

1:1 cross-media campaign boosts college's enrollment 11% and helps printer expand business.



Best-of-the-Best Program Winner—Digital Trailblazer

Xerox Premier Partners Global Network



**Salem College: Salem Shines
2011 Campaign,
Digital Trailblazer**

Keiger Direct

Established in 2005 as a division of Keiger Printing Company, Keiger Direct is an independent integrated marketing solutions provider located in Winston-Salem, North Carolina. Specializing in personalized marketing programs, they utilize the latest in digital technology to achieve true customization.

Keiger Direct primarily works in the business-to-business sector serving clients in the higher education, healthcare and financial services industries, but is beginning to break into the business-to-consumer market as well.

On the web:

www.keigerdirect.com

The challenge

For the past two years, Keiger Direct has been helping Salem College, the oldest continually operating women's college in the United States, create integrated cross-media campaigns to boost enrollment. They had great results, but in the second year noticed a 22 percent decline in responses, possibly due to a lack of change in the program.

This was a concern for Salem College, so Keiger Direct and Salem's designer, Carrie Leigh Dickey, decided to further segment the campaign to target prospective students more effectively. They created separate marketing tracks for high-school sophomores and juniors, including cross-media strategies for each.

The solution

The campaign aimed at sophomores leveraged much of the previous year's strategy. The initial e-mail included a PURL linking to a survey and was followed by a mailer that also included the PURL as well as a new personalized QR code. A brochure using the survey responses was then sent out, with 562 possible variable combinations, including images directly related to the recipient's intended major and ethnicity and supported by targeted response e-mails.

For juniors, the initial e-mail included a different PURL that linked to a new landing page, which asked what the student's favorite activity was. Once their name and e-mail address were confirmed, they could access a virtual tour of Salem College. This page was completely interactive and included YouTube videos, slide shows and links to the college's social media sites, such as Facebook. The high school junior would then receive a personalized, eight-panel brochure highlighting what life would be like at Salem College, integrating images based on the activity that they indicated in the survey as well as a variable picture and bio of their admissions counselor.

Approximately 73,000 unique QR codes and PURLs were generated for this campaign, all using MindFireInc® software. To integrate each of these variable elements into the various Adobe® InDesign® layouts and ensure consistent, automated content across the various media channels used in the campaign, Keiger Direct utilized powerful XMPie® software and technology. Production was handled by the Xerox® iGen4® Digital Press paired with a CX Print Server powered by Creo®, which produced brilliant quality for every printed piece.

The results

Within 24 hours of sending out the first campaign e-mail, 1,500 students responded to the PURL, with 56 percent completing the survey—a 2 percent response rate in a single day. Overall, the campaign netted a 31 percent response increase over the inaugural 2009 campaign. At the same time, Salem College reduced campaign mailing quantities by another 7 percent through precise targeting, decreasing related costs.

Salem College saw the highest number of first-year students and transfers since 2004, an 11 percent increase in enrollment over 2009.

This powerful combination of cross-media elements, advanced technology and emerging communication trends has helped Keiger Direct stay in the forefront of the industry ... and earned them the distinction of Xerox's first Digital Trailblazer Award as part of the 2011 Best-of-the-Best Program.

