Breaking through with great student communication
I just delete, delete, delete.
Collaborative communications culture

- Reorganization of university communication and marketing
- Student Success Communication Focus
- University MarCom Meetings
- Student Communication Committee
DMA INSIGHT: MARKETER EMAIL TRACKING STUDY 2017

85% of consumers say that less than half of the emails they receive are either interesting or relevant.
More partnership +
Less Departmental Emails
More engagement
Getting a Headstart on Employment

Friday, February 15, 2019

Starting to look for that summer internship or maybe even a full-time job?

It can be stressful, but Ohio State is here to help!

Ohio State University career fairs are a great opportunity for everyone, even those who are not sure where they are heading yet. Employers from Ohio State and across the country come to Stillwater to search for potential employees.

Websites like Indeed and LinkedIn let you search by job titles and locations to help you find just what you're looking for.

Career Services provides the resources you need to secure the job. They can offer you resume advice, interview preparation and major-specific career information.

Whether you're preparing for the career fair or an interview, we have some tips to get you ready.

Prepare questions. Bring a few questions about the history of the company in case awkward silence comes around and you want to take the lead.
The Bulletin Email

READY TO ROLL

The Spring semester is underway, but have you crossed anything off that New Year’s resolution list yet? OSU can help keep you on track. Check out the Iamokstate blog for tips to make this year the best yet! READ MORE

FREE MONEY??

Don’t miss out! All students should complete the 2019-20 FAFSA because you never know what you might qualify to receive. Use OSU’s school code 003170. READ MORE

SPRING ATHLETICS

Can’t get enough of okstate Athletics? Check out the athletics calendar so you don’t miss any of the action this spring. READ MORE
Personalized Emails
Creating a Campaign
What makes a successful marketing campaign?
Keep these in mind:

- What is your goal?
- Who is your audience?
- What is your Call to Action?
- Which channels will you use to distribute?
- What is the timeframe for your campaign?
GOALS
AUDIENCE
CALL TO ACTION
CHANNELS
Email works well, but like every other marketing channel, it works better in combination.

Top Three Channels for Integration
- Website
- Social Media
- Direct Mail
TIMEFRAME
Communication
Best Practices
Mobile Friendly Emails

- Mobile email has increased 600 percent since 2011, and 55 percent of people open email on mobile (in 2016).
- 80 percent of email subscribers delete emails that look bad on their phones and 30 percent unsubscribe.
- Mobile-friendly emails are a must.
Images

- Emails sent as .jpg files (only an image) may not be seen or read by your audience, as some email users choose not to load images by default.
- They are not be accessible.
Communication Style

- Emails written at a third grade reading level have a 17 percent higher response rate than emails written at a high school level.

- “Happy” sounding emails increase response rate by 15 percent, but don’t be cheesy.
SHORT AND TO THE POINT
Tools and Resources
Brand Management

- Social Media
- Photography
- Video
- Editorial and Content Support
First Year Success

- Engagement Specialists
- Financial Planning Counselors
- Communications
Students

- Focus Groups
- Ideas
- Relevance
Takeaways

- How we communicate is more important than ever to break through the noise.
- Collaboration is critical so that emails have more impact.
- When building a campaign, it’s important to think through the goal(s) and what it will take to accomplish them.
- Use the resources and people available to you on campus to accomplish success.
A RISING TIDE LIFTS ALL BOATS

WHEN ONE OF US SHINES
QUESTIONS?
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