

PURLs – A Recruitment Tool

Elk Grove Graphics is a print communications firm that works with hospitals and colleges to help them increase awareness and drive activity. Using both print and PURLs (personalized URLs) has garnered significant returns on investment for both industries. Included are two campaigns that we have executed consistently and successfully.

Hospitals

In the beginning of 2010, we partnered with a hospital system to help them welcome new movers into their service area with the goal of generating awareness for their brand and learning how they could provide competent care to these individuals and their respective families.

We developed a complete turnkey solution that embedded a PURL into their welcome packet. The ‘new mover’ had an opportunity to provide additional information about themselves and their families that would allow the Hospital to send patient care information in alignment with their interests and healthcare needs. Capturing this information not only provides valuable information regarding the healthcare needs of this household, but also saves the Hospital precious resources by not generalizing correspondence to people who may not have a need for it.

We have executed this campaign monthly for one year. We are averaging a 15% response rate and generating hundreds of new patients to their Hospital system.



Colleges

Local Colleges have used our multi-channel tools to meet their enrollment targets, increase student search response rates and obtain more information about prospective students. For example, each quarter we print a large, four color process variable data postcard with a PURL, www.JohnSmith.localcollege.edu. This PURL drove this perspective student to their own personal landing page that mirrored the printed piece and the College’s web site design. The prospective student was educated about the College’s scholarship program and then was asked to answer specific questions regarding their major of interest, extracurricular activities and plans on attending an upcoming open house.

All this data is captured in our back end reporting tool allowing school officials to follow up with each prospective student in a unique and personal way. Not only has this integrated campaign achieved double digit response rates, but it has converted dozens of individuals to students realizing a significant gain on their marketing investment.

Integrated marketing campaigns are great recruiting tools. Elk Grove Graphics has the suite of services and experience to help your business, bank, school, hospital or association generate new leads. Please contact your sales representative or marketing@elkgrovegraphics.com to learn more.

