

DMI Teams Up With WorkInSports and iHire to Score Qualified Leads for Georgetown University's Master's Degree Programs

ORGANIZATION



WEBSITE

www.DMIInc.com

INDUSTRIES

Higher Education

HEADQUARTERS

McLean, Virginia

SOLUTIONS

- Branded Email Marketing Campaigns
- DegreesInSports Directory Listings and Ads

RESULTS

- Experienced a 99.8% delivery rate, 74.7% open rate, and 1.14% click-through rate for emails since October 2020
- Generated an average email open rate of 81% in FY24 – 3x the industry average
- Increased program leads through advanced audience targeting

Background

DMI is a leading global provider of digital services, including omnichannel and brand marketing, for the public and private sectors. Founded in 2002 and headquartered in McLean, Virginia, DMI is an expert in building brands and driving results that show measurable impact by combining research, strategy, media, content, and creative.

Challenges

DMI aims to help clients target and attract the right audiences through the right strategy and mix of media, including email marketing campaigns. Often, that means finding new partners that can provide additional resources for connecting with ideal prospects.

When DMI's client, Georgetown University School of Continuing Studies, sought to promote its Master's programs, DMI set out to find a partner for reaching career-minded individuals who would be interested in Georgetown's programs.

Solutions

To attract more qualified leads to Georgetown's Sports Industry Management Master of Professional Studies program, DMI tapped WorkInSports, one of employment platform iHire's 57 talent communities and owner of DegreesInSports, the top online database for sports degrees.

With a candidate database of more than 1.2 million sports industry professionals – and the ability to filter prospects by geography and education – WorkInSports could help DMI zero in on strong leads.

"WorkInSports was the perfect fit in terms of reaching our desired target audience," said Yooyung Imsland, Media Director, Digital Experience, DMI.

DMI worked closely with WorkInSports to promote Georgetown's Sports Industry Management Master of Professional Studies program via email marketing campaigns (eblasts) and a directory listing on DegreesInSports, where the typical visitor is a future sport management degree holder looking to grow in the sports business industry.

For each email campaign, DMI provided copy and design elements and collaborated with WorkInSports to pinpoint the ideal audience. WorkInSports

“ By managing its customer database effectively, iHire’s success at delivering leads to our clients continues year after year. iHire’s level of service to our account is amazing – their team takes care of us and working with them is easy. We look forward to continuing our partnership. ”

- **Yooyung Imsland**
Media Director,
Digital Experience
DMI, Inc.

tested the performance of each email across 50 devices and provided DMI with ongoing insights into campaign KPIs, such as open and click-through rates.

When WorkInSports was acquired by iHire – which offers a full suite of engaged learning and enrollment marketing products under its EDU Solutions brand – DMI was afforded even more potential audiences across 56 additional industries. This allowed DMI to test iHire’s email campaigns with Georgetown University Master’s programs in the HR, broadcasting, logistics, environmental, real estate, security, and technology sectors.

Results

DMI has promoted a total of six Georgetown University programs through WorkInSports and iHire. Since October 2020, iHire has sent over **10.8 million** emails on DMI’s behalf – averaging **275,800 a month** – to **1.1 million** unique users. That set of emails registered a 99.8% delivery rate, 74.7% open rate, and 1.14% click-through rate.

In FY2024 alone, DMI saw an average open rate of **81%** – three times the industry standard. Plus, iHire ebasts generated **1,912** web sessions, **267** event RSVPs, and **15** requests for more info (RMI) submissions, helping DMI meet its main objective of driving webinar leads.

“By managing its customer database effectively, iHire’s success at delivering leads to our clients continues year after year,” concluded Imsland. “iHire’s level of service to our account is amazing – their team takes care of us and working with them is easy. We look forward to continuing our partnership.”

Further, DMI estimates that the DegreesInSports directory listing and WorkInSports email campaigns for Georgetown’s Sports Industry Management Master of Professional Studies program delivered the highest ROI out of any placement for that program.

“It’s been a pleasure working with DMI and Yooyung,” said Randy Just, Business Development Manager, iHire. “They are always accountable and professional when delivering the materials for their email campaigns. We truly enjoy seeing their successes.”

