

University of St. Francis Integrated Marketing Campaign

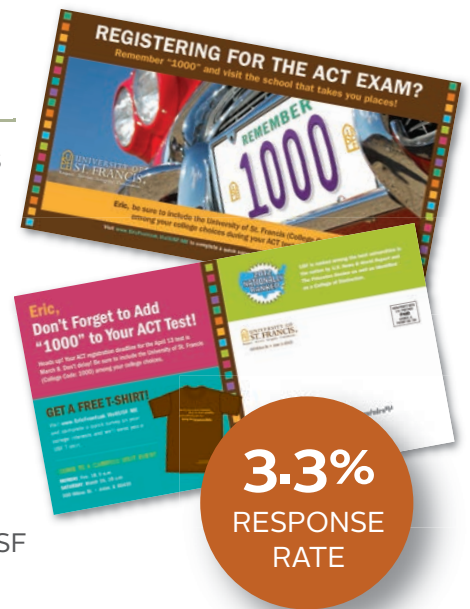
The University of St. Francis, located in Joliet, Illinois, is committed to "educating the whole person in mind and spirit, and to prepare women and men to contribute to the world through service and leadership". USF collaborated with J&Q to develop an integrated marketing campaign that was consistent with the USF mission while engaging prospective students with impactful and actionable marketing communications.

The Challenge

- Educate prospects on USF and what it provides
- Explain the steps to take when searching for the right college fit
- Catch prospects' attention in a highly competitive environment in which high schoolers are bombarded with direct mail solicitations

The Solution

- Send prospects a series of oversized, personalized, 4-color laminated postcards
- Include a free T-shirt offer
- Include a personalized landing page accessed through a PURL
- Ask prospect to confirm pre-filled information and add additional information as well as T-shirt size
- Utilize J&Q MarketSmart Dashboard to track response in real time and easily add information to the USF database
- Mail T-shirts and follow up with subsequent marketing communications from USF



The Results

- Over a 3% response rate and increased applications and enrollments over the previous year
- J&Q and USF continue to work together to refine the program to deliver even better results in the future

Want more information on J&Q or help putting together a successful direct marketing campaign?

Visit www.j-quin.com, contact your sales representative or Andrew Henkel, Vice President of Sales at ahenkel@j-quin.com, or call 847.588.4660.