The launch of a new system presented an excellent opportunity to review and optimize existing content, develop a new robust library of always-on content to support all programs in our portfolio and be more compelling and relevant for today's consumers.

## Objectives:

- Drive course enrolment and generate revenue on an evergreen basis
- Increase awareness of McMaster Continuing Education's program offerings
- Generate interest among consumers with dynamic and compelling content

## Strategy:

Develop and launch a series of email drip campaigns to nurture leads on their path to enrolment

## Measurement Criteria:

Medium	KPIs
General Email Drip Campaigns	<ul style="list-style-type: none"><li>- Open Rate</li><li>- CTR</li><li>- Website Sessions</li><li>- Pages/session</li><li>- Conversions</li></ul>
Program-Specific Email Drip Campaigns	
Persona Email Drip Campaigns	

# Target Audience

## Personas:

1. Meghan McMaster - McMaster Continuing Education Brand
2. Business Brandon - Business
3. Health Care Hannah - Health Care and Social Services
4. Tommy Tech - Technology
5. Marketing Mia - Marketing and Communications

**Gender:** 70% Female / 29% Male / 1% Other

**Age:** 68% are between the ages of 25-44

**Generation:** 66% Millennial and 31% Gen X

**Education:** 69% have completed a post-secondary degree or college diploma

**Employment:** 78% Employed / 22% Unemployed

**Student goals:** Career Growth (35%), Professional Development (24%), New Career Path (20%)

**Learning goals:** Certificate/Diploma (76%), Few Courses (9%), Undecided (8%)

## Geography:

Top provinces	Top cities
Ontario – 86%	Hamilton – 27%
Alberta – 5%	Toronto – 16%
British Columbia – 4%	Mississauga – 13%
Quebec – 3%	Brampton – 10%
Saskatchewan – 1%	Burlington – 9%
	Oakville – 7%
	Calgary – 5%

## Industries our students come from:

Business	35%
Healthcare and Social Services	27%
Education	13%
Government and Public Services	10%
Technology	3%
Natural Resources	1%

# Implementation and Results

# Drip Campaign Strategy

Drive awareness, consideration and acquisition through targeted drip campaigns

**General Drip Campaign**

**Program-Specific Drip Campaigns**

**Persona Drip Campaigns**

# Drip Campaign Strategy Continued

Drive awareness, consideration and acquisition through targeted drip campaigns

## General drip campaign

- Deployed for leads who did not specify a program of interest
- Series of five emails in total (one email per week) that provide information about McMaster Continuing Education, learning formats and the value of continuing education; ultimately driving leads to identify a program of interest and enrol

## Program-specific drip campaign

- One full email campaign developed for each program
- Series of five emails in total (one email per week) that will be deployed using program-specific segments through a customer journey

## Persona drip campaign

- Once a prospect has gone through a program-specific drip campaign, they will be added to a persona campaign
- This campaign features a series of 11 emails in total (one email per month) that will be deployed using persona-based segments through the customer journey

