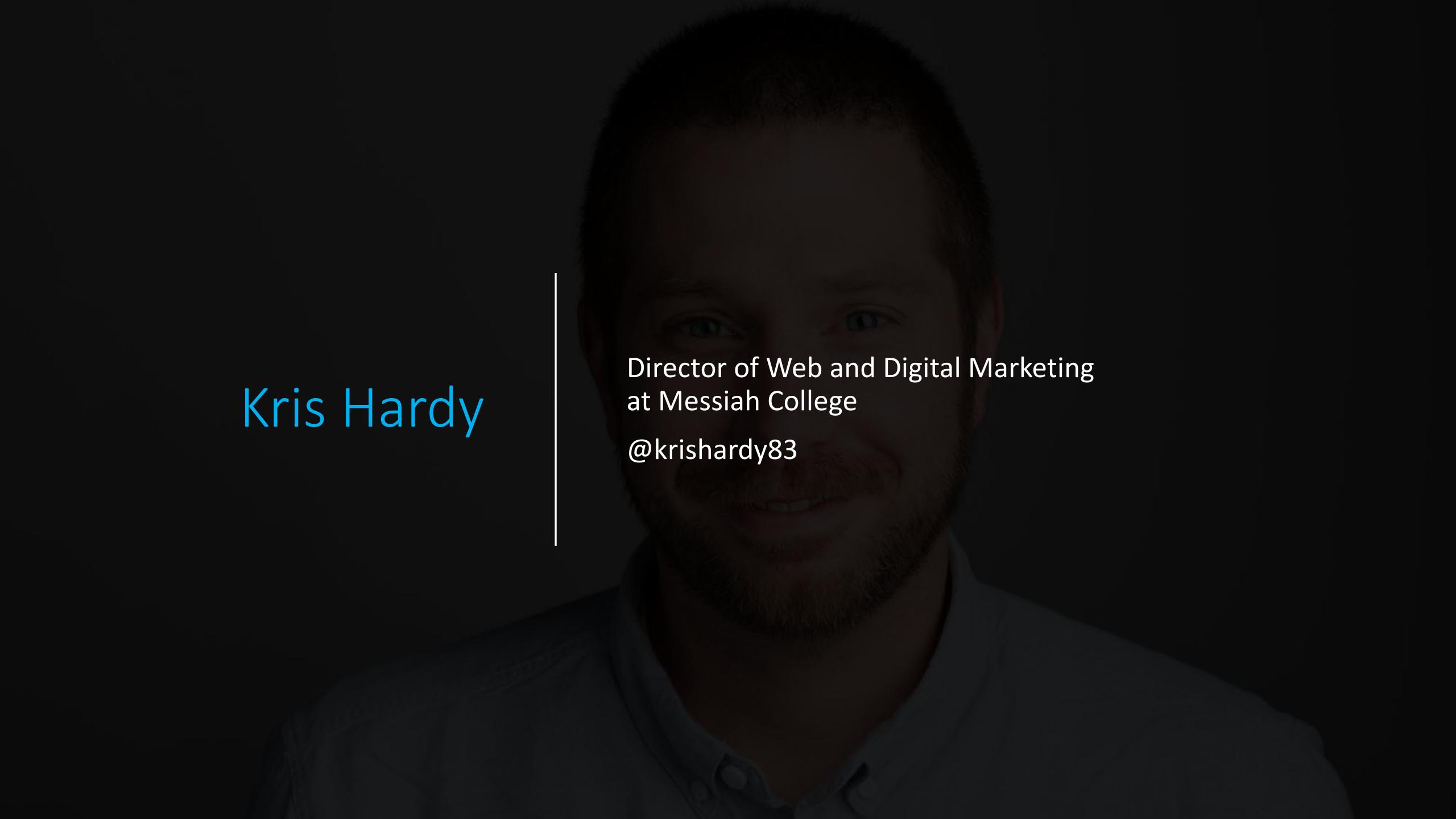




MEET SARAH

HOW A CRM CHANGED HOW WE DO E-RECRUITMENT

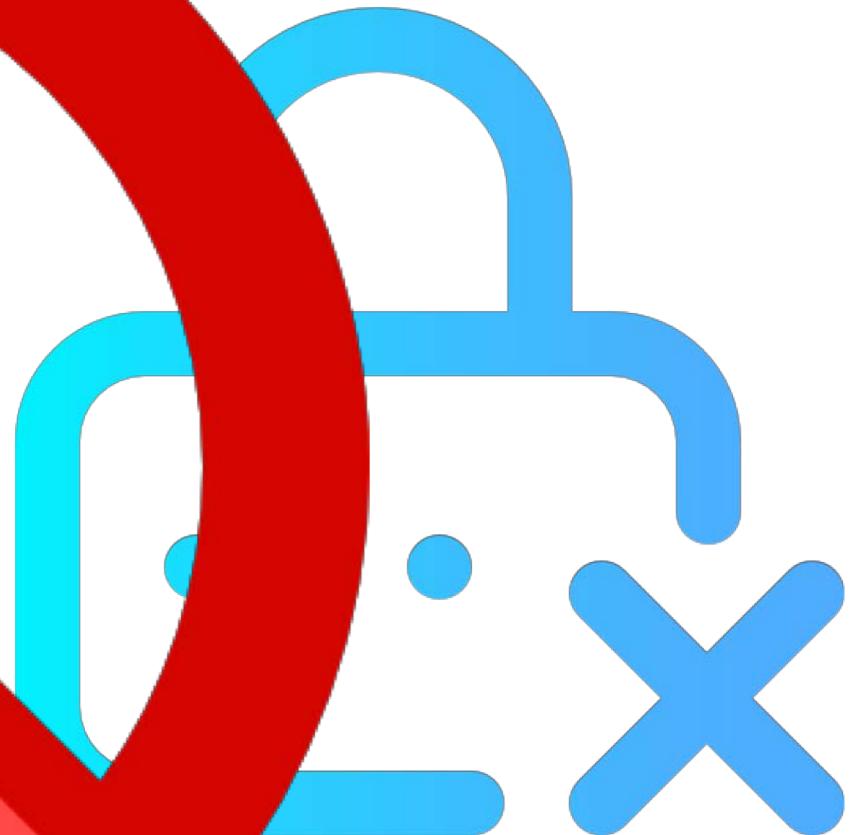


Kris Hardy

Director of Web and Digital Marketing
at Messiah College
[@krishardy83](https://twitter.com/krishardy83)



The CRM is only a
tool for the
administrations team



What's a CRM

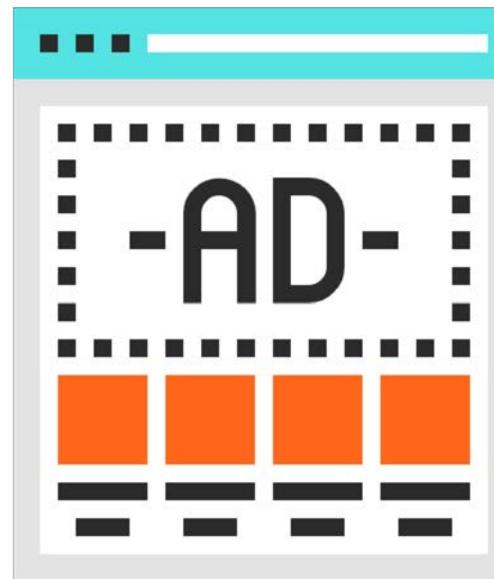
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers.



E-Recruitment Mediums



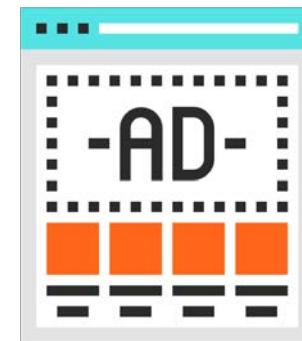
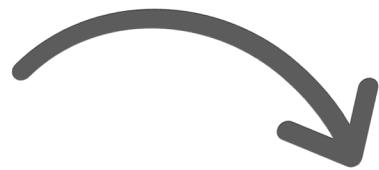
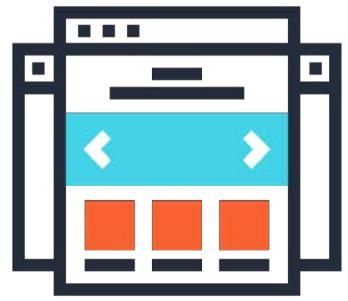
Public
Facing
Web



Digital
Marketing



Emails

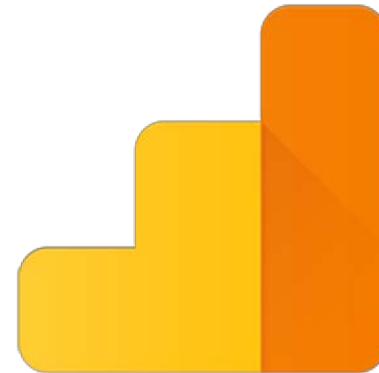


11/20 12:12:07 AM	Ping (+2, 3m 10s)	www.messiah.edu/info/21388/merit-based_assistance	Safari	📍 Lake Mary, FL, United States
11/20 12:08:14 AM	Ping (6s)	www.messiah.edu/info/21379/types_of_aid	Safari	📍 Lake Mary, FL, United States
11/20 12:08:08 AM	Ping (6s)	www.messiah.edu/info/21085/financial_aid	Safari	📍 Lake Mary, FL, United States
11/20 12:08:01 AM	Ping (1m 15s)	www.messiah.edu/info/21387/net_price_calculator/2288/net_price_c...	Safari	📍 Lake Mary, FL, United States
11/20 12:06:46 AM	Ping (2s)	www.messiah.edu/info/21387/net_price_calculator	Safari	📍 Lake Mary, FL, United States
11/20 12:06:04 AM	Ping (+1, 41s)	www.messiah.edu/info/22941/tuition_and_fees	Safari	📍 Lake Mary, FL, United States
11/20 12:05:45 AM	Ping (11s)	www.messiah.edu/info/22863/cost_and_aid	Safari	📍 Lake Mary, FL, United States
11/20 12:05:11 AM	Ping (5s)	www.messiah.edu/info/21199/cost_and_aid	Safari	📍 Lake Mary, FL, United States
11/20 12:05:04 AM	Email Link Clicked	Hannah, thanks for your interest in Messiah College www.messiah.edu/info/21199/cost_and_aid	Safari	📍 FL, United States
11/20 12:04:53 AM	Email Opened	Hannah, thanks for your interest in Messiah College	Safari	📍 FL, United States
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11/06 10:26:29 PM	Ping (+1, 8s)	www.messiah.edu/	Safari	📍 Lake Mary, FL, United States



