



Step-by-Step Guide to Personalized Higher Ed Email Campaigns

PRESENTED BY MICKEY BAINES

KENNEDY & COMPANY

Introduction



Mickey Baines

I oversee the growth at Kennedy & Company. I'm a technologist by trade, enrollment manager by heart. The new season of my podcast, **Spark & Scale**, just launched, and there will be a lot of content dropping through the New Year. I'd be honored if you subscribed!

Fun facts about me:

- I can obsess about performance. I learned more about assessing performance in the 6 years I presented items on the air at QVC than I learned in the 12 years I worked directly in higher ed.
- I am an avid RV'er. My family and I travel as often as we can, and take one lengthy trip each summer. This year we took a 5-week trek to Yellowstone, Grand Tetons and Rocky Mountain National Parks.



Agenda

PART 1

What is Personalization in 2025?

PART 2

What do we need to drive deeper personalization?

PART 3

Short and Long-Term Action Steps

PART 4

Questions & Answers

Part 1

What is Personalization in 2025?



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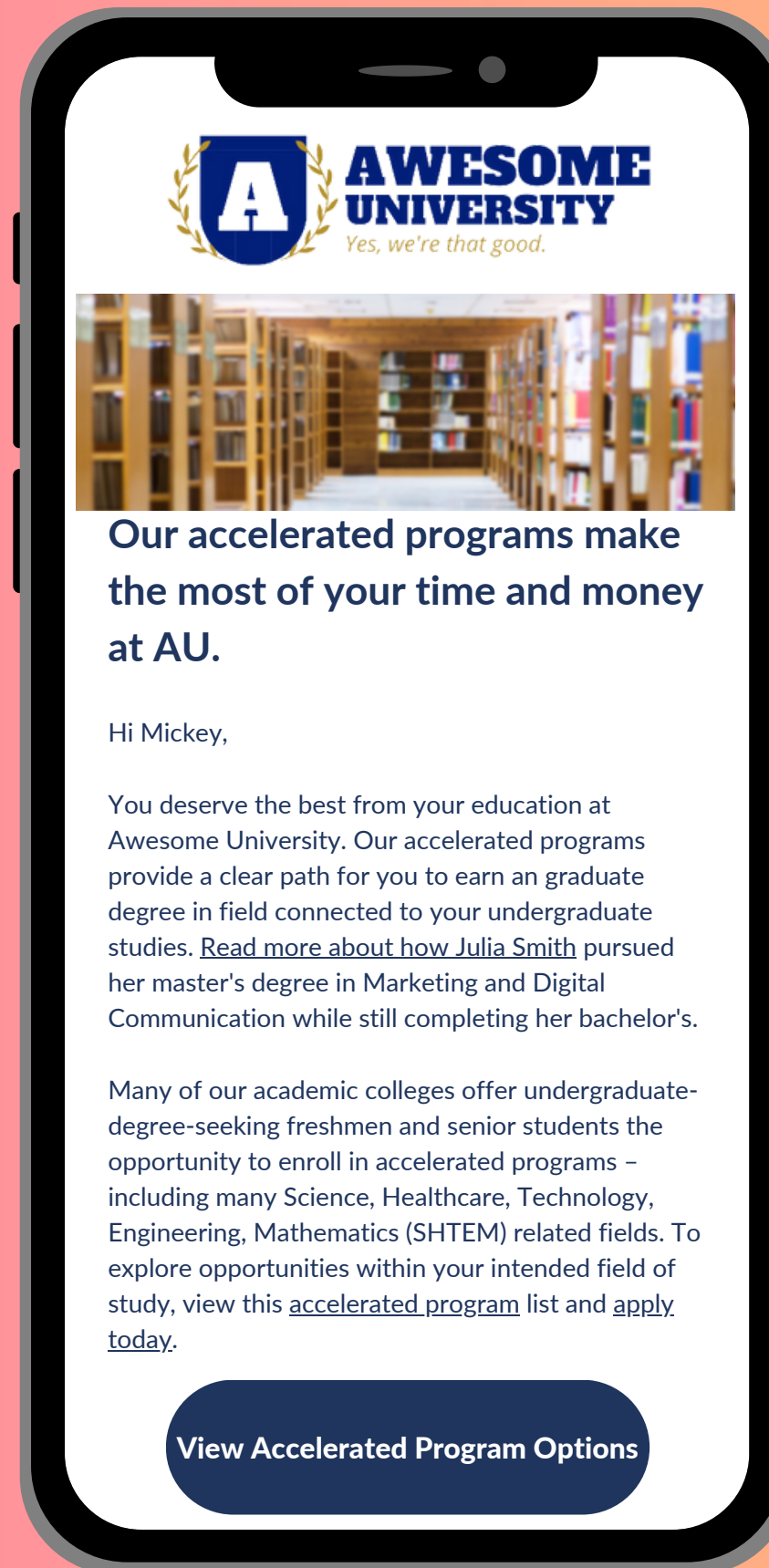
GURU  2025
— THE CONFERENCE —

