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GradSelect

How Two Schools Use Recurring Searches and Lead Scoring to Maximize GMAC™ GradSelect ROI

The marketing teams at University of California Irvine's Paul Merage School of Business and The Ohio State University's Fisher School of Business both rely on lead scoring to maximize GMAC™ GradSelect lead ROI. By scoring leads based on engagement levels, the schools can personalize email and phone outreach, keep candidates engaged, and convert them into applicants.

"GradSelect has a higher conversion rate for a lower cost. We see more return on GradSelect leads than we do with other sources that we track," Levi Eastwood, Former Director of Marketing & Communications at the Merage School, shared. "At least 2-3% of GradSelect leads convert into an application submitted, which is perfect for us."

Chris Adams, Director of Marketing at the Fisher School, said that "one full-time admission covers the expense of GradSelect leads easily. I like to see around five admissions – that is a success. It means something is working."

"GradSelect has a higher conversion rate for a lower cost."

In 2021-2022, the Fisher School had a total of 31 admissions from GradSelect leads.

Here's a look at the search and lead scoring strategies each school uses.

Recurring search strategies keep list of leads current

The Merage School uses a bi-weekly recurring search strategy for both their

specialty master's and MBA programs; they buy around 40,000 GradSelect leads per year, including Early Profiles, Full Profiles, and Full Profiles with Scores.

Chris's team at the Fisher School runs 16 weekly searches for their MBA programs. They purchase Full Profiles and Full Profiles with Scores from GradSelect for a total of around 6,000 leads per year.

Recurring search strategies is a huge benefit to schools. The list of leads remains fresh, so schools know that these are candidates who are actively thinking about pursuing a graduate business degree.

Lead scoring strategies allows for more focused outreach

The Merage School scores leads on location initially; as they take actions, like opening an email, scoring continues.

"For the MBA program, Admissions wants to engage with anyone who has started an application," Levi explained. "My team creates a list of the top 100 or so prospects every week, passes it along to the Admissions team, and they will call or send an email to each prospect."

Levi continued, "If a prospect hasn't started their application but look promising based

on demographic or behavioral data that we score (like being local and interested in the EMBA), Admissions will reach out to them as well."

The Fisher School uses a different approach. Once a candidate takes a certain number of lead scoring actions (filling out a form, starting an application), they cross the threshold to qualified lead.

Marketing begins reaching out to candidates at this point via automated email drip campaigns, event promotion, and digital/web engagement. Once candidates are ready for a more direct and personalized conversation, Recruitment takes over.

As these schools prove, a recurring search strategy coupled with lead scoring is a winning combination.

Interested in new ideas for candidate nurture campaigns?
[Schedule time](#) with Paula McKay, Director of Client Success with GMAC Connect.