When measuring the effectiveness
of your e-recruitment efforts

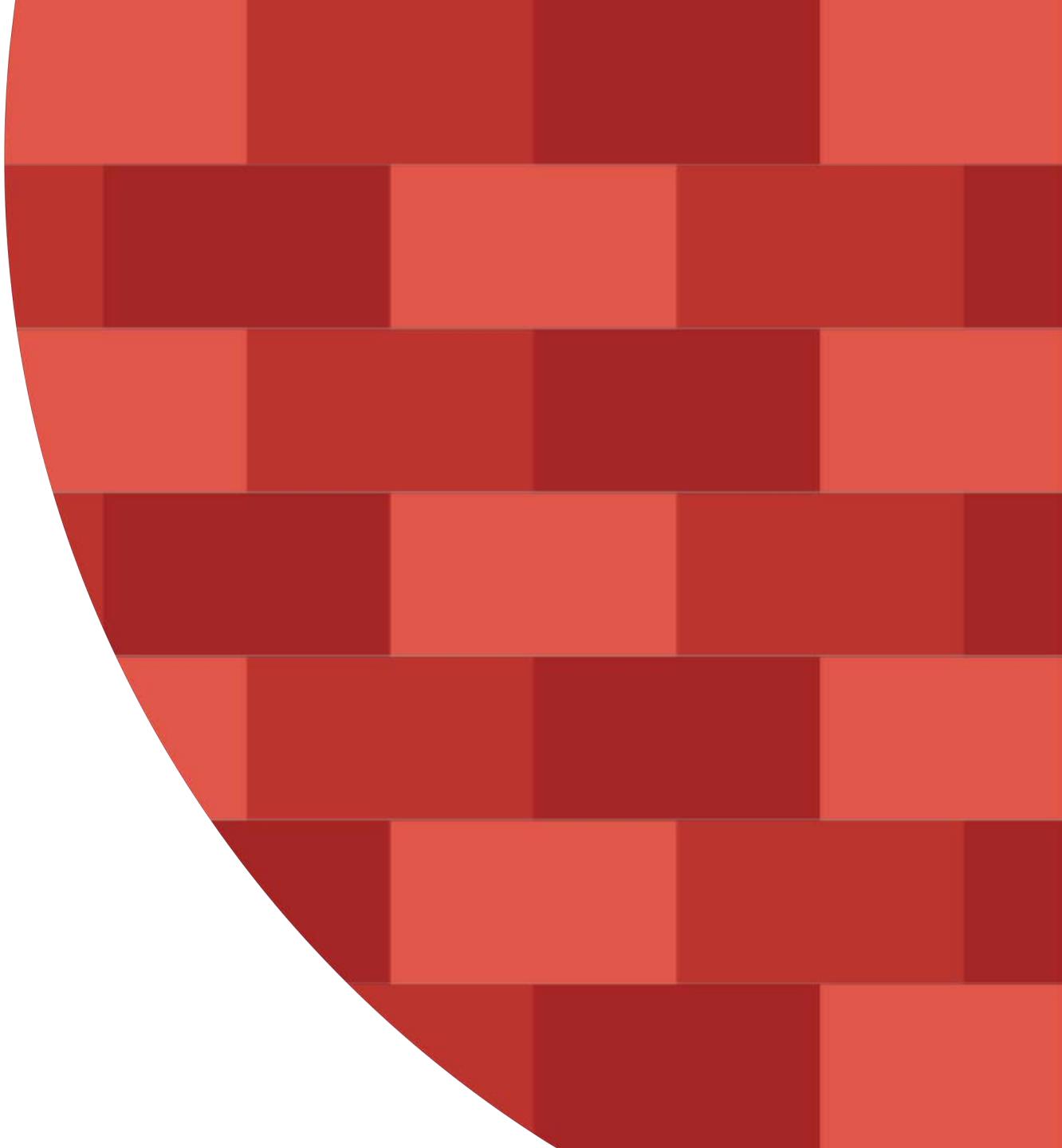


Google
Analytics

is becoming obsolete.

Weaknesses of Google Analytics

- Anonymous data
- Limited cross device tracking capabilities
- Data can't be used outside of Google products





ANONYMOUS DATA

Sessions

500

Thursday, September 6, 2018
Sessions: 292

... Sep 8 Sep 15 Sep 22 Sep 29

Primary Dimension: Campaign

Plot Rows

Secondary d

\$143.53 cost per lead

1.	business and leadership (display) gradfy19	338745555	7 (20.59%)
2.	conducting (search) gradfy19	622916145	7 (7.65%)
3.	occupational therapy (search) gradfy19	632075408	4 (4.71%)
4.	business and leadership (search) gradfy19	360858915	4 (11.76%)
5.	msn, rn, dnp (display) gradfy19	390693628	4 (11.76%)







HELLO, MY NAME IS...

Slate - GRAD lead status report



SHARE

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

	A	B	C	E	F	G	H	I	J
1	Created	Interest level	Stage	Program	Subject Area	Campaign	Source	Medium	Ad group
2	9/30/18 11:05	Not Eligible/Interested	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy18	google	cpc	Conducting - Si
3	9/29/18 12:28	Bad	Inquiry	Organizational	Business & Stra	Business and leadership (Display) gragoogle		cpc	keyword
4	9/29/18 10:48	Bad	Inquiry	Strategic Leade	Business & Stra	Business and leadership (Display) gragoogle		cpc	keyword
5	9/27/18 0:42	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
6	9/26/18 13:07	Moderate	Inquiry	Master of Occu	Master of Occu	Occupational Therapy (Search) gradf	google	cpc	Occupational T
7	9/24/18 14:04	High	Applicant	Master of Occu	Master of Occu	Occupational Therapy	facebook lead ad	cpc	
8	9/23/18 5:40	Bad	Inquiry	Organizational	Business & Stra	Business and leadership (Display) gragoogle		cpc	keyword
9	9/22/18 4:31	Moderate	Inquiry	MSN- Nurse Ed	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
10	9/21/18 17:06	Bad	Inquiry	Organizational	Business & Stra	Business and Leadership (Search) gragoogle		cpc	Business and Le
11	9/17/18 11:35	Moderate	Inquiry	Master of Occu	Master of Occu	Occupational Therapy (Search) gradf	google	cpc	Occupational T
12	9/13/18 21:01	Future	Inquiry	DNP- Family N	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
13	9/13/18 15:33	Not Eligible/Interested	Inquiry	Master of Occu	Master of Occu	Occupational Therapy	facebook lead ad	cpc	
14	9/13/18 12:24	Not Eligible/Interested	Inquiry	Digital Marketi	Business & Stra	Business and leadership (Display) gragoogle		cpc	keyword
15	9/13/18 9:24	Moderate	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
16	9/12/18 18:14	Not Eligible/Interested	Inquiry	Management	Business & Stra	Business and Leadership (Search) gragoogle		cpc	Business and Le
17	9/10/18 13:31	Not Eligible/Interested	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
18	9/9/18 12:50	Moderate	Inquiry	MA Counseling	Counseling	Counseling (Search) gradfy19	google	cpc	Counseling
19	9/9/18 6:48	Bad	Inquiry	MBA- Manager	Business & Stra	Business and leadership (Display) gragoogle		cpc	in-market
20	9/8/18 23:06	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
21	9/8/18 12:41	Bad	Inquiry	MBA- Manager	Business & Stra	Business and leadership (Display) gragoogle		cpc	keyword
22	9/6/18 23:06	Bad	Inquiry	CAGS- Nursing	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
23	9/6/18 14:26	Bad	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
24	9/6/18 14:25	Not Eligible/Interested	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
25	9/4/18 12:51	Not Eligible/Interested	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
26	9/3/18 7:50	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
27	9/2/18 20:39	Bad	Inquiry	Bridge RN to M	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords



Sept. 2018

August 2018

July 2018

June 2018

May 2018

April 2018

March 2018

Feb. 2018

Jan. 2018



Explore

\$143.53
cost per lead

~~\$143.53~~

\$1064.79

cost per lead



Slate - GRAD lead status report



SHARE

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

	A	B	C	E	F	G	H	I	J
1	Created	Interest level	Stage	Program	Subject Area	Campaign	Source	Medium	Ad group
2	9/30/18 11:05	Not Eligible/Interested	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy18	google	cpc	Conducting - Si
3	9/29/18 12:28	Bad	Inquiry	Organizational	Business & Stra	Business and leadership (Display) grag	google	cpc	keyword
4	9/29/18 10:48	Bad	Inquiry	Strategic Leade	Business & Stra	Business and leadership (Display) grag	google	cpc	keyword
5	9/27/18 0:42	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
6	9/26/18 13:07	Moderate	Inquiry	Master of Occu	Master of Occu	Occupational Therapy (Search) gradf	google	cpc	Occupational T
7	9/24/18 14:04	High	Applicant	Master of Occu	Master of Occu	Occupational Therapy	facebook lead ad	cpc	
8	9/23/18 5:40	Bad	Inquiry	Organizational	Business & Stra	Business and leadership (Display) grag	google	cpc	keyword
9	9/22/18 4:31	Moderate	Inquiry	MSN- Nurse Ed	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
10	9/21/18 17:06	Bad	Inquiry	Organizational	Business & Stra	Business and Leadership (Search) grag	google	cpc	Business and L
11	9/17/18 11:35	Moderate	Inquiry	Master of Occu	Master of Occu	Occupational Therapy (Search) gradf	google	cpc	Occupational T
12	9/13/18 21:01	Future	Inquiry	DNP- Family N	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
13	9/13/18 15:33	Not Eligible/Interested	Inquiry	Master of Occu	Master of Occu	Occupational Therapy	facebook lead ad	cpc	
14	9/13/18 12:24	Not Eligible/Interested	Inquiry	Digital Marketi	Business & Stra	Business and leadership (Display) grag	google	cpc	keyword
15	9/13/18 9:24	Moderate	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
16	9/12/18 18:14	Not Eligible/Interested	Inquiry	Management	Business & Stra	Business and Leadership (Search) grag	google	cpc	Business and L
17	9/10/18 13:31	Not Eligible/Interested	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
18	9/9/18 12:50	Moderate	Inquiry	MA Counseling	Counseling	Counseling (Search) gradfy19	google	cpc	Counseling
19	9/9/18 6:48	Bad	Inquiry	MBA- Manager	Business & Stra	Business and leadership (Display) grag	google	cpc	in-market
20	9/8/18 23:06	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
21	9/8/18 12:41	Bad	Inquiry	MBA- Manager	Business & Stra	Business and leadership (Display) grag	google	cpc	keyword
22	9/6/18 23:06	Bad	Inquiry	CAGS- Nursing	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords
23	9/6/18 14:26	Bad	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
24	9/6/18 14:25	Not Eligible/Interested	Inquiry		Conducting	Conducting	facebook lead ad	cpc	
25	9/4/18 12:51	Not Eligible/Interested	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
26	9/3/18 7:50	Moderate	Inquiry	MM Conductin	Conducting	Conducting (Search) gradfy19	google	cpc	Conducting
27	9/2/18 20:39	Bad	Inquiry	Bridge RN to M	Nursing	MSN, RN, DNP (Display) gradfy19	google	cpc	keywords



