

VARIABLE VIEWBOOKS for Graduate Schools



PHASE 1 Outbound & Inbound Marketing



Direct Mail + Email

- Includes PURL link + Variable Content
- Links to *Personalized* Initial Landing Site
- Sent to lists of prospective students

Website Inquiries

- Integrated Banners
- Links to Generic version of Initial Landing Site (GURL)



Social Media & Live Events

- Social network promotions
- Grad Fairs
- Walk-ins

PHASE 2 Initial Landing Site

- Captures specific interests in graduate programs
- Both Personalized (PURL) and Generic (GURL) versions
- Mobile Optimized

GRADUATE STUDY SURVEY

Welcome Mark!

Which graduate school are you interested in?

Which specific program are you interested in?

Which opportunities interest you most?

Assistantship that can reduce tuition

Scholarships/Financial Aid

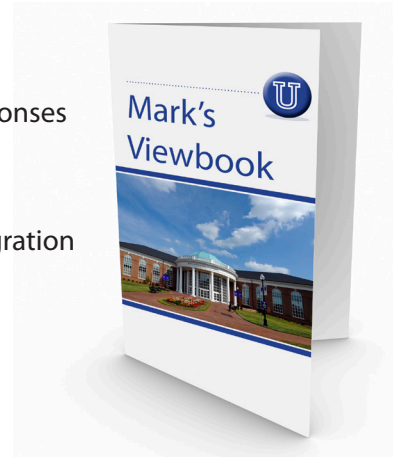
Internship/Field study

Research opportunities

PHASE 3 Personalized & Virtual Viewbooks

Personalized Viewbooks

- Variable content based on survey responses
- Mails 1st Class in real time
- Completely Customized
- Personalized QR Code for Mobile Integration
- Integrates with *Virtual Viewbook*



Virtual Viewbooks Microsite

- Personalized Microsite for each prospective student
- Variable content based on survey responses
- Variable Tabs for Programs, Applying and Financial Assistance
- Responsive Design for desktops and mobile devices
- Includes Social Media integration



**DIRECT
CONNECT**
INTEGRATED MARKETING
P L A T F O R M



CAMPAIGN DASHBOARD

- Tracks responses by segment
- Tracks clicks from social media, banners, PPC, and web ads
- Breakdown of Mobile vs. Standard web activity
- Customizable spreadsheets and reports
- Email tracking, deliverability, and clicks
- Automatic trigger emails to responders
- Tracks *Individual* student behavior
- SMS Text Messages to opt-ins

Watch our video, get a live demo, and learn more at www.directdevelopment.com/viewbooks