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**Short Term Study Abroad Email Marketing**

*An email list of the student body is the best way to generate interest for your Study Abroad Program. Getting several course listings approved for your program is also a very good way to insure a broad interest in your course. Making your program available to as many students as possible with as many course listings as possible will insure many students have options to meet their course needs.*

*An email marketing campaign usually starts 5 to 6 months ahead of your application deadline; however, with shorter times we suggest sending multiple variations of emails on a weekly or bi-weekly basis.*

*Sample emails are shown below.*

*Send the first one ASAP!!*

**Email Banner:**

*Include the email banner with your email (sent separately) with all of your email transmissions to insure a consistent visual connection to your program. The banner should show up between the text near the top of the email each time.*

**Email List:**

*Collect a list of student emails of those interested in your program and send them interesting information, stores and pictures about your destination periodically.*

**Sample Emails:**

**Email #1 (send variations of this to all students at least 2 to 3 times 3 to 6 months before deadline)**

Study Abroad on Spring Break or Summer Intersession!

**Would you like to study away, but don’t want to commit to an entire semester abroad?**

**Would you like to earn course credit exploring a foreign country?**

**(Financial Awards, Financial Aid and Scholarships are available)**

**Here’s your chance.**

Explore the unique culture of…

Spring Break in

***Norway and Denmark***

**In Denmark, we’ll explore the cities and culture surrounding Copenhagen. Our Itinerary will take us from Copenhagen to Oslo, Norway, and more. Deadline February 1!!**

**Qualify for a Financial Award of $750.**

**Financial aid can be applied.**

**Earn course credit for**

**XXX150, XXX250, XXX350, XXX450**

**XYZ750, and XYZ795.**

Salutation

**Email #2 (Reminder email – send a variation of this 2 times 2.5 to 3 weeks before deadline)**

**NORDIC Study Abroad for Summer 2019**

**Tourism Marketing in Chile!**

You may qualify for a financial award.

Open to all majors.

**Deadline for completed applications is February 1!**

See the attached flier for program costs, eligible courses for credit and general information.

NORDIC Program Application:

(Insert Link) If you do not have an application link, you can ask the student for important demographic information by return email.

Please let me know if you have any questions.

My office hours are xyz.

Salutation

**Email #3 (Send this to all interested students 1 week before deadline)**

**NORDIC Study Away Program Participants,**

**If you have not completed your application, please get it done as soon as possible.  The closing date for this program is THIS WEEK ON FRIDAY.  We need all of your documents turned in prior to Friday at 5:00pm.**

Application link:

(Insert Link) If you do not have an application link, you can ask the student for important demographic information by return email.

Please let me know if you have any questions or if I can help you getting anything completed before the deadline.

Salutation

**EMAIL #4 (Send this to all interested students 1 day before deadline)**

**NORDIC Study Away Program Participants,**

**If you have not completed your application, but you are still working on it, please let me know.  The closing date for this program is TOMORROW.  If you are unsure if your application is complete, let me know or contact the study away office tomorrow. If you need an extension, I need to know before the program closes.**

Application link:

(Insert Link) If you do not have an application link, you can ask the student for important demographic information by return email.

Let me know if you have any questions or if I can help you getting anything completed before the deadline.

**Thanks!**