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GMAC GradSelect Leads Play a Key Role in EAB's Marketing Strategy for Graduate Schools

The global education consulting firm EAB purchases GMAC Grad Select leads for 40 graduate schools (10 of which are business schools) that offer a combined 100+ graduate degrees.

With targeted recurring searches and extensive email nurture campaigns, GradSelect has proven to be an excellent source of leads for their partner schools. "GradSelect leads are more cost-effective than digital leads (paid social ads and paid search) based on number of applications," Evan Hawkins, Senior Director, Data Strategy & Analytics at EAB said.

Recurring search strategy based on each school's criteria

EAB runs monthly recurring searches for nearly all partner schools. "Searches are based on a school's criteria – like Full Profile versus Full Profile with Scores, international versus domestic," Evan explained. "We try to maintain the same search strategy for at

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least one year so we can see how engagement and enrollment play out."

The number of leads EAB purchases is adjusted based on each school's criteria, such as the number and type of programs they offer, academic scope, and geographic scope. "We have a few programs that target international candidates, and that adds on a

significant number of leads,” Evan pointed out.

Around 25% of the schools buy more than 6,500 leads per month, because of a larger geographic scope or denser region (like the Northeast United States). The middle 50% of schools purchase between 1,500 – 5,000 leads, while the remaining 25% buy fewer than 1,500.

Email nurture campaigns have a high conversion rate

The email strategy for GradSelect leads depends on a school’s timing, but each series contains at least 20 emails. “If a candidate takes action in the general lead nurture campaign, they often get moved to a new journey,” Evan continued. “Once a candidate clicks through from an email to a landing page, that’s considered a lead conversion and the lead is passed along to the school or program.”

“Well over 50% of GradSelect leads submit a form or interact with a landing page in some way.”

That high level of engagement and conversion is due to two factors.

Messaging: EAB segments leads based on their stated program of interest and degree of interest.

Tracking: EAB tracks both open and click-through rates to understand what messages work better than others, and they are currently doing a lot of A/B testing to support this.

As EAB’s story illustrates, GradSelect can be used successfully for any size program and budget. Set up targeted recurring searches, segment your emails, track email engagement, and tweak your messages as needed.

Interested in new ideas for candidate nurture campaigns?
Schedule time with Paula McKay, Director of Client Success
with GMAC Connect.