Strategies for Digitally Launching a Presence on a Second Campus
Panelists

Amanda Briggs, MS
Director of Marketing and Communication
amanbrig@iu.edu

Adrianne Robertson, MA
Writer & Content Strategist
adrrober@iu.edu
Situation

• BS in Health Services Management
• BSPH in Community Health
Key to Success

• Communication
Understanding the Market

- Visit
- History
- Research
  - Enrollment
  - Retention
  - Geographic data
Creative Assets
Website

1. RFI Form to capture all potential student interest

2. Up-to-date career information (i.e. career opportunities, video testimonials, projected job growth, job titles)

3. Application requirements & process

4. Fort Wayne Advantage (local highlights)
Social Media

1. Paid Advertising targeting students and parents
2. Organic posts to increase awareness among IUPUI audiences
3. Updated channel names where possible (from @FSPH_IUPUI to @FSPH_IU)
4. Recommended to create separate social channels for Fort Wayne, but started with IUPUI channels
Email Journeys

• Worked closely with IUFW Marketing team to create first unit-level journeys

• Series of emails potential students will begin receiving once they complete RFI form

• Two journeys created:
  • Junior journey focuses on public health awareness and career opportunities
  • Senior journey focuses on application process
Presence in the Community

- Media Appearances
- Virtual Webinars
- Community Events
Request for More Information

Amanda Briggs, MS
Director of Marketing and Communication
amanbrig@iu.edu

Adrianne Robertson, MA
Writer & Content Strategist
adrrober@iu.edu