### Primary messaging

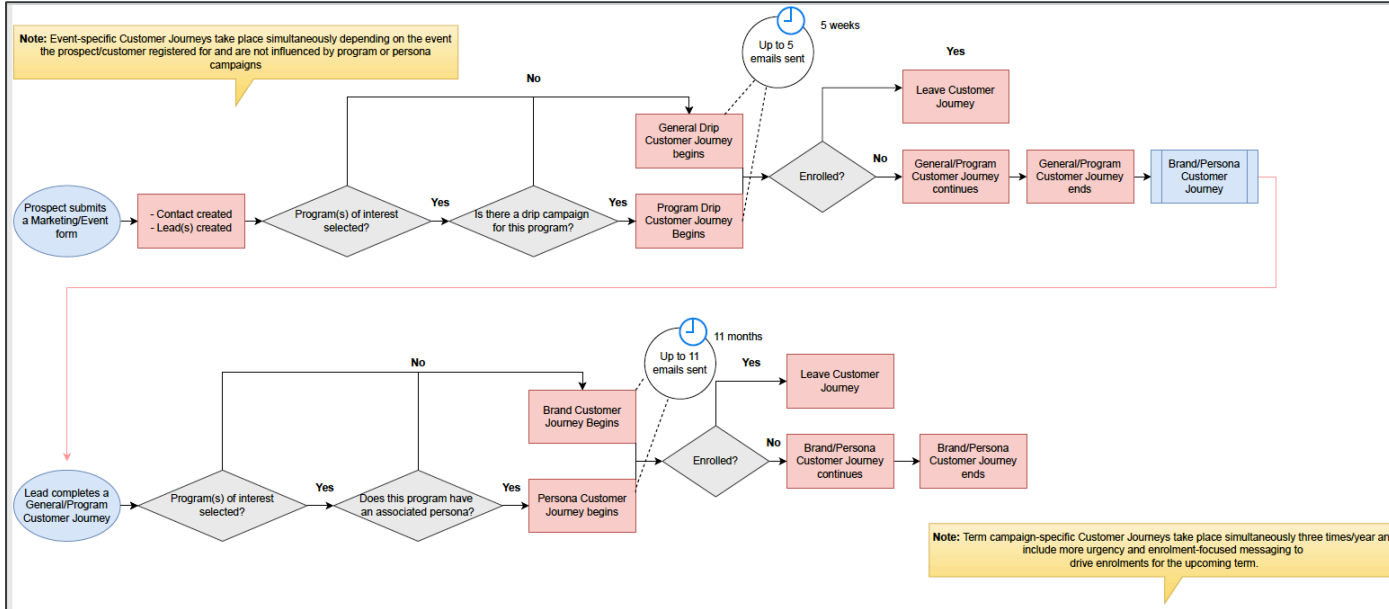
- Advance your career
- Get ahead in your career
- Future-proof your career
- Work toward your designation (e.g. CHRP, CPA, PMP)
- Convenient and flexible online programs/courses

### Evidence supporting primary messaging:

- Career outcomes
- Learning outcomes
- Certification/Professional designation
- Industry experience
- Convenient and flexible course formats

# CRM Customer Journey

A journey a prospective student goes through from their first interaction with McMaster Continuing Education, nurturing them on their path to enrolment


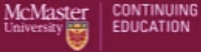


- Journey starts with the [contact form](#) or [mailing list form](#) submission on the [mcmastercce.ca website](#)
- A general or program-specific lead is created based on form submission details
- A lead gets added to a general or program-specific drip campaign
- Lead is then moved to a longer-term persona-based drip campaign to continue driving them toward enrolment
- Leads automatically exit the journey upon enrolment



# General Drip Campaign

Nurturing leads toward enrolment



## Future-Proof Your Career

Hi {{contact.firstname}},

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Are you looking to grow in your career or to break into a new field?

You need to arm yourself with expertise to claim the career you want.



When you enrol in a [McMaster University Continuing Education](#) program, you:

- Obtain university-level knowledge and up-to-date skills for today's job market
- Learn from top instructors who also work in their field of expertise
- Network with professionals and collaborate with peers
- Earn a diploma, certificate or professional designation to boost your career

Earning a Continuing Education diploma or certificate also provides you with career confidence, as it assures potential employers that you have the skills they are seeking.

Don't wait. Classes are filling up. If you're still interested, you can learn at your own pace with online and virtual classroom formats, as well as flexible schedule options, including evenings or weekends.

**ENROL NOW**



## Future-Proof Your Career

Hi {{contact.firstname}},

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The more we prepare for success, the better we are able to seize the opportunity.

**Take the first steps to a better career.**

Whether you want a brand-new career path or advance in your current profession, a McMaster University Continuing Education certificate or diploma can help you:

- Meet the requirements of today's ever-changing workplace
- Break into a new field, armed with the skills you need
- Show a current or potential employer your commitment to professional development

Choose from a wide variety of programs, including:

- Business – [Accounting](#), [Human Resources Management](#), [Project Management](#) and more
- Communication and Design – [Web Design](#), [Digital Marketing](#), [Academic Writing](#) and more
- Health and Social Services – [Applied Clinical Research](#), [Health Informatics](#), [The Science of Cannabis](#) and more
- Technology – [Data Analytics](#), [Data Science](#), [Open Source Intelligence](#) and more

Learn critical skills for success from instructors with intensive knowledge and experience in their fields.

