



Types of Communication



Generalized

Personalized

Customized

Individualized



Mass Marketing
*Same message
or story to all*

Segmentation based on
limited data
*Targeted messages
Variable language*

Advanced
segmentation
*Territory manager
provides specific
information based on
interests and concerns*

One-on-one
communications
and interactions
*Eliminate obstacles
Guide to next steps
Close the deal*

Types of Communication: Examples

Generalized	Personalized	Customized	Individualized
<ul style="list-style-type: none"> • Postcards • Email & text blasts • Brochures • Event invitations • Reminders about important dates & deadlines 	<ul style="list-style-type: none"> • Letter packages with variable paragraphs • Targeted emails & text messages • Landing pages • <i>Data points: name, gender, location, major, high school, GPA/test scores</i> 	<ul style="list-style-type: none"> • Departmental fact sheets • Internship/research opportunities related to major or interests • Specific financial aid & scholarship info. • Links to videos, student profiles, faculty bios... 	<ul style="list-style-type: none"> • In-person meetings with admissions, financial aid, faculty, students, alumni... • Phone or Zoom conversations • Follow-up letters, emails, text messages based on where prospect is in the decision process