90's Personalization

- Dear FName
- Program of Interest
- Admitted Student Day

00's Personalization

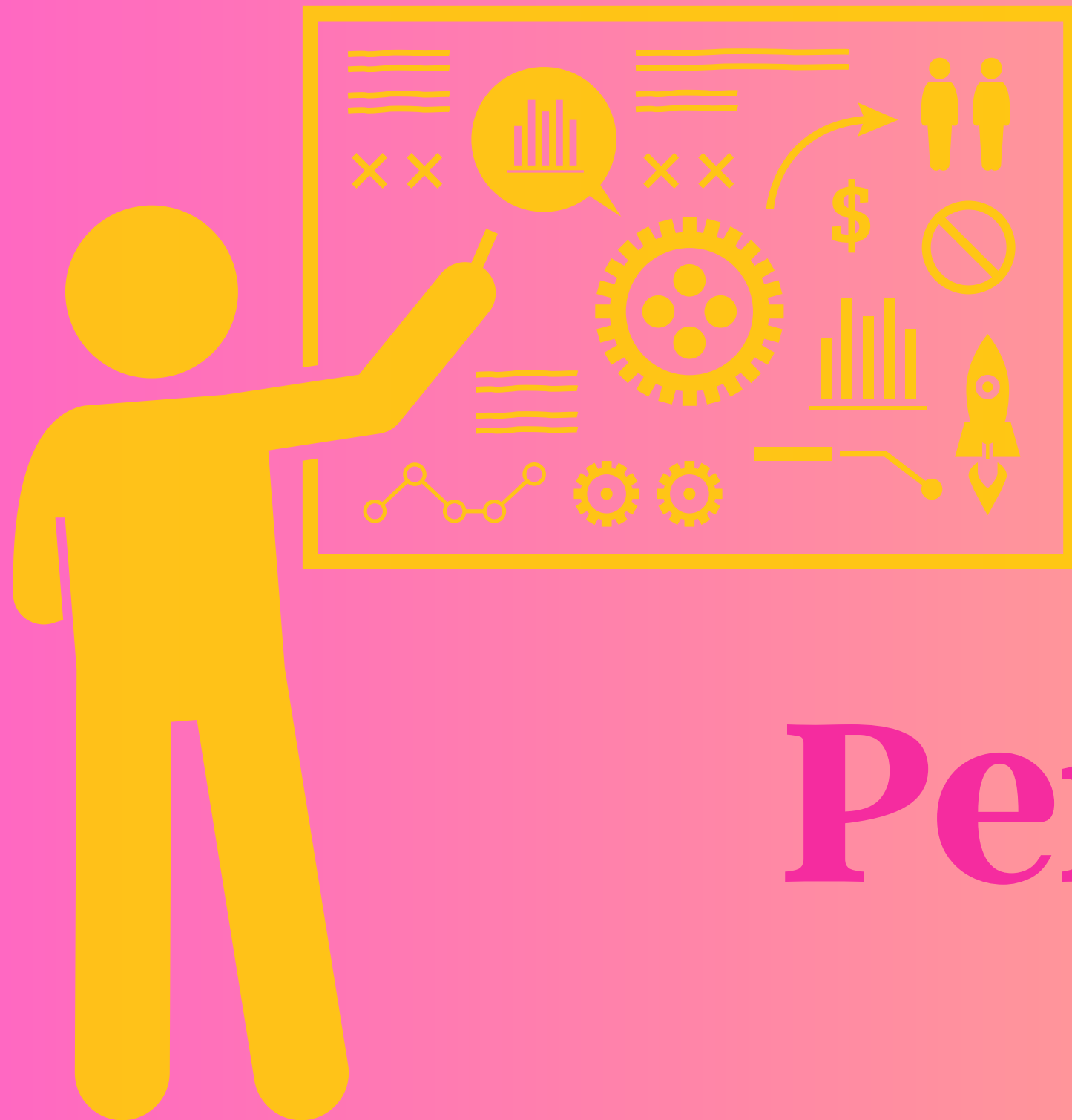
- Complete your App
- In's and Out's of Online Programs
- As a Senior, come for an overnight



2025 Personalization

- This is why you should RETURN to Campus
- Financial Accounting or Tax Accounting?
- AI Avatar: Parents: Help for the FAFSA
- Course Combinations You May Want to Avoid

Part 2



Driving Deeper Personalization

Driving Deeper Personalization

Knowing your limitations and prioritizing for the long-term

3 key ways to personalize

RELEVANCY

Knowing what matters to each prospect

TIMING (IN THE STAGE)

Knowing what matters at this moment in time

ACROSS EACH STAGE

Nuances in topics by stage.



Driving Deeper Personalization

Knowing your limitations and prioritizing for the long-term

**What makes this so
difficult?**

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Driving Deeper Personalization

Knowing your limitations and prioritizing for the long-term

What gets in the way?

DATA

Access to all of the existing data at your disposal

DATA

Not creatively collecting and leveraging new data

DATA

Continuing to leverage the same tactics and campaigns



Without addressing data, you will be limited in how well you can personalize for 2025 & beyond.

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Driving Deeper Personalization

Knowing your limitations and prioritizing for the long-term

What does this look like?

RELEVANCY

3 ways to maximize your scholarship eligibility

TIMING (IN THE STAGE)

Did you get your answers on your application?

ACROSS EACH STAGE

While you're waiting to start your online program



Part 3

Taking Action Today & Tomorrow



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Even if you are challenged with data, there are some steps you can take today to better personalize your content. The worst thing you can do is to wait for another cycle to make ANY changes.

Steps you can take today

01

Shift to dynamic content for event invitations based on the prospect's stage.

02

Host a brainstorming session to identify areas where you need the most improvement in personalization. **DON'T** wait until next summer.

03

If you find holes in your data (you will), brainstorm how to plug them - integrations - new tactics - tweaking content.

BONUS!!!

4 Quick Hits:

- Build your emails in the mobile view
- 50/50 Rule for Subject Lines
 - Use proven practices from GURU & subjectline.com
- The From Name
- # of CTAs

Shut

The

Front

Door

BONUS!!!

3 Ways AI is going to help or hurt you in 2027:

- Building reports and dashboards
- 1:1 is LIVE
- Recommendations for Growth

Shut

The

Front

Door



Your Speaker:
Mickey Baines

Thank you!



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