Sept. 2018

August 2018

July 2018

June 2018

May 2018

April 2018

March 2018

Feb. 2018

Jan. 2018

Explore



Messiah College Campaign URL Builder

Please remember to document any campaign URLs you create [here](#). Contact khardy@messiah.edu if you need access to the Google doc.

Website URL

www.messiah.edu

Campaign Source

google

Campaign Medium

cpc

Campaign Name

open-house-display-undergradfy19

Campaign Term

Campaign Content

Add UTM

CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

Campaign CTA

Student type

www.messiah.edu?utm_source=google&utm_medium=cpc&utm_campaign=open-house-display-undergradfy19

Campaign Content

Add UTM

CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

Campaign CTA



Student type



www.messiah.edu?utm_source=google&utm_medium=cpc&utm_campaign=open-house-display-undergradfy19

Campaign Content

Add UTM

 CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

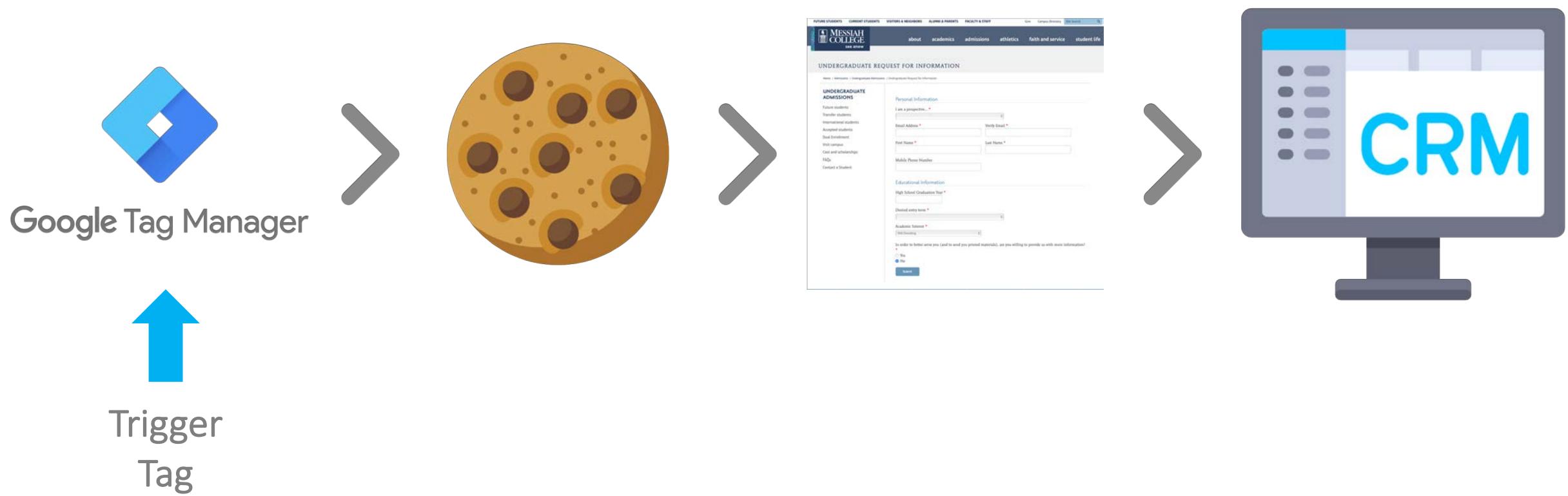
Campaign CTA

Student type

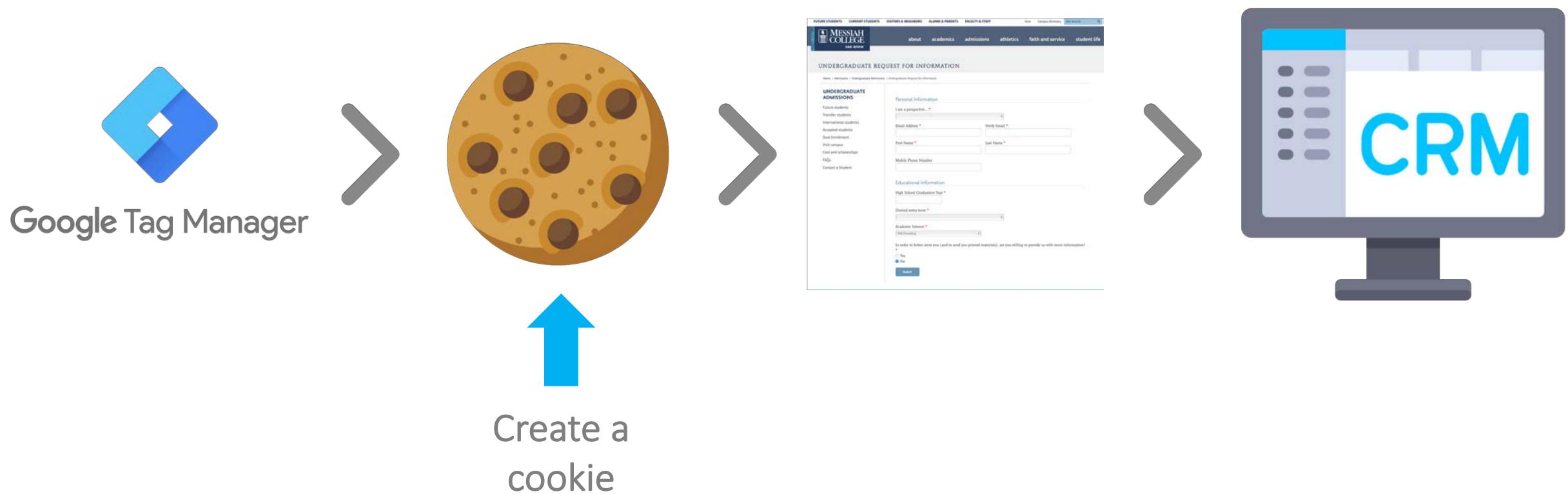
www.messiah.edu?

utm_source=google&utms_source=google&utm_medium=cpc&utms_medium=cpc&utm_campaign=open-house-display-undergradfy19&utms_campaign=open-house-display-undergradfy19

