

## Case Study: Strategic Partnership

### The Client

Nebraska Independent Colleges Foundation

### The Challenge

NICF employed PlattForm to assist with branding their group of schools and increasing the number of enrollments at each institution.

### The Action

PlattForm developed an early awareness campaign that targets high school sophomores, juniors, and seniors, and their families. We developed a direct mail piece to promote all 11 colleges. We sent this piece in the fall and spring to these families, primarily in the state of NE. PlattForm also used the tele-connect service to follow up to non-responders of each mailing. In addition, we developed three follow-up emails that drove students/parents to fill out an online response form. Lastly, PlattForm developed a marketing site with an SEO campaign that featured a financial aid calculator.

### The Result

For the five years that we have done this early awareness campaign, the consortium has seen an 8% increase in their enrollments. They remain pleased with the partnership they have formed with PlattForm.