

Overview

SMS Case Study:	Centennial College Recruitment Fair
Client:	Centennial College
Marketing Agency:	High Education Marketing
Technology Partner:	Broadplay Inc., Toronto ON
Mobile Product:	SMS Sweepstakes & Campaign Messaging
Short Code:	123411 (Standard-Rated)

Campaign Goals

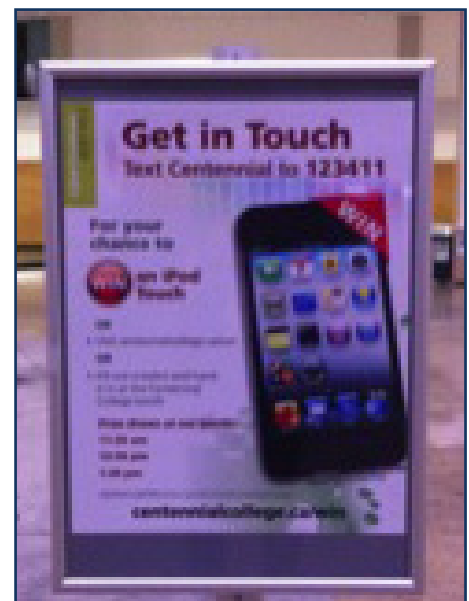
As a Canadian College marketing thought-leader, Centennial College wanted to develop a new strategy to reach perspective students. The goal of the campaign was to raise awareness of the college amongst prospective students while building an SMS opted-in database of interested students.

Campaign Outline

Centennial College successfully implemented a text message contest obtaining over 300 SMS opt-ins by the end of the Ontario College Fair. Through-out the duration of the campaign, Centennial College had over 700 subscribers opt-in to their campaign. Students entered the contest to win an iPod Touch as well to receive SMS alerts from Centennial College. Following the Recruitment Fair, Centennial College used the database to send interested students an invitation to the Centennial College Discovery Day. "The text message solution was a great choice; it allowed us to reach prospective students in real time through a medium that they preferred." - Prafulla Prabhu, Director Marketing, Digital Communications, Centennial College.

Call-To-Action

Students were instructed to text "Centennial" to 123411 to sign up for Centennial College alerts and for a chance to win an iPod Touch. The call to action was printed on Centennial College booth signage, promoted by Centennial College booth representatives and spread through word of mouth amongst students during the day of the event.



Statistics

- Over 700 subscribers opted-in
- 95% of alert subscribers signed up via text
- Over 1100 messages were sent as part of the campaign

About Centennial College

Centennial College is Ontario's first community college, established in 1966, primarily serving the eastern portion of the Greater Toronto Area through four campuses and seven satellite locations. It has a record of exemplary teaching, innovative programming and extensive partnership building. Centennial is recognized as one of the most culturally diverse post-secondary institutions in Canada. Almost 100 ethno cultural groups are represented and 80 languages are spoken on campus.

About Higher Education Marketing

The Montreal-based Higher Education Marketing has over a decade of experience in providing Internet marketing solutions for schools, universities and community colleges of all sizes. Higher Education Marketing specializes in Google Analytics, Education Lead Generation, Search Engine Optimization and Pay Per Click, among other education marketing tactics and tools.

About Broadplay Mobile

Broadplay Inc. is a mobile marketing agency and application development company with its head office in Toronto, Canada. Broadplay launched operations as a full-service digital agency in 2004. Broadplay, recognizing that the future of digital marketing is in mobile, shifted its focus in 2007 to developing mobile marketing solutions and services. The core focus of Broadplay is the delivery of comprehensive cost-effective mobile marketing programs that deliver measurable results and a positive return on investment with its proprietary Mobile Marketing Intelligence™ at the core of its service offerings. Broadplay serves a number of well recognized organizations including The Globe & Mail, Centennial College, Carlson Marketing, Redtag.ca and Metro Toronto Convention Centre.