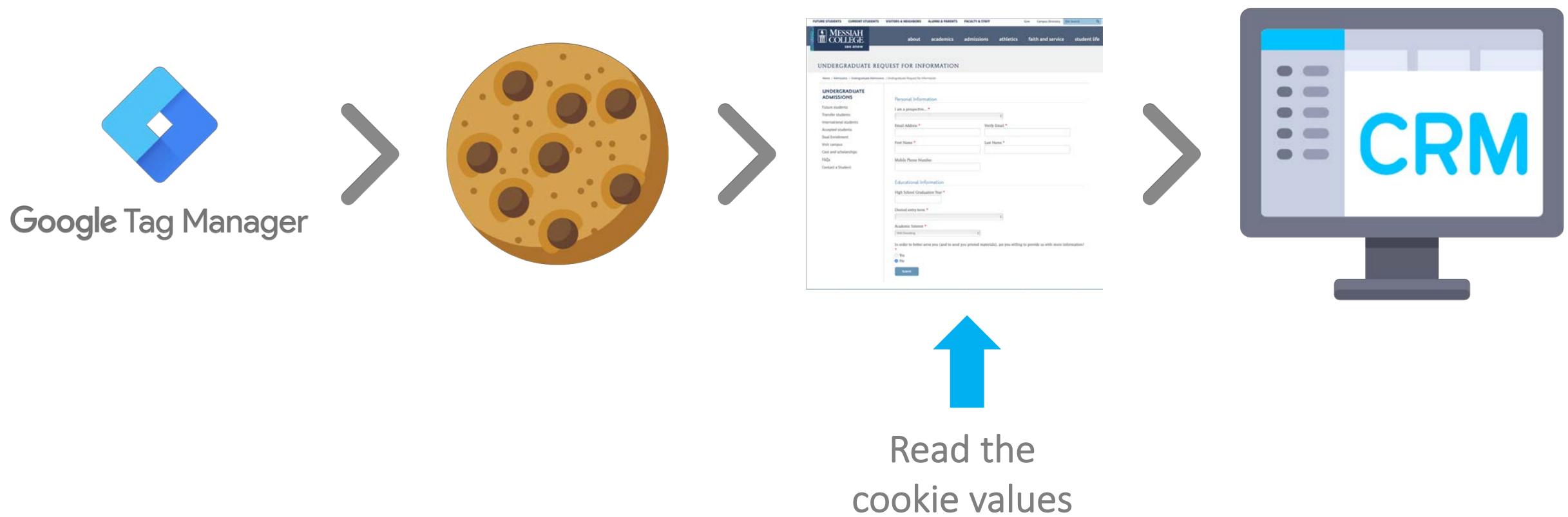
How it works



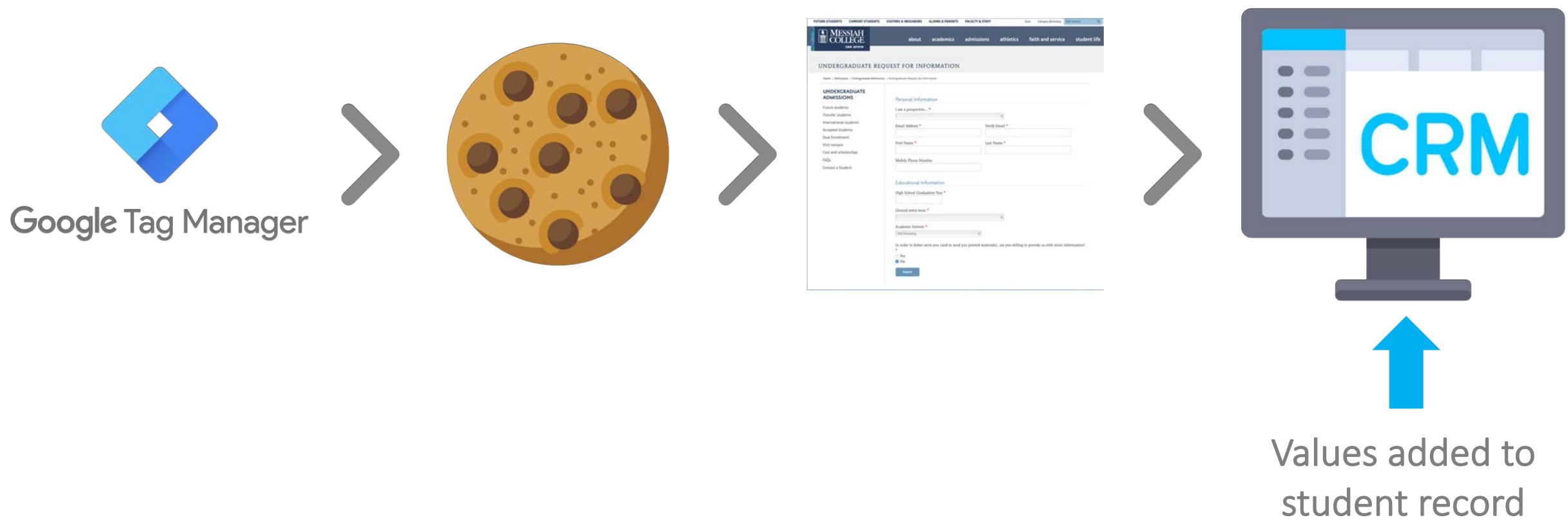
How it works



How it works



How it works





Behavioral Modeling



Interactions



Algorithm

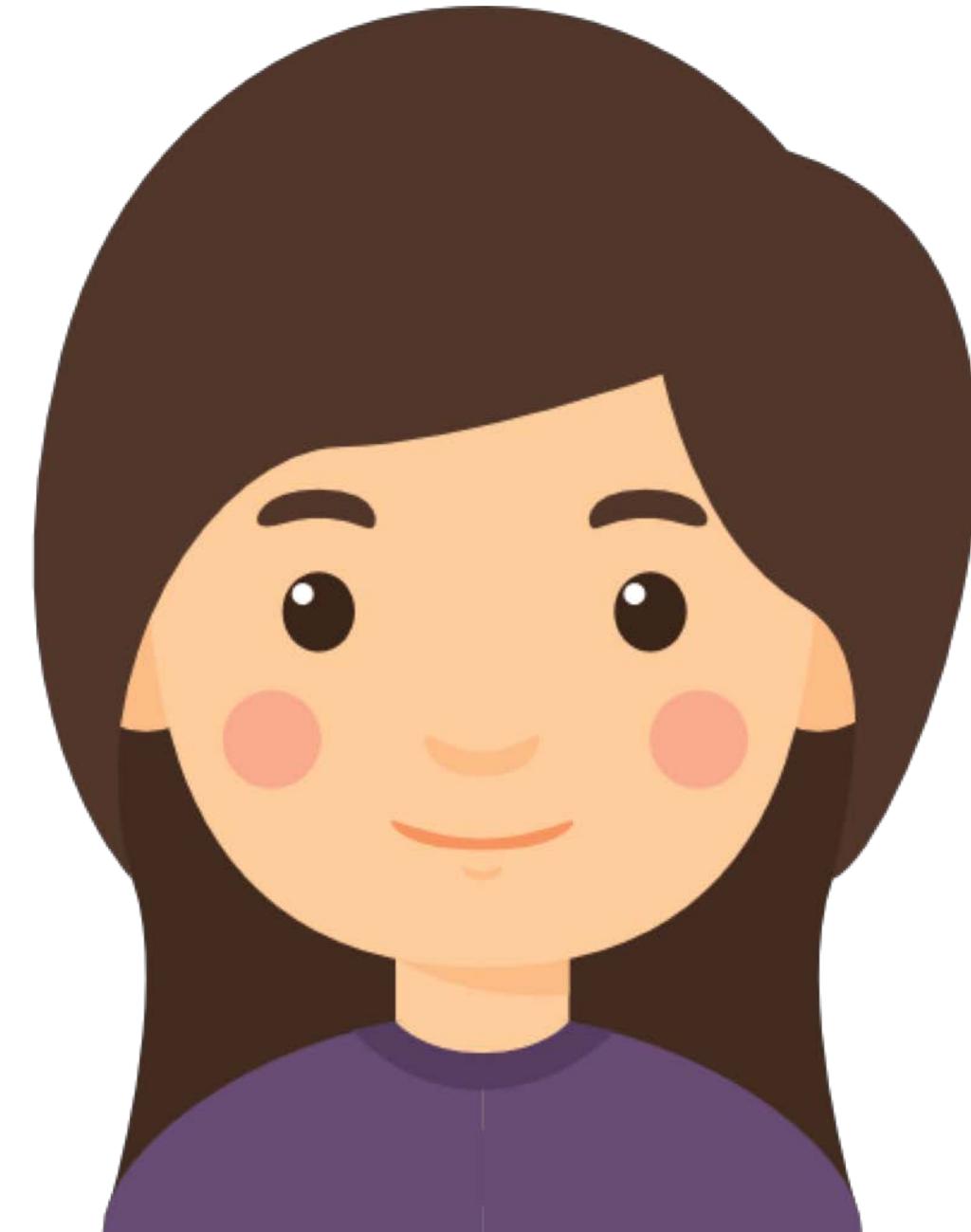


Modeled
List

Cross Device Tracking



11/27 8:31:04 PM	Email Opened	Hannah, thanks for your interest in Messiah College		iPhone	FL, United States
11/27 8:30:37 PM	Ping (28s)	www.messiah.edu/info/21321/lodging		iPhone	Lake Mary, FL, United States
11/27 8:30:08 PM	Ping (1m 10s)	www.messiah.edu/individual-visit		iPhone	Lake Mary, FL, United States
11/27 8:28:57 PM	Ping (15s)	www.messiah.edu/info/21343/visit_campus		iPhone	Lake Mary, FL, United States
11/27 8:28:41 PM	Ping (11s)	www.messiah.edu/future-students		iPhone	Lake Mary, FL, United States
11/27 8:28:30 PM	Ping (18s)	www.messiah.edu/		iPhone	Lake Mary, FL, United States
11/24 12:55:50 AM	Ping (2s)	www.messiah.edu/info/21909/human_development_and_family_science...		Safari	Lake Mary, FL, United States
11/24 12:55:48 AM	Ping (6s)	www.messiah.edu/family_and_consumer_sciences_major_with_k-12_tea...		Safari	Lake Mary, FL, United States
11/24 12:55:41 AM	Ping (19s)	www.messiah.edu/majors-minors-programs		Safari	Lake Mary, FL, United States
11/24 12:55:18 AM	Ping	www.messiah.edu/site/scripts/google_results.php?q=student+handbo...		Safari	Lake Mary, FL, United States
11/21 7:07:00 PM	Ping (+2)	www.messiah.edu/info/21909/human_development_and_family_science...		Chrome	Lake Mary, FL, United States
11/21 4:54:27 PM	Ping (+1, 40s)	www.messiah.edu/info/20852/student_handbook		Safari	Lake Mary, FL, United States
11/21 4:48:05 PM	Ping (36s)	www.messiah.edu/info/20258/worship		Safari	Lake Mary, FL, United States
11/21 4:47:28 PM	Ping (2s)	www.messiah.edu/info/20257/ministry_opportunities		Safari	Lake Mary, FL, United States
11/21 4:47:26 PM	Ping (7s)	www.messiah.edu/info/20228/spiritual_life		Safari	Lake Mary, FL, United States
11/21 4:47:18 PM	Ping (12s)	www.messiah.edu/info/20008/student_life		Safari	Lake Mary, FL, United States
11/21 4:47:05 PM	Ping (+2, 1m 25s)	www.messiah.edu/info/21000/chapel_schedule		Safari	Lake Mary, FL, United States
11/21 4:46:33 PM	Ping (7s)	www.messiah.edu/info/20989/worship_opportunities		Safari	Lake Mary, FL, United States
11/21 4:45:59 PM	Ping (3s)	www.messiah.edu/info/22201/tuesday_evening_chapel		Safari	Lake Mary, FL, United States
11/21 4:45:25 PM	Ping (10s)	www.messiah.edu/info/20994/chapel		Safari	Lake Mary, FL, United States
11/21 4:45:14 PM	Ping (+2, 6m 20s)	www.messiah.edu/info/20014/our_campus		Safari	Lake Mary, FL, United States
11/21 4:39:32 PM	Ping (2m 58s)	www.messiah.edu/academics		Safari	Lake Mary, FL, United States
11/21 4:36:34 PM	Ping (+1, 2m 8s)	www.messiah.edu/		Safari	Lake Mary, FL, United States
11/21 4:14:27 PM	Email Opened	Hannah, thanks for reaching out!			iPhone FL, United States
11/21 4:10:50 PM	Ping (27s)	www.messiah.edu/info/21087/choose_a_major/64/career_planning_for...		Chrome	Lake Mary, FL, United States
11/21 4:08:29 PM	Ping (9s)	www.messiah.edu/family_and_consumer_sciences_major_with_k-12_tea...		Chrome	Lake Mary, FL, United States
11/21 4:08:19 PM	Ping (24s)	www.messiah.edu/majors-minors-programs?sm=undergraduate		Chrome	Lake Mary, FL, United States
11/21 4:07:53 PM	Ping (9m 18s)	www.messiah.edu/info/21343/visit_campus?fs7493		Chrome	Lake Mary, FL, United States
11/21 3:58:39 PM	Ping (28s)	www.messiah.edu/info/20240/area_information		Chrome	Lake Mary, FL, United States
11/21 3:58:01 PM	Ping (24s)	www.messiah.edu/site/custom_scripts/campus-map/index.html		Chrome	Lake Mary, FL, United States
11/21 3:57:01 PM	Ping (1m 39s)	www.messiah.edu/info/22478/transfer_ap_clep_courses/2107/apclepi...		Chrome	Lake Mary, FL, United States
11/21 3:55:21 PM	Ping (24s)	www.messiah.edu/info/22478/transfer_ap_clep_courses/2107/apclepi...		Chrome	Lake Mary, FL, United States



This is a story about how a
girl from Lakeland, FL
ended up on the Messiah
College campus.

