

MAILER:

SMU Lyle School of Engineering

OBJECTIVE:

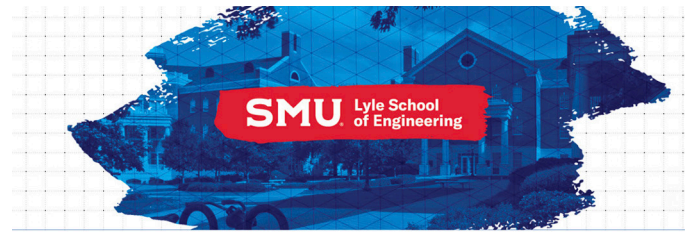
SMU Lyle School of Engineering faced the challenge of increasing interest and enrollment in their graduate degree engineering program.

SOLUTION:

SMU wanted to promote their Engineering Master's degree program to potential college students and professionals who would be interested in pursuing a Master's in Engineering to further their education, increase their earning potential and improve their careers. eTargetMedia planned and executed a strategic email marketing campaign that targeted college students and young professionals between the ages of 21 to 34 years old who have either earned or are close to earning their BS in Engineering. The campaign excluded college graduates who already earned a Master's or graduate degree. The email campaign was geo-targeted to specific states surrounding the Texas-based campus, including Texas, Oklahoma, Louisiana, and Colorado, where enrollment is currently high. The creative featured the benefits of earning a Master's at SMU, a top 50 engineering graduate school, with a strong call to action to explore the Master's program.

OUTCOME:

The email marketing campaign was very successful in delivering high open, click through and engagement rates and helped SMU increase Master's in Engineering applications and inquiries.



PURSUE YOUR MASTER'S AT A TOP 50 ENGINEERING GRADUATE SCHOOL

An engineering graduate degree is a game-changer for your career and earning potential. Lyle School of Engineering helps you make it happen with:

-  **Specialized skills and advanced credentials employers value**
-  **Average starting salaries over \$107k**
-  **Evening and weekend classes & online programs**

Take the next step toward your future at SMU.

[Explore Lyle master's programs](#)



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