



Success Story



CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

Connecting Over The Great Outdoors

From no response to commitment in one highly relevant email

A Carson-Newman admissions counselor, Spenser Smith, had been trying to get in touch with a prospective student for several weeks. He wrote emails and sent texts. He made calls and mailed printed materials ... all with no response.

Then Carson-Newman partnered with Capture Higher Ed and began to use Capture Behavioral Engagement (CBE), a marketing automation platform built specifically for colleges and universities. That's when Spenser identified a better strategy for communicating with the student.

"Spenser saw that the same student had been engaging with our website," says Aaron Porter, assistant vice president of enrollment management at Carson-Newman. "He identified the pages that the student had visited and noticed a good amount of time spent in the outdoor-related section of our site.

"Spenser actually drives an SUV with a tent mounted to the top of it! Needless to say, he is into the outdoors himself."

A private Christian liberal arts university, Carson-Newman is located in Jefferson City, Tenn. — in the shadow of the Great Smoky Mountains — and close to world-class hiking, camping, rafting and other opportunities to enjoy nature.

"After noticing the student's interest in the outdoors, Spenser crafted an email about his love for the outdoors and how his time at Carson-Newman allowed that love to develop even more," Porter says. "He got a reply

right away! But he didn't just get a reply. The student's response included a commitment to come to Carson-Newman!

Capture's technology gives our partners the ability to connect with prospective students in relevant, engaging and timely ways. In this case, CBE helped Carson-Newman's admissions counselor craft a practical and extremely effective strategy that took them from no response to commitment in one email.

CBE gives you the power to track a prospect's behavior on your site and the ability to tailor your messaging to the specific interests of that individual by sending the right message at the most relevant moment.

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Aaron Porter
Assistant Vice President of Enrollment Management

Since 2011, Capture Higher Ed has designed and implemented innovative marketing platforms and services for higher education recruitment and enrollment management. Capture also has expanded its platform and services to help universities in their fundraising efforts.