11/19 11:24:10 PM	Ping (12s)	www.messiah.edu/info/21916/pre-counseling_and_therapy	Safari	📍 Lake Mary, FL, United States
11/19 11:23:56 PM	Ping (3s)	www.messiah.edu/info/21915/multicultural_families	Safari	📍 Lake Mary, FL, United States
11/19 11:23:53 PM	Ping (9s)	www.messiah.edu/info/21910/children_and_youth_services	Safari	📍 Lake Mary, FL, United States
11/19 11:23:43 PM	Ping (+3, 31s)	www.messiah.edu/human-development-and-family-science-major-penns...	Safari	📍 Lake Mary, FL, United States
11/19 11:19:39 PM	Ping (+1, 1m 22s)	www.messiah.edu/majors-minors-programs	Safari	📍 Lake Mary, FL, United States
11/19 11:19:18 PM	Ping (+2, 1m 30s)	www.messiah.edu/info/20698/off_campus_programs	Safari	📍 Lake Mary, FL, United States
11/19 11:18:29 PM	Ping (+3, 53s)	www.messiah.edu/info/20910/semester_long_programs	Safari	📍 Lake Mary, FL, United States
11/19 11:17:41 PM	Ping (+1, 6m 16s)	www.messiah.edu/homepage/1059/australia_studies_centre	Safari	📍 Lake Mary, FL, United States
11/19 11:10:59 PM	Ping (14s)	www.messiah.edu/homepage/2414/ciee_china	Safari	📍 Lake Mary, FL, United States
11/19 11:10:04 PM	Ping (4s)	www.messiah.edu/info/20030/academic_opportunities	Safari	📍 Lake Mary, FL, United States
11/19 11:09:59 PM	Ping (6m 32s)	www.messiah.edu/site/scripts/google_results.php?q=student+handbo...	Safari	📍 Lake Mary, FL, United States
11/19 11:03:27 PM	Ping (10s)	www.messiah.edu/info/20008/student_life	Safari	📍 Lake Mary, FL, United States
11/19 11:03:15 PM	Ping (1m 42s)	www.messiah.edu/info/20229/residence_life	Safari	📍 Lake Mary, FL, United States
11/19 11:01:58 PM	Ping (+1, 14s)	www.messiah.edu/	Safari	📍 Lake Mary, FL, United States
11/19 11:01:32 PM	Ping (7s)	www.messiah.edu/info/20228/spiritual_life	Safari	📍 Lake Mary, FL, United States
11/19 11:01:24 PM	Ping (6s)	www.messiah.edu/info/20227/campus_life	Safari	📍 Lake Mary, FL, United States
11/10 1:09:31 AM	Ping (+2, 12s)	www.messiah.edu/info/20852/student_handbook	Safari	📍 Lake Mary, FL, United States
11/10 12:57:27 AM	Ping (42s)	www.messiah.edu/info/20854/additional_resources/3310/code_of_con...	Safari	📍 Lake Mary, FL, United States
11/10 12:56:44 AM	Ping (3s)	www.messiah.edu/info/20722/expectations	Safari	📍 Lake Mary, FL, United States
11/10 12:56:40 AM	Ping (3s)	www.messiah.edu/info/20227/campus_life	Safari	📍 Lake Mary, FL, United States
11/10 12:56:36 AM	Ping (6s)	www.messiah.edu/info/20229/residence_life	Safari	📍 Lake Mary, FL, United States
11/10 12:56:29 AM	Ping (12s)	www.messiah.edu/family_and_consumer_sciences_major_with_k-12_tea...	Safari	📍 Lake Mary, FL, United States
11/09 3:42:55 PM	Ping (12s)	www.messiah.edu/info/20852/student_handbook	iPhone	📍 Lake Mary, FL, United States
11/09 3:42:42 PM	Ping (2m 2s)	www.messiah.edu/info/21480/philosophy_and_policy/2225/other_poli...	iPhone	📍 Lake Mary, FL, United States
11/09 3:40:40 PM	Ping (38s)	www.messiah.edu/info/21480/philosophy_and_policy/2225/other_poli...	iPhone	📍 Lake Mary, FL, United States
11/09 3:40:01 PM	Ping (6s)	www.messiah.edu/info/21480/philosophy_and_policy/2225/other_poli...	iPhone	📍 Lake Mary, FL, United States
11/09 3:39:54 PM	Ping (1m 21s)	www.messiah.edu/info/21480/philosophy_and_policy/2225/other_poli...	iPhone	📍 Lake Mary, FL, United States
11/09 3:38:33 PM	Ping (7s)	www.messiah.edu/info/21480/philosophy_and_policy/2225/other_poli...	iPhone	📍 Lake Mary, FL, United States
11/09 3:38:25 PM	Ping (21s)	www.messiah.edu/info/21480/philosophy_and_policy	iPhone	📍 Lake Mary, FL, United States
11/09 3:38:03 PM	Ping (8s)	www.messiah.edu/info/21460/residence_life	iPhone	📍 Lake Mary, FL, United States
11/09 3:37:54 PM	Ping (20s)	www.messiah.edu/info/20229/residence_life	iPhone	📍 Lake Mary, FL, United States
11/09 3:37:31 PM	Ping (+1, 47s)	www.messiah.edu/human-development-and-family-science-major-penns...	iPhone	📍 Lake Mary, FL, United States
11/06 10:26:29 PM	Ping (+1, 8s)	www.messiah.edu/	Safari	📍 Lake Mary, FL, United States

On November 5th at 7:02pm
Sarah's life changed forever...



Christian colleges

Google Search

I'm Feeling Lucky

Top-Ranked Christian College - Messiah College

Ad www.messiah.edu

85+ Accredited Undergraduate Degrees. Located in Central PA. Learn More.

\$3.62

November 5th at 7:02pm

Sarah visits 3 pages on our website

- Homepage (1m 17s)
- Program listing page (55s)
- Mission and identity page (1m 22s)

WHAT STUDENTS DID AFTER CLICKING

ACTION	SENIORS	JUNIORS	
Looked at information on a website	81%	81%	
Filled out a form to have information sent by postal mail	12%	19%	Down from 29% in 2017
Watched a video	18%	13%	Down from 28% and 31% in 2017
Filled out a form to receive a PDF brochure	8%	11%	
Registered to attend an event	9%	9%	
Called a phone number offered in the ad	2%	0%	
Nothing	2%	9%	



about

academics

admissions

athletics

faith and service

student life

[Home](#) / [Academics](#) / [Schools and departments](#) / [Department of Business](#) / [Academic programs](#) / [Accounting Bachelor Degree \(B.S.\)](#)**DEPARTMENT OF BUSINESS****Academic programs**[➤ Accounting \(B.S.\)](#)[Business Administration \(B.S.\)](#)[Economics \(B.A. or B.S.\)](#)[Economic Development \(B.A.\)](#)**Accounting at Messiah College**

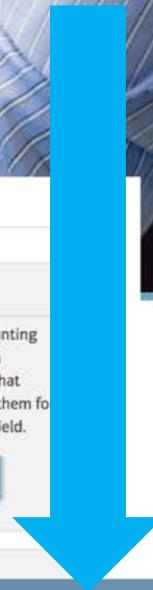
Prepare to become a Certified Public Accountant; enter the financial, corporate, personal or tax accounting field; or pursue auditing—all within a Christian perspective.

As a Messiah College accounting graduate, you will be in high demand by public accounting firms and national corporations, as well as small businesses. In fact, like more than 70 percent of our graduates, you may even find yourself accepting a job offer early in your senior year.

Accounting major distinctives

MAJOR

Students in the accounting major program take a selection of courses that successfully prepare them for a career in a related field.

[View courses](#)[Request Information](#)[Apply Today](#)[Visit Campus](#)[Chat Online](#)

FUTURE STUDENTS

CURRENT STUDENTS

VISITORS & NEIGHBORS

ALUMNI & PARENTS

FACULTY & STAFF

Campus Directory

Site Search



SEE IT NOW

about

academics

admissions

athletics

faith and service

student life

Interested in exploring Messiah College?

Here are a few ways you can connect with us:



VISIT
CAMPUS



APPLY
TODAY



REQUEST
INFO



CHAT
ONLINE



MAJORS & MINORS



VISIT CAMPUS



TUITION & AID



APPLY



REQUEST INFO

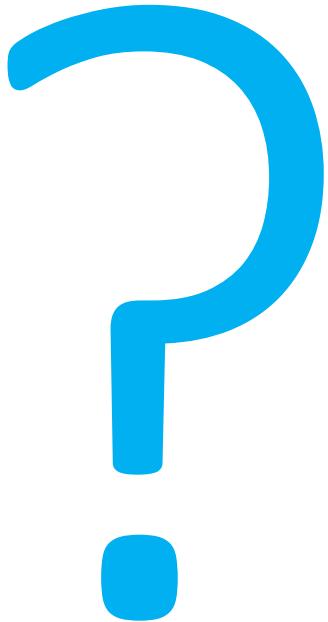


PAY DEPOSIT

WHAT DO YOU WANT TO STUDY?

Chat with admissions

34%
of campaign
conversions are a
direct result of
users clicking on
the lightbox or
“sticky” bar.



