

PERSONALIZE YOUR MESSAGE

THE PERFECT BLEND OF SERVICE AND TECHNOLOGY

Reach your prospective students, engage them, and increase enrollment with Blue Hue™ Email — a personalized email marketing solution. We make it easy to send relevant, personalized messages, track results and measure effectiveness in real-time.

Choose from a self-service program where you create your own campaigns or full-service where we take care of everything for you. We offer everything from basic functionality to advanced features. Easy-to-use tools make it simple to create efficiency, flexibility and a personal approach throughout your communication flow.

ADMISSIONS MARKETING SERVICES

CONSULT WITH HIGHER EDUCATION EXPERTS

Together, we will discuss your needs, customize a solution and implement the best strategy.

SELECT FROM A RANGE OF E-MARKETING TOOLS

- Personalized Email Campaigns
- Event Invitations
- Application and Financial Aid Reminders
- Customized Newsletters
- Surveys and Other Prospective Student Contacts

BREAK THROUGH THE CLUTTER

Craft relevant, attention-getting campaigns.

GET THE HELP YOU NEED, WHEN YOU NEED IT

Receive training and direct access to support.

WORK WITH A SINGLE VENDOR WHO DOES IT ALL

We'll take care of design, delivery and tracking.

PLAN AND IMPLEMENT ON YOUR OWN TIMETABLE

Schedule campaigns up to 12 months in advance.

ROBUST TECHNOLOGY TOOLS

BUILD AND MANAGE PROSPECT EMAIL LISTS

Use existing lists, create new ones or combine them.

SEND VARIABLE, PERSONALIZED EMAIL CAMPAIGNS

Customize each email with the student name or other demographic indicator to better target your prospects.

CUSTOMIZE EVERYTHING

Personalize messages, profile pages, forms and more.

CREATE YOUR OWN TEXT OR HTML MESSAGES

Easy-to-use editing tools make it simple.

SIMPLIFY THE APPROVAL PROCESS

Preview and send proofs for fast review and approval.

REACH YOUR PROSPECTS' INBOX

ISP partnerships, authentication services and CAN SPAM compliance help ensure white-listed messages.

TRACK DETAILED RESULTS IN REAL-TIME

View accurate, real-time reports on a convenient dashboard.

For more information contact Blue Hue at:



www.bluehueeducation.com



877.233.0774



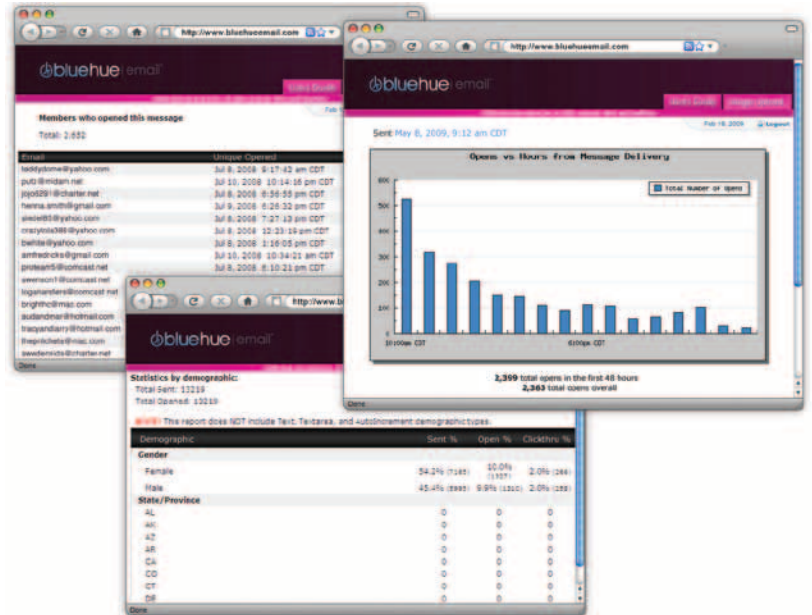
info@bluehueinteractive.com

A TOTAL RECRUITMENT SOLUTION

BLUE HUE™ EMAIL REAL-TIME REPORTING

Easy, Web-based access to up-to-the-minute reports results in more effective campaign management and faster, more efficient follow-up.

Detailed reports tell you how many prospects opened the email, when they opened it, how many clicked on each URL,



CREATE EMAILS WITH IMPACT

Our consultative approach ensures your emails hit the mark and that students want to read them. Plus, we offer copy and design services, so you can focus on recruiting students and leave the writing and layout to us. You can be as hands-on or hands-off as you like.



For more information contact Blue Hue at:



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