



THE MBA TOUR
Your future begins here

Graduate
Management
Admission
Council™

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How the Asia School of Business successfully pivoted their in-person MBA Tour strategy for virtual tours

The Asia School of Business was established in 2015 as a collaboration between the Central Bank of Malaysia and MIT Sloan. Because the school is fairly new, Vivien Francis, the Admissions Marketing Manager, has focused her efforts on establishing brand awareness. Because The MBA Tour allowed for rich in-person experiences, it has played a key role in their marketing.

When The MBA Tour went digital last year, she and her team knew they had to quickly adapt, find more innovative ways to market their program and start relying on data to drive their strategy.

The metrics that mattered

Vivien and her team started by analyzing tour member profiles. They quickly learned who had attended events, planned to apply, and/or wanted to meet with ASB, along with their projected activity and geographic location. ASB used this data to decide which regions to hold an MBA Talk, and Meet-Ups. For other regions, they signed up for a virtual presence booth.

Personalized outreach after events made a difference

Next, ASB put together an outreach strategy to make the most of virtual presence at the events. Candidates who engaged with the virtual booth were followed up with an email that included two forms: download a brochure and schedule a call. Prospective students who completed these forms were automatically added to an automated email campaign.

Meanwhile, those who attended an MBA Talk presentation or a meet-up received highly personalized emails directly from a member of the admissions team.

The results speak for themselves

To accurately track results, ASB used UTM codes. From August 2020 through March 2021, they learned that 35 phone calls with Admissions came directly from The MBA Tour, representing 17% of total calls. Meanwhile, 10% of all leads came from brochure downloads.

ASB's future strategy continues to evolve

Additionally, ASB knows from experience that GMASS leads are highly valuable, and they have

made it a point to engage those leads via targeted email campaigns.

As a result, 24% of all matriculated students for ASB's full-time MBA program came from The MBA Tour or GMASS.

ASB will continue sending personalized and segmented emails post-event, but they also have some new ideas. For the 2022 intake, they're going to purchase segmented lists and step up their outreach ahead of MBA Tour events. And they're going to experiment with a GMASS nurturing email campaign ahead of The MBA Tour that includes brand messaging, event information and Business Because articles.

To hear Vivien's full 15-minute solution story visit:

<https://www.gmac.com/reach-and-recruit-students/gmac-connect/marketing-advice-and-best-practices>