How did we make this
happen?



Messiah College Campaign URL Builder

Please remember to document any campaign URLs you create [here](#). Contact khardy@messiah.edu if you need access to the Google doc.

Website URL

www.messiah.edu

Campaign Source

google

Campaign Medium

cpc

Campaign Name

open-house-display-undergradfy19

Campaign Term

Campaign Content

Add UTM

CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

Campaign CTA

Student type

www.messiah.edu?utm_source=google&utm_medium=cpc&utm_campaign=open-house-display-undergradfy19

Campaign Content

Add UTM

CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

Campaign CTA

UG - Lead generation

UG - Visit Campus

Student type

www.messiah.edu?

utm_source=facebook&utm_medium=CPC&utm_campaign=messiah%20college%20-%20undergrad%20request%20info%20(juniors%20-%20fall%202017)%20-%20undergradfy18

Campaign Content

Add UTM

CRM Tracking *note - only check this box if your campaign is a lead generation campaign.

Campaign CTA

UG - Lead generation

Student type

www.messiah.edu?
utm_source=facebook&utm_medium=CPC&utm_campaign=messiah%20college%20-%20undergrad%20request%20info%20(juniors%20-%20fall%202017)%20-%20undergradfy18&cta=1



How it works



@krishardy83

Google Tag Manager

#HEA18

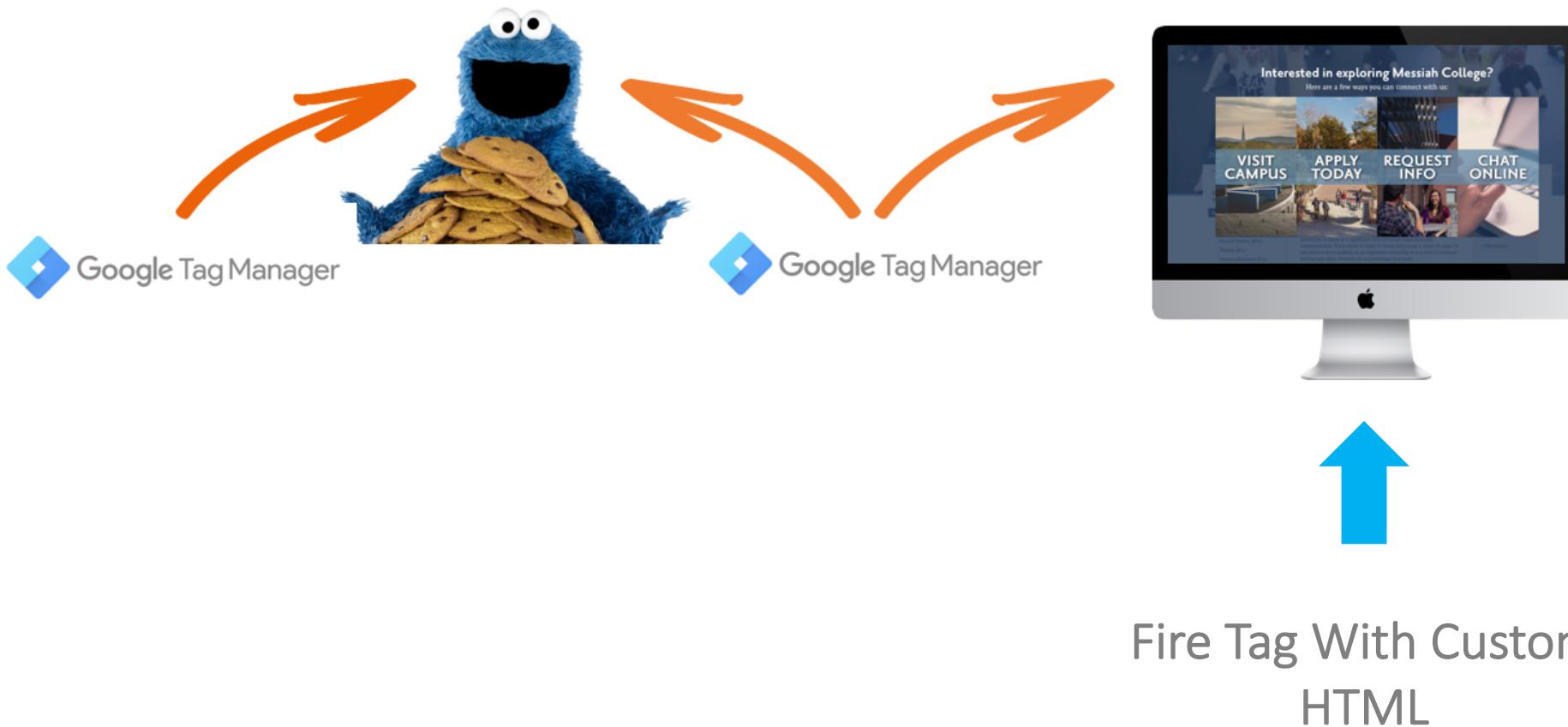
How it works



How it works



How it works





Google Ads



Visit campus

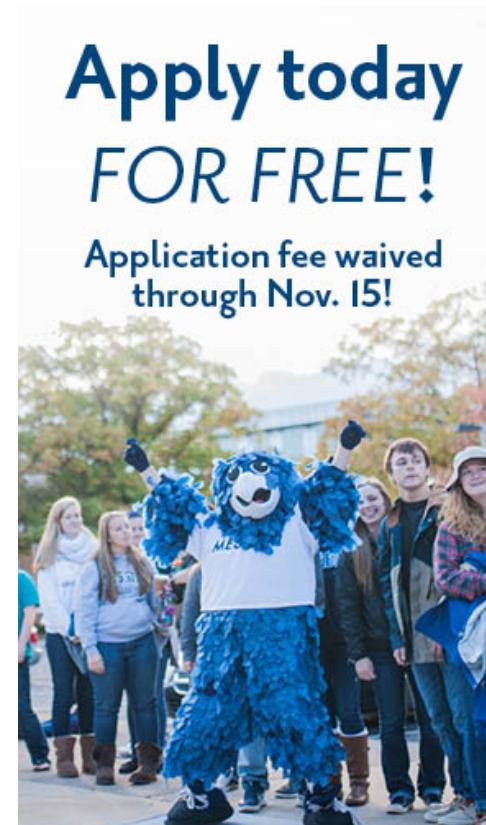
[LEARN MORE](#)

MESSIAH COLLEGE see anew

98%
OF MESSIAH
GRADUATES ARE
employed
or in **graduate**
school within
6–9 months
of graduation

[VISIT OUR WEBSITE](#)

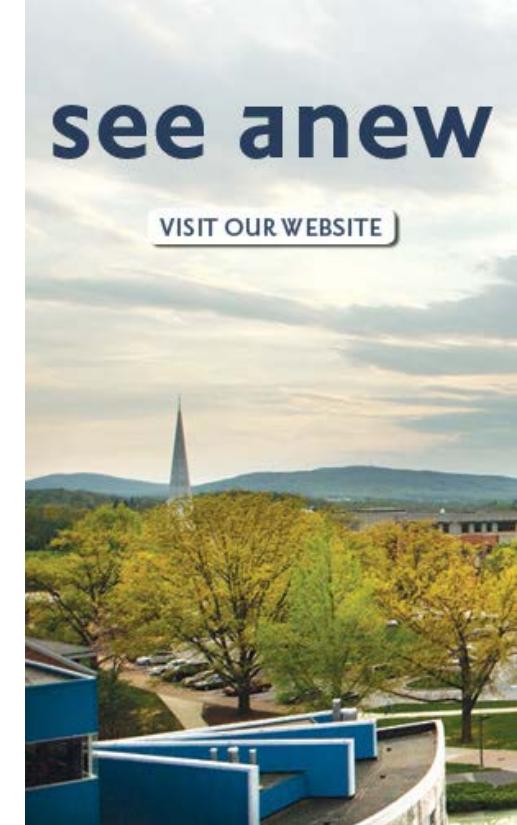
MESSIAH COLLEGE see anew



Apply today
FOR FREE!

Application fee waived
through Nov. 15!

MESSIAH COLLEGE see anew



see anew

[VISIT OUR WEBSITE](#)

MESSIAH COLLEGE

Between Nov. 5th and Nov. 18th Sarah returned to our website 3 times.

She spent around 40 minutes on our website and visited 26 total pages.

- Homepage
- Academic program listing page
- Academic program pages
- Residence life
- Student handbook
- Campus life

She visited on multiple different devices

November 19th at 11:01pm

Sarah spends 45 minutes on our site and visits 37 pages.

- Academic programs
- Off campus programs
- Visit opportunities
- And...



UNDERGRADUATE REQUEST FOR INFORMATION

[Home](#) / [Admissions](#) / [Undergraduate Admissions](#) / [Undergraduate Request for Information](#)

UNDERGRADUATE ADMISSIONS

- [Future students](#)
- [Transfer students](#)
- [International students](#)
- [Accepted students](#)
- [Dual Enrollment](#)
- [Visit campus](#)
- [Cost and scholarships](#)
- [FAQs](#)
- [Contact a Student](#)

Tell us more about yourself!

Please complete the short response form below so that we can learn more about you and customize future communication to your personal goals and interests. We look forward to connecting with you!

Personal Information

I am a prospective... *

Email Address *

Verify Email *

First Name *

Last Name *

Mobile Phone Number

Educational Information

High School Graduation Year *

Desired entry term *

Academic Interest *

In order to better serve you (and to send you printed materials), are you willing to provide us with more information?

*

- Yes
- No

SHORTER IS SWEETER

50% of seniors and 41% of juniors have abandoned a form because of how much information was required.

2018 e-expectations report trend report



[Accepted students](#)
[Dual Enrollment](#)
[Visit campus](#)
[Cost and scholarships](#)
[FAQs](#)
[Contact a Student](#)

I am a prospective... *

Email Address *

Verify Email *

First Name *

Last Name *

Mobile Phone Number

Educational Information

High School Graduation Year *

Desired entry term *

Academic Interest *

In order to better serve you (and to send you printed materials), are you willing to provide us with more information?

