

Trinity Baptist College boosts enrollment by more than 30%, attracting the largest incoming class in the College's history



How Liaison's Enrollment Marketing Platform (EMP™) enabled meaningful connections with prospective students



➔ TRINITY BAPTIST COLLEGE'S CHALLENGE

Differentiating Itself in a Crowded Marketplace

Trinity Baptist College wanted to grow enrollment — without having to hire additional admissions staff. The College needed to identify which students were most likely to attend and focus its marketing efforts on them. President Mac Heavener wanted to improve his staff's ability to make meaningful connections

with prospective students by automating the outreach process and putting tools in place that would help the College locate the most likely prospects. The College had recently launched a new identity: Intentionally Different. This would serve as the cornerstone for outreach campaigns.

Using EMP, Trinity Baptist College grew enrollment more than 30% year-over-year and increased student-athlete enrollment by 60%.

📁 RESULTS

Liaison's EMP enabled Trinity Baptist to:

- **CAPTURE BEHAVIORAL AND DEMOGRAPHIC DATA** to better segment and adjust messaging
- **DEVELOP PERSONALIZED MICROSITES** for each prospect based on their demonstrated interests
- **FOLLOW UP ON INCOMPLETE APPLICATIONS** to guide students through final steps



LIAISON'S SOLUTION

Personalized Integrated Marketing Campaigns

With Liaison's EMP, Trinity Baptist College was able to continually collect information via form captures that were used to personalize campaigns. A microsite dynamically adjusted messaging and student checklists, keeping students fully engaged as they moved from inquiry to applicant to accepted student, and finally, to enrolled student. In addition, the system allowed admissions staff to track student interaction with campaign materials and assign points, helping staff determine which students were most interested in the College. The ability to view history quickly allowed admissions staff to manage prospects more easily.



About Trinity Baptist College

A small, private Christian institution in Jacksonville, Florida, Trinity Baptist College offers undergraduate and graduate degrees. Academic programs provide specialized training through a "Learn and Serve" education philosophy, which combines prestigious academics with field-specific, real-world internships.

TRINITY BAPTIST COLLEGE'S OUTCOME

The College used Liaison's admissions marketing tools to approach students and parents more personally, demonstrating the College's commitment to Christian values as a member of the larger Christian community. The College was also able to identify cohorts for different incentives and deliver specialized offers to them. Multi-channel campaigns across web, print, email, text and phone helped reinforce messages, while allowing students to control how they interacted with the College.

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

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