Most courses are open enrolment with no admission application required.

Don't miss out. Act today for a brighter tomorrow.

**ENROL NOW**

# Results

## General Drip Campaign



Email	Open Rate	CTR	Website Sessions	Pages/Session	Conversions (Checkout Button Clicks)
Email 1	36.6%	7.1%	519	4.64	12
Email 2	36.9%	4.2%	213	3.85	4
Email 3	27.4%	3.3%	183	5.58	2
Email 4	26.5%	2.7%	146	4.26	1
Email 5	34.4%	3.1%	147	7.29	6
Grand Total	32.36%	4.08%	1,208	5.12	25

### Key Highlights:

- This drip campaign is deployed to individuals who did not select a program of interest on the website form(s)
- Overall high engagement rates across the entire campaign
- Individuals who are unsure of their program of interest are finding value in these emails and are visiting the website to learn more
- In Email 5, even with a lower click-through rate, conversions still occurred

# Program-specific Email Drip campaigns

Nurturing leads toward enrolment



## Applied Clinical Research

Hi {{contact.firstname}},

The field of clinical research is rapidly expanding, creating exciting opportunities for trained professionals

Clinical research professionals make a significant difference in health care, from developing new medications to testing new treatment methods and devices.

**Our online courses are your key to getting ahead:**

Register for our Applied Clinical Research program and start getting ahead in the field:



- Simply log in and learn when it fits your schedule
- Learn from instructors who are experts in the clinical research field
- Work toward the Applied Clinical Research certificate

McMaster University Continuing Education is affiliated with leading professional associations in the clinical research field – ACRPB (Association of Clinical Research Professionals) and SOCRA (Society of Clinical Research Associates).

Classes are available Fall, Winter, and Spring, and offer easy access, with simple online registration.

Why wait? Register today!

[REGISTER NOW](#)



## Project Management

Hi {{contact.firstname}},

Pursue a career that's always in demand – enrol in Project Management at McMaster University Continuing Education

Professional project managers are in high demand across all industries – from healthcare to government, education to manufacturing, and transportation to IT.

McMaster University Continuing Education is proud to offer you Canada's leading online Project Management training program designed to fit your busy schedule.



**You decide how and when you want to learn:**

- Weekends/weekdays
- Evenings
- Whatever works for you!

Classes are available Fall, Winter and Spring, and offer easy access with simple online registration.

Why wait? Enrol today for a brighter future.

[LEARN MORE](#)



## Health Informatics

Hi {{contact.firstname}},

Are you a health care or an IT professional seeking a new career path?

Opportunities are growing in the rapidly expanding field of Health Informatics with skilled health informatics professionals in great demand.

**Secure your future with a Health Informatics diploma**

Designed for those looking to up-skill or enter the field of healthcare technology and analysis, this diploma program is suitable for:

- Health care professionals seeking a new career path
- Individuals with a background in computer science or IT
- Health informatics professionals looking to upgrade their education and skills
- International professionals seeking Canadian education in health informatics

**Courses are delivered online and in virtual classrooms allowing you to:**

- Learn and study from anywhere at any time
- Continue to work and still meet your personal and professional obligations

Don't miss out. Join the field where health and information technology intersect for a rewarding new career. Register today!

[LEARN MORE](#)

# Results

## Program-specific Drip Campaigns



Campaign	Open Rate	CTR	Website Sessions	Pages/Session	Conversions (Checkout Button Clicks)
Accounting	27.46%	4.5%	1,180	3.43	13
Applied Clinical Research	30.44%	4%	848	3.73	30
Academic Writing	33.94%	6.38%	149	4.43	6
Professional Addiction Studies	22.4%	3.84%	992	3.19	8
Business Administration	26.56%	2.86%	611	4.27	11
Health Informatics	34.32%	5.42%	1,222	3.66	15
Human Resources Management	24.74%	3.28%	646	3.80	18
Project Management	31.5%	5.3%	797	3.56	17
Grand Total	27.88%	3.92%	8,730	4.03	143

### Key Highlights:

- Health Informatics drip campaign resulted in the highest **open rate** of **34.32%**, highest number of **website sessions** and a high **click-through rate** of **5.42%**
- Applied Clinical Research campaign has resulted in the highest number of **conversions**
- According to 2022 Email Marketing Benchmarks, McMaster Continuing Education's drip campaign results are exceeding averages with **27.88%** open rate (21.5% benchmark) and **3.92%** click-through rate (2.3% benchmark)

# Persona Email Drip Campaigns

Keeping the leads engaged with a persona-based approach



Hi {{contact.firstname}},

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We understand that life is filled with responsibilities. You want to continue your education to advance your career, but how to find the time?

