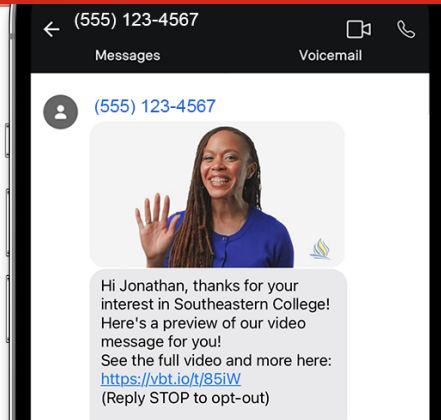




student nurturing ▶▶ case study

EnrollBoost: Southeastern College

Southeastern College (SEC) is a career-centric institution that focuses on preparing students for roles in healthcare, business, IT, and trades. The hybrid learning format enables their students to successfully juggle their academic, personal, and professional lives. The next time you visit a healthcare center, a bank, or a school in the south east, it's quite possible that a Southeastern College graduate has contributed to its smooth operation.



SEC's Challenge

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

SEC's Opportunity

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

Key Campaign Successes:

100

Additional Students
Per 6 Months

31.2%

Inquiry-to-Start
Rate Boost

The impact was significant.

Over the initial 6 months of 2023, the automated nurturing campaign with personalized video yielded a 31.2% increase in inquiry-to-start rate. Performance data was generated from over 26,954 records.

Since partnering with MDT in 2017, we've experienced consistent evolution in our student engagement strategies. With the introduction of Enrollboost and its Personalized Video feature, we witnessed a remarkable 31.2% surge in our inquiry-to-start rate.

This isn't just a win for the college; it's a promise of enriched experiences for our prospective students and a supportive journey for those enrolled. I believe in the profound impact of genuine connection, and MDT has been pivotal in making that belief a reality for our institution.



Julia Corona, Executive Director
Southeastern College



student nurturing ▶▶ case study

EnrollBoost: Southeastern College

Building Blocks to Campaign Success:

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.
- ✔ **Compelling Content:** Delivering multiple 'Wow' moments, including Personalized Video, Personalized GIF, and Handwritten Cards.



"This isn't just a win for the college; it's a promise of enriched experiences for our prospective students and a supportive journey for those enrolled."

- Julia Corona

discover new
**compelling
content**



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