



student nurturing

▶▶ case study

EnrollBoost: Aviation Institute of Maintenance (AIM)

Aviation Institute of Maintenance (AIM) is a 12-campus career college that specializes in training students to become A&P mechanics for airlines around the country. In fact, AIM is the single largest source of aviation mechanics nationwide, responsible for training nearly 25% of America's aviation maintenance workforce. So when you take your next flight, you can thank them for helping ensure the jet is in top operational order.

AIM's Challenge

Increasing likelihood of prospective students engaging with admissions and visiting their campus.

AIM's Opportunity

Deploying an industry-leading automated nurturing campaign to optimize receptiveness to admissions outreach and to promote proactive campus visits.

Campaign Anatomy:

- ✔ **Automation:** Leveraging MDT's proprietary automation platform
- ✔ **Data Cleansing:** Real-time data validation and appending for accurate and standardized prospect data
- ✔ **Omni-Channel Outreach:** 4 unique channels applied, including email, MMS, postal mail, and digital retargeting
- ✔ **Touch Count:** Deployment of up to 10 'touches' based on prospect's interaction with campaign.
- ✔ **Response Time:** Campaign delivery to prospect within 1 minute of form submission
- ✔ **Compelling Content:** Delivering multiple 'Wow' moments, including Personalized Video, Personalized GIF, Handwritten Cards, and Campus Tour ID Card



The impact was significant. Over the initial 5 months from launch, **EnrollBoost yielded a 22.4% increase on inquiry-to-enrollment rates across all inquiry sources.** This performance data was generated from over 25,000 records to reach statistical significance.

discover new
**compelling
content**





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EnrollBoost: Aviation Institute of Maintenance (AIM)

Key Campaign Successes:

10.5x

Return on Investment

200+

Additional Students Per Year

22.4%

Inquiry-to-Enrollment Rate Boost

\$564

Cost Per Additional Enrollment

"We've been thrilled with the results of our strategy and investment into the EnrollBoost solution. Not only does it play a strong supportive role to our admissions teams, but it's delivering over a 10x return on investment across all inquiry sources. It's significantly outperforming any alternative investment that we could be making. Its success has made it a focus for continued investment, including campaign builds focused on optimizing other milestones in the student lifecycle.

Outside of the impact to AIM, it means that every year hundreds of additional students will be trained for a high-demand, well-compensated career who would not have otherwise made that personal commitment. This directly addresses AIM's goals and is a perfect example of what helps AIM maintain its position as the nation's leading provider of aviation maintenance training."



Charlie Parker

Aviation Institute of Maintenance

need support addressing your challenge?

We're happy to help! Call today: (954) 764-2630

Or visit: mdtmarketing.com