

Case Study: Email Marketing

The Client

Francis Marion University

The Challenge

Francis Marion University wanted PlattForm to produce an online application campaign searching for high-school juniors and seniors in an effort to get them to apply to the University.

The Action

Students received a pre-populated application in the form of an email from the University, giving them an alternative method to the traditional paper application.

The Result

We have seen amazing results from this campaign. Jim Schlimmer, Chief Enrollment Officer at Francis Marion says, "We have worked with Plattform to grow our application base by more than 25% in one year - primarily the result of using a pre-populated electronic application product. Begun in January, the delivery of this product was completed in a timely basis and accounted for an increase of over 500 first-year applications - ultimately enrolling over 50 new students. I consider the Plattform team a vital part of our operation at Francis Marion University."