

Faulkner University increases applications by 28% and increases enrollment by 32%



How Liaison's Enrollment Marketing Platform (EMP™) facilitated targeted, personalized communication that converted inquiries to applicants

➔ FAULKNER UNIVERSITY'S CHALLENGE

Increasing the Number of Qualified Applicants

Faulkner University needed to more effectively convert inquiries to applicants in order to drive enrollment. Before implementing Liaison's Enrollment Marketing Platform (EMP™), Faulkner sent a single personalized postcard to ask students to apply. Though the fee waiver the postcard offered as an incentive encour-

aged some students to apply, Faulkner's admissions staff wanted to do better.

Making it easier for students to complete the application was key. To do so, Falkner needed to be able to better target students with relevant messages.



📁 RESULTS

Using Liaison's EMP, Faulkner:

- **INCREASED APPLICATIONS BY 28%** with a new online application that featured prepopulated fields, which allowed students to save information and complete the application through multiple sessions
- **INCREASED ENROLLMENT BY 32%** through continuous communications with prospective students, capturing many students late in the cycle
- **PERSONALIZED COMMUNICATIONS** with prospective students based on where they were in the process, eligibility for awards and previous interactions with Faulkner

LIAISON'S SOLUTION

Targeted Communication with Prospective Students

Through Liaison's EMP, Faulkner was able to incorporate more personalized student information into all of its marketing touches — emails, letters and the electronic application. Consistently branding the campaign as the "Presidential Application" across all channels also sparked interest and engagement. Automated follow-up made the application process transparent and trackable.

Admissions staff were also able to offer regional incentives, targeting different groups of prospective students with the specialized offers that were most likely to resonate with them. In addition, staff could easily identify which students started the online application but didn't finish, then follow up with a phone call or email to guide them through the rest of the process. Delivering the right message to the right student at the right time helped increase applications and enrollment.

FAULKNER UNIVERSITY'S OUTCOME

The school was able to run the campaign in both fall and spring, with the fall producing the largest number of applicants and the spring delivering the greatest matriculation rate of applied students per month. Roughly 20% of the students who went on to matriculate applied after May 1. As the enrollment cycle progressed, conversion rates steadily increased, averaging 50% in the spring and summer as compared to 17% earlier in the cycle.

Careful improvements to every element in the marketing mix helped increase the number of qualified applications to Faulkner. The university's strategy to target a small number of students for the year-end pinch campaign delivered strong results — offering messaging that reinforced ease of application and financial aid eligibility proved an effective tactic.



About Faulkner University

Faulkner University is a private Christian liberal arts university based in Montgomery, Alabama. Faulkner offers more than 70 degree programs through its five colleges, including one of only three ABA-accredited law schools in the state. Faulkner enrolls more than 3,200 students.

Looking to maximize enrollment for both undergraduate and graduate admissions offices? Contact Liaison to learn more about how EMP can help.

Visit liaisonedu.com
contact@liaisonedu.com
617.926.0504