

COMMUNITY COLLEGE CASE EXAMPLE:

Local College Program

Problem:

Leads and Class enrollment down for the 2 year program while marketing spending is static.

Analysis Questions:

Who is enrolling in what programs? Where can we acquire similar non-traditional students?

B-C Segmentation

Demographic Variables

- Age
- Income
- Education level
- Distance
- Marital Status
- Presence of Children

Transaction Variable

- Booking Curve (planning horizon)
- Lead to Conversion metric
- Contacts to convert

Major Findings:

Specific Student Segments:

- Non-traditional, older, mid-tier employment
- Single parents
- Adults living with parents
- Geo very tight, within 10 miles of facility
- Lead to conversion – 1-2 years.

Marketing Results:

- Increased annual giving 22% while decreasing costs 2%
- Increased average gift 17%
- ROI on direct mail increased 24%