*

Yes

No

- *
- Yes
 No

Additional Contact Information

Mailing Address

Country

Street

City

State

Postal Code

Home phone (if different than mobile)

Last Name (Primary Parent/Legal Guardian)

First Name (Primary Parent/Legal Guardian)

Parent Type

Email (Primary Parent/Legal Guardian)

Biographical Information

Gender

Date of birth

[APPLY](#)
[VISIT](#)
[GIVE](#)

Before requesting information Sarah
spent around **1.5 hours** on our
website and visited **63 pages**



20 minutes after completing the form...

Sarah gets an email, opens it, clicks the link and spends an additional **13 minutes** on our website viewing **24 different** pages.



From the Office of
Undergraduate Admissions

Marykate, thank you for your interest in Messiah College!

An admission counselor will be in touch shortly to answer any questions you may have about Messiah.

Feel free to contact us at **717-691-6000**.

Find out more about Messiah College:



Apply
Now



Chat
Online



Cost
& Aid

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION



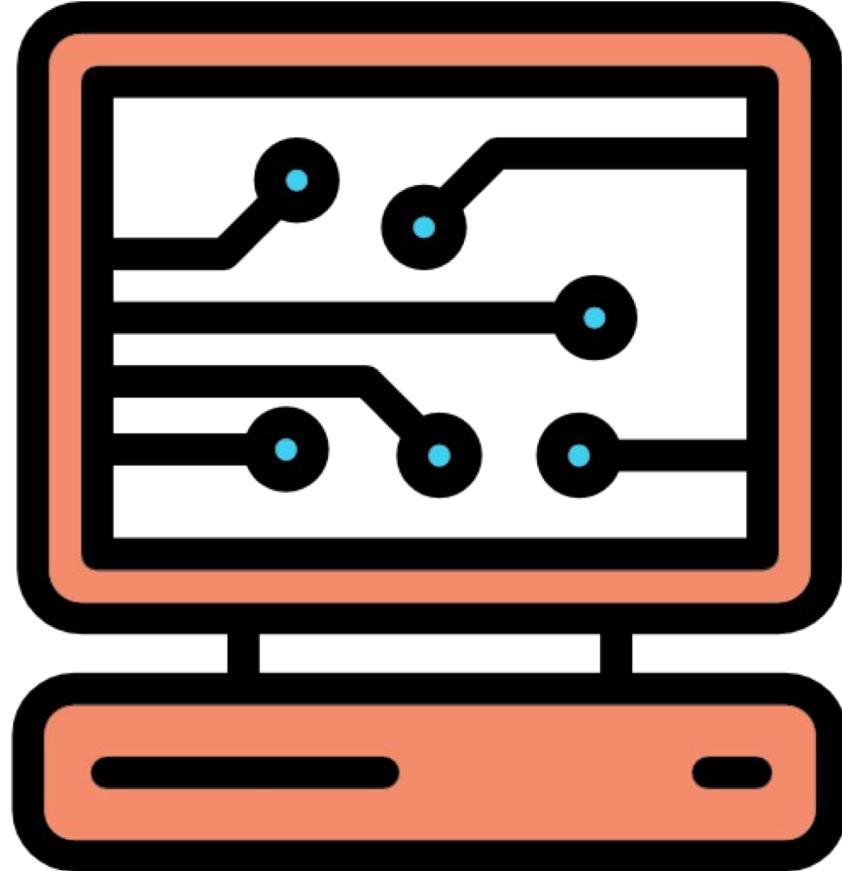
One College Avenue
Mechanicsburg, PA 17055
717-766-2511



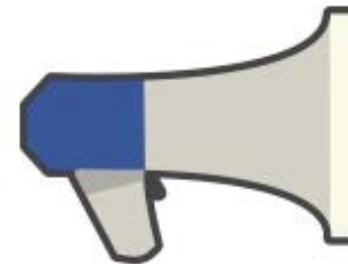
View all social media

Now we know more about Sarah

- Start term
- Programs of interest
- Extracurricular activities
- High School



Marketing
Automation



facebook
Ads





messiahcollege
Sponsored



APPLY TODAY *for FREE*

Get a kick start on applying to college! Enjoy peace of mind and a waived application fee. Start your application today!



Learn More

...

[Refresh preview](#) • [Report a problem with this preview](#)

Instagram



messiahcollege
Sponsored

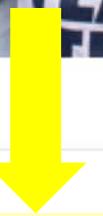
...



[Learn More](#)



messiahcollege Senioritis? Connect with your
Messiah College admissions counselor to finalize
your next big adventure!



[Refresh preview](#) • [Report a problem with this preview](#)

Less than 24 hours after requesting information

Sarah gets an email
from her
admissions
counselor with next
steps.

Thank you for requesting information about Messiah College! My name is Elizabeth and I am reaching out to introduce myself as your admissions counselor. As you navigate your college search, I am excited to serve you and will be happy to answer any of your questions along the way. Messiah provides a transformational college experience in which you will be challenged academically, have opportunities to engage in student life and enrichment opportunities, and grow in your Christian faith.

Here are a few ways to find your place at Messiah College:

- Schedule your visit to campus for an [open house](#), [individual visit](#), or [overnight experience](#). I hope to meet you soon!
- Explore the expansive [list of majors and minors](#) offered at Messiah.
- Messiah is [accepting applications](#) for the fall 2018 semester and we have waived the \$50 application fee for you. You can apply online for free and have a decision within 2-3 weeks of submitting all your application materials.

I am here for you! If I can be of any help to you throughout your college search and application process, please do not hesitate to contact me by phone or email (+1 717-691-6000).

I hope to hear from you soon and look forward to receiving your [Messiah College application](#)!

Best,

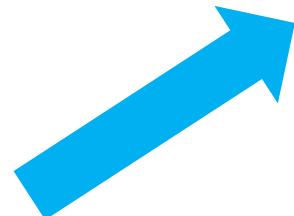
Elizabeth

Elizabeth Arias
Admissions Counselor, Coordinator of Multicultural Scholarship Days
+1 717-691-6000



Option 1 – Web Inquiry

I see that you recently requested information about Messiah College. My name is (counselor name) and I am reaching out to introduce myself as your admissions counselor...



Sarah,

Thank you for requesting information about Messiah College! My name is Elizabeth and I am reaching out to introduce myself as your admissions counselor. As you navigate your college search, I am excited to serve you and will be happy to answer any of your questions along the way. Messiah provides a transformational college experience in which you will be challenged academically, have opportunities to engage in student life and enrichment opportunities, and grow in your Christian faith.

Here are a few ways to find your place at Messiah College:

- Schedule your visit to campus for an [open house](#), [individual visit](#), or [overnight experience](#). I hope to meet you soon!
- Explore the expansive list of [majors and minors](#) offered at Messiah.
- Messiah is [accepting applications](#) for the fall 2018 semester and we have waived the \$50 application fee for you. You can apply online for free and have a decision within 2-3 weeks of submitting all your application materials.

I am here for you! If I can be of any help to you throughout your college search and application process, please do not hesitate to contact me by phone or email (+1 717-691-6000).

I hope to hear from you soon and look forward to receiving your [Messiah College application](#)!

Best,

Elizabeth

Elizabeth Arias

Admissions Counselor, Coordinator of Multicultural Scholarship Days

+1 717-691-6000



Option 2 – Visit registration

Thank you for registering for a campus visit! My name is (counselor name) and I am reaching out to introduce myself as your admissions counselor...

Thank you for requesting information about Messiah College! My name is Elizabeth and I am reaching out to introduce myself as your admissions counselor. As you navigate your college search, I am excited to serve you and will be happy to answer any of your questions along the way. Messiah provides a transformational college experience in which you will be challenged academically, have opportunities to engage in student life and enrichment opportunities, and grow in your Christian faith.

Here are a few ways to find your place at Messiah College:

- Schedule your visit to campus for an [open house](#), [individual visit](#), or [overnight experience](#). I hope to meet you soon!
- Explore the expansive list of [majors and minors](#) offered at Messiah.
- Messiah is [accepting applications](#) for the fall 2018 semester and we have waived the \$50 application fee for you. You can apply online for free and have a decision within 2-3 weeks of submitting all your application materials.

I am here for you! If I can be of any help to you throughout your college search and application process, please do not hesitate to contact me by phone or email (+1 717-691-6000).

I hope to hear from you soon and look forward to receiving your [Messiah College application](#)!

Best,

Elizabeth

Elizabeth Arias
Admissions Counselor, Coordinator of Multicultural Scholarship Days
+1 717-691-6000



Option 3 – Soft leads

...If you don't know a lot about Messiah College, here's a quick overview. Messiah is a nationally ranked, private Christian college in central Pennsylvania, located near the state capital of Harrisburg. We have about 2,800 undergraduate students and offer 85+ majors that will help prepare you for an outstanding career.

Thank you for requesting information about Messiah College! My name is Elizabeth and I am reaching out to introduce myself as your admissions counselor. As you navigate your college search, I am excited to serve you and will be happy to answer any of your questions along the way. Messiah provides a transformational college experience in which you will be challenged academically, have opportunities to engage in student life and enrichment opportunities, and grow in your Christian faith.

Here are a few ways to find your place at Messiah College:

- Schedule your visit to campus for an [open house](#), [individual visit](#), or [overnight experience](#). I hope to meet you soon!
- Explore the expansive list of [majors and minors](#) offered at Messiah.
- Messiah is [accepting applications](#) for the fall 2018 semester and we have waived the \$50 application fee for you. You can apply online for free and have a decision within 2-3 weeks of submitting all your application materials.

I am here for you! If I can be of any help to you throughout your college search and application process, please do not hesitate to contact me by phone or email (+1 717-691-6000).

I hope to hear from you soon and look forward to receiving your [Messiah College application](#)!

Best,

Elizabeth

Elizabeth Arias

Admissions Counselor, Coordinator of Multicultural Scholarship Days
+1 717-691-6000



November 21st at 3:53pm

Sarah opens the email from her counselor, clicks a link and spends **50 minutes** on our site and visits **29 pages**

- Campus map
- Chapel
- Program pages
- Campus life

Timing is essential

Emails sent within the **first 14 days** of a student's lifecycle are

62%

more likely to be **opened**

Links in emails sent within the **first 14 days** of a student's lifecycle are

140%

more likely to be **clicked**

Sarah returns to our website
5 additional times in December and
receives a few more emails.

