



**TIAS**

SCHOOL FOR  
BUSINESS AND SOCIETY

## Sponsored InMail: a passport to international lead generation for TIAS

Reaching out to likely prospects in advance transformed the effectiveness of the business school's overseas recruitment strategy

The Netherlands' leading business school, TIAS, needed a more productive strategy for reaching out to potential students from overseas. Using Sponsored InMail to invite likely candidates to face-to-face meetings transformed the effectiveness of its investment in international conferences and events.



**Humphrey Sopakuwa - TIAS**

Sponsored  
Your MBA at TIAS Business School

Dear Juan,

I noticed your profile on LinkedIn and I am certainly impressed with your track record! For TIAS Business School, I am always in search of talented candidates with strong leadership potential for our one-year MBA program, starting in September 2017.

Have you ever thought about doing an MBA in Europe? Seize the opportunity to accelerate your career and really add significant value to your employability.

I invite you to meet me in person on Friday 21st or Saturday 22nd October during Access MBA at the Sheraton Maria Isabel Hotel in Mexico City, to discuss your future at TIAS.

Please feel free to pick a day and time slot that fits your schedule, with the blue button below.

I look forward to seeing you soon.

Best,

Humphrey Sopakuwa  
Senior Admissions Manager MBA, TIAS Business School  
h.sopakuwa@tias.edu

Ps: If you are not able to meet me, please email me your up-to-date CV for a quick assessment.

### The Challenge:

- Increase the value of the international outreach program for TIAS
- Maximise ROI for recruiters attending international fairs and events
- Build a targeted pipeline of prospects for international MBA and MSc programs
- Reach experienced professionals at larger corporates, who already have a bachelors or masters degree

### The Solution:

- Sponsored InMail campaign to support attendance at Access MBA fair in Mexico City
- Personalised message from Senior Admissions Manager Humphrey Sopakuwa
- Emphasis on prospects being personally selected - and invitation to face-to-face meeting
- Targeting by educational background, corporate experience and seniority

### Why LinkedIn?

- High open and engagement rates for Sponsored InMail
- Targeting parameters available for reaching the most likely prospects with precision
- Reach amongst target audience in South America
- Building on success of Netherlands-focused lead generation campaigns

### Results:

- Sponsored InMail open rate of 90.6%
- 27.3% of those opening the InMail booked a face-to-face meeting
- A full schedule of appointments generated in 72 hours
- 36 appointments over three days
- 25% of leads remaining in the pipeline after 6 months, with strong opportunity to convert to enrollment on courses

## Transforming the value of overseas recruitment

Attendance at relevant international fairs and events is a mainstay of TIAS Business School's lead generation strategy – as it is for many other higher education institutions. Face-to-face meetings have a key role to play in potential candidates' journey towards taking a place on a course, and can often secure conversions. However, they can only add value if TIAS admissions managers can secure time with relevant program candidates.

"Attending a fair is a significant investment and you want to make the opportunity for face-to-face contact count, not fall back on handing out flyers to anybody who walks past," explains Job van den Wildenberg, Marketing Development Manager for TIAS. "With one of our admissions managers attending an Access MBA event in Mexico City, we decided to try a different approach. Using LinkedIn, we pre-selected people who would be relevant for our courses, and then sent an invitation to set up a personal meeting."

## The power of relevance and personalisation

The Sponsored InMail that Job and the TIAS team developed came directly from the MBA Senior Admissions Manager, Humphrey Sopakuwa, it addressed each prospect by name, concisely explained what TIAS was looking for in potential candidates, and why that person was felt to be a good fit. It also included a clear call to action to stop by the event for a one-to-one meeting.

"With Sponsored InMail, you definitely want to use a personalised approach that reflects the highly targeted audience that you're reaching," explains Job. "Making it easy to respond is important too. With our InMail, the prospects could click a button to schedule the meeting – and then simply pick the time slot that suited them. Extra steps are conversion killers – and I think this approach was a big contribution to our success."

That success transformed the ROI of Humphrey Sopakuwa's trip to Mexico City. Within 72 hours of the Sponsored InMail campaign launching, he had a full schedule for his three days in the city, with 36 face-to-face meetings with suitable candidates. Six months later, a quarter of those candidates are still in the lead pipeline for TIAS, advancing a significant way along the journey to enrolling for a course. By using LinkedIn profiling and Sponsored InMail from the start of the lead generation process, Job and his team have been able to transform the quality of leads in their international pipeline.

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*"Using Sponsored InMail to set up face-to-face meetings was a very successful for us. It boosted the value we got from attending the Mexico City event – and it will form a key part of our international recruitment strategy going forward. I wouldn't want to invest in an overseas event, without preparing the ground first."*



**Job van den Wildenberg**  
Marketing Development Manager  
TIAS Business School