

## MAILER:

Georgetown University

## OBJECTIVE:

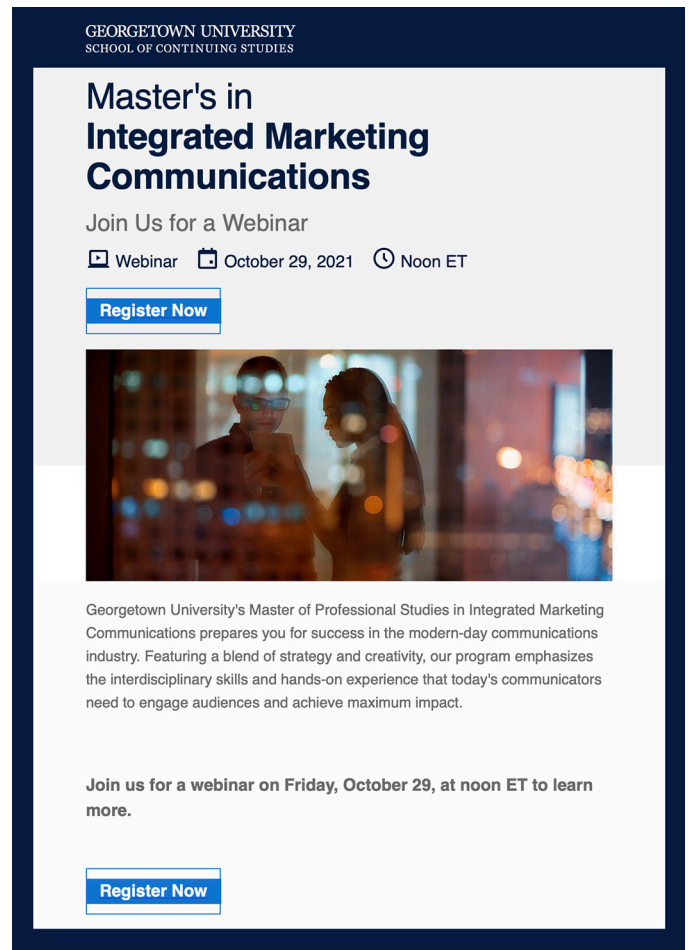
The Georgetown University School of Continuing Studies (GUSCS) faced the challenge of increasing applicants to their Master's in Integrated Marketing Communications degree.

## SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached business professionals between the ages of 22 to 40 years old who had already earned a Bachelor's Degree in business and marketing fields. The campaign specifically targeted business, marketing and communications professionals who showed a proven interest in continuing education and Master's Degree programs as well as online education enthusiasts who would be the perfect candidates to earn a Master's in Integrated Marketing Communications from Georgetown University. The campaign was geo-targeted to select states including VA, MD, CA, NY, TX, NC, PA, FL, GA and DC. The creative invited potential Master's Degree applicants to register for an informational webinar to learn more about the degree program.

## OUTCOME:

Overall the email marketing campaign generated an increased interest in Georgetown University's Master's in Integrated Marketing Communications degree. The email campaign produced extremely high open and click through rates with an abundance of Master's Degree seekers enrolling to watch the webinar.



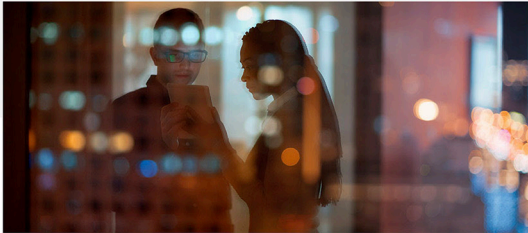
GEORGETOWN UNIVERSITY  
SCHOOL OF CONTINUING STUDIES

### Master's in Integrated Marketing Communications

Join Us for a Webinar

📅 Webinar 📅 October 29, 2021 🕒 Noon ET

[Register Now](#)



Georgetown University's Master of Professional Studies in Integrated Marketing Communications prepares you for success in the modern-day communications industry. Featuring a blend of strategy and creativity, our program emphasizes the interdisciplinary skills and hands-on experience that today's communicators need to engage audiences and achieve maximum impact.

Join us for a webinar on Friday, October 29, at noon ET to learn more.

[Register Now](#)

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