Sarah gets an email about career outcomes and opens it **54 minutes after** it was delivered.



Sarah,

Messiah College grads get degrees AND jobs. 400 eager employers and some of the nation's best grad schools welcomed Messiah graduates into their organizations last year. Read more about [career outcomes](#), [alumni success](#) and Messiah College's [career preparation](#) programs below.



Career outcomes

98% of the undergraduate Class of 2016 respondents indicated they were employed or in grad/professional programs within 6-9 months after graduation.

[Read More](#)



Alumni success

Nothing underscores the strength of a Messiah College education more powerfully than the great work of our graduates. They have gone on to achieve personal fulfillment and career distinction in just about every industry imaginable.



Career outcomes

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[Read More](#)



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[Read More](#)



Career preparation

We want you to go into the real world feeling truly ready, which is why our Career and Professional Development Center offers

FUTURE STUDENTS

CURRENT STUDENTS

VISITORS & NEIGHBORS

ALUMNI & PARENTS

FACULTY & STAFF

Give

Campus Directory

Site Search



about

academics

admissions

athletics

faith and service

student life

APPLY
VISIT
GIVE

GREAT JOBS, GREAT LIVES

MESSIAH COLLEGE UNDERGRADUATE
CAREER AND OUTCOME DATA

START
HERE
▼

Chat with admissions



Sarah gets an email about academic programs, opens it, and visits **7 webpages**.



Sarah,

Messiah College is a nationally ranked private Christian college with a reputation for successfully integrating rigorous academics and Christian faith into all of our academic programs. You indicated interest in [Art Education](#), [Art, Studio](#) and [History with Secondary Social Studies Teaching Certification](#), check out the additional information below. If you are still unsure on your major, check out our program listing page to explore the [150+ academic programs offered](#).



Department of History

Looking for a history program where you choose from a wide range of courses along with hands-on experiences where you can apply your skills?

Ready to develop the essential career tools of critical thinking, writing, and research?

[ACADEMIC PROGRAMS](#)
[MEET OUR FACULTY](#)
[OUR GRADUATES](#)



Department of Visual Arts

Looking for the opportunity to discover your own artistic voice and stylistic direction? As a student in the Messiah College Department of Visual Arts you will create a body of work for public exhibitions and for your professional portfolio, all in the context of Christian community.

[ACADEMIC PROGRAMS](#)
[MEET OUR FACULTY](#)
[OUR GRADUATES](#)

Apply Today

We would love to begin a conversation with you about what you want out of your Messiah College experience!

[Apply Now](#) [Visit Campus](#)

The image shows an email from Messiah College's Office of Undergraduate Admissions. The subject line reads "From the Office of Undergraduate Admissions". The body of the email features a photo of two students, a man and a woman, smiling. Below the photo, there is a message to "Ann," discussing the history program at Messiah College. It highlights the integration of Christian faith and academic rigor. Two sections are shown: "Department of History" and "Department of Visual Arts". Each section includes a photo, a brief description, and three buttons: "ACADEMIC PROGRAMS", "MEET OUR FACULTY", and "OUR STUDENTS". A large blue button at the bottom says "Apply Today" with the subtext "We would love to begin a conversation with you about what you want out of your Messiah College experience!". Below this is another button for "Visit Campus". The footer contains the Messiah College logo, social media links, and the tagline "SHARPENING INTELLECT · DEEPENING CHRISTIAN FAITH · INSPIRING ACTION".



The academic program email has the **highest engagement rate** of all the emails we send



Sarah,

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[MEET OUR FACULTY](#)
[OUR GRADUATES](#)



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[ACADEMIC PROGRAMS](#)
[MEET OUR FACULTY](#)
[OUR GRADUATES](#)

Apply Today

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[Apply Today](#) [Visit Campus](#)

 **MESSIAH**
COLLEGE
One College Avenue
Mechanicsburg, PA 17055
717-766-2511

[f](#) [a](#) [g](#) [t](#) [v](#)
Connect with us on social media

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION

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Unsubscribe

At this point, no one from admissions has had to **spend any time cultivating Sarah.**

January 10th at 11:19am

Sarah visits our website and registers for an individual visit.

January 11th at 4:42pm

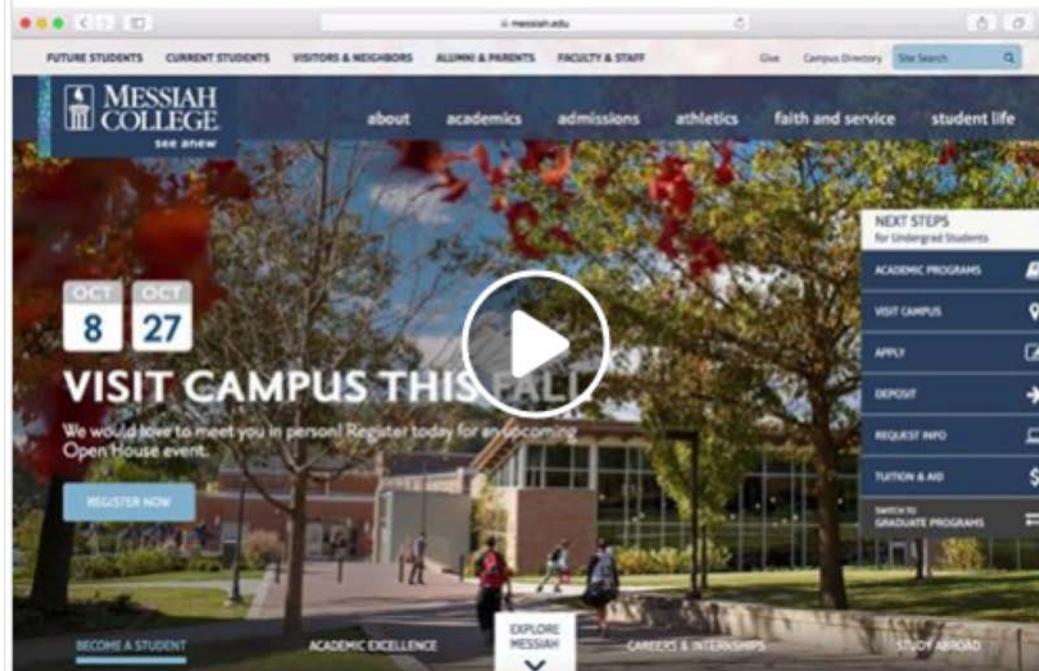
Sarah begins the online application.



Messiah College

Sponsored ·

Check-out the video to see just how easy it is to return to your previously started application. Remember, apply by Nov. 15 and we'll waive the \$50 fee!



MESSIAH.EDU/APPLYNOW

Complete your Messiah College application today!

[Apply Now](#)



You, Kris Hardy, Abby Legrand and 2 others

265 Views

Like

Comment

Share

[Refresh preview](#) • Report a problem with this preview

January 12th at 7:22pm

Sarah submits the application.

This ad has been shared with you.

...



Messiah College

Sponsored (demo) ·

Congratulations on being admitted to Messiah College! We are looking forward to seeing you this fall. Contact your admissions counselor if you have any questions.



MESSIAH.EDU

Congratulations future falcon!

Learn More

Like

Comment

Share



After applying,
she gets a few more emails.

Dear Sarah,

Did you know that the [Wall Street Journal just named Messiah College #2 in the northeastern U.S. for student engagement](#)? That's a pretty solid return on investment! Rankings were based on survey results measuring students' satisfaction and quality of interaction with their academic programs, faculty and classmates. Messiah was the only Christian college to make the Top 10, recognized with other nationally recognized private institutions such as: Brown University, Cornell University, Northeastern University, Carnegie Mellon University, Cedar Crest College, Dartmouth College, Swarthmore College, the University of Pennsylvania and Ithaca College. As this latest Messiah College distinction demonstrates, there are lots of meaningful ways for you to connect within the Messiah community!

If there is anything that I can help you with in the admissions process, please feel free to contact me. I'd be happy to answer any questions you may have and assist you in any way I can.

Tiffany Burrows

Admissions Counselor

800-233-4220





Sarah,

Amazon. Deloitte. JP Morgan Chase. Nestlé. Select Medical. Yale University. These are just a few of the employers who hired Messiah business majors last year. **In fact, 98 percent of Messiah's business graduates from the Class of 2016 were either employed or in graduate school within 6-9 months after graduation.**



Competitive in the marketplace

A Messiah education is an investment that yields important dividends such as a sharpened intellect and deepened Christian faith. But Messiah grads also gain a strong entry into the workforce. **Messiah's Class of 2016 reported competitive entry-level salaries, with 84 percent earning \$30,000+ and 43 percent earning \$50,000+ at their very first job!**



Sarah,

The classroom is a great place to learn. But as a business student at Messiah College, you get experience where it happens—in real life.

As a business major at Messiah, you can apply the knowledge you learn from our faculty experts in many practical ways, including:

- **Impact Venture Challenge**—Contend with other student entrepreneur teams for \$10,000 in real seed money in this annual “Shark Tank”-style competition. May the best business plan win!
- **“Into the City” program**—Network with Messiah alumni who live and work in urban areas to explore career and internship opportunities in major U.S. cities like Chicago, New York, Boston, Nashville and Atlanta.
- **International Business Institute**—Travel to 11 European and Asian countries in this unique, 10-week summer experience that immerses you in diverse corporate and international cultures.

We are talking to her family, too

Dear family of [REDACTED]

I hope Sarah's college search is going well. As his admissions counselor, it's been my privilege to be in communication with him about Messiah College and our nationally ranked private Christian educational experience.

If you haven't heard, U.S. News & World Report recently ranked Messiah College in the top 5 of several categories, including the #4 Best Regional College in the North and the #3 Great School at a Great Price. Check out some of Messiah's [other highlights and national recognitions here](#).

I am happy to connect with you or Jacob at any time. Feel free to call 800-233-4220 or respond to this email with any questions you have, and I'll get back to you.

All the best,

Matthew Reitnour

Associate Director of Admissions/Coordinator of Dual Enrollment





On Feb. 15th Sarah visits campus!

To date Sarah has spent **338 minutes** (5.6 hours) on our website, **visited 322** pages, opened **12 emails**, clicked **10 email links** and filled out **3 enrollment forms**

\$3.62