**McMaster University Continuing Education programs are designed to suit your lifestyle**



With our online and virtual classroom learning formats, you can:

- Fit classes into your schedule; learn anywhere, anytime, at your own pace
- Obtain in-demand skills today's employers are seeking
- Learn from instructors who are industry experts
- Gain practical real-world training and contacts in your field
- Meet and engage with peers

Our diploma, certificate or professional development courses can provide the skills to help you get ahead in your profession and achieve your career goals.

Why wait? Enjoy quick and easy online registration. Enrol today.

**ENROL NOW**



Hi {{contact.firstname}},

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The corporate world is constantly evolving. Employers are looking for candidates skilled in the latest business and technology innovations.

**Get the knowledge relevant to today's marketplace**

McMaster University Continuing Education instructors are experts in their industry. Their passion to teach and share their experience provides you with:



- Strategic understanding of the latest business innovations, issues and trends
- Insights and expertise on the most up-to-date business advancements and techniques
- Practical advice and guidance to ensure your career success
- Real-life case studies and business contacts

**Learning with McMaster University Continuing Education is convenient – a perfect match for your busy lifestyle**

Our Business programs are designed with busy professionals in mind. With self-paced online learning or virtually taught classrooms, work-life balance has never been easier.

Why wait? Enrol online today for a brighter future!

**ENROL NOW**



Hi {{contact.firstname}},

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Online learning can be the perfect choice for you

Even though life gets busy, you can advance your career goals and continue your education with flexible online learning options.

**Here's what Diane, a recent Business Administration graduate, had to say:**

*"Taking a course online was definitely a new experience for me and I wasn't quite sure how I was going to learn... but McMaster University Continuing Education really took care of that. The teachers were extremely interactive, they gave feedback online through the discussions, challenged your point of view and mentored you along the way."*

**Enjoy online learning to:**

- Learn from the comfort of your home
- Gain more time in your day
- Choose when and how you want to learn

Future-proof your career with an online certificate or diploma. Get started today!

**ENROL NOW**

# Results

## Persona Drip Campaigns – Business persona example

Email	Open Rate	CTR	Website Sessions	Pages/Session
Email 1	18.4%	2%	312	3.84
Email 2	18.5%	2%	404	2.24
Email 3	16.7%	1.3%	275	2.38
Email 4	25.6%	1.8%	322	3.76
Email 5	15.6%	0.6%	88	3.89
Email 6	15.6%	0.5%	252	2.29
Email 7	25.8%	0.7%	227	2.09
Email 8	28.5%	1%	323	2.14
Email 9	21.4%	0.9%	283	2.69
Email 10	19.5%	0.4%	82	3.60
Grand Total	20.56%	1.12%	2.568	2.90

### Key Highlights:

- The persona campaigns have proven to be a strong driver of website traffic, keeping our audience engaged and our brand top-of-mind
- Email 8 has resulted in the highest **open rate** of **28.5%** and a high number of **website sessions**
- Emails 1 and 2 have resulted in the highest **click-through rates** of **2%**; Email 2 saw the highest number of **website sessions** (**404**)



# Impact

## Key takeaways and learnings

- The general drip campaign helps individuals with their decision-making by providing an overview of all available programs
- Program-specific drip campaigns have been a top performer so far and exceed average email open rate and click-through rate benchmarks
- The persona campaigns have proven to be a strong driver of website traffic, keeping our audience engaged and our brand top-of-mind
- Overall, creating segmented drip campaigns has allowed us the ability to reach potential students and keep them engaged with our brand on an ongoing basis
- Test and learn opportunities to apply to future drip campaigns:
  - A/B testing to determine optimal subject lines, CTAs, colours and email formats
  - Continued copy optimization to keep content fresh and relevant for consumers



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