



## 10 Innovative Campaign Strategies for Chapman University

### Strategy 1: “Real-World Ready” Challenge

- **Target Audience:** Prospective business students (undergrad/grad) and their parents
- **Pain Point:** Worry that business school won’t prepare them for real jobs
- **Messaging Hook:** “Want a business degree that actually gets you hired? See how Chapman grads land jobs at Google, NBC, and more.”
- **Outreach Channel:** Instagram Reels → TikTok → SMS follow-up

### Strategy 2: “Industry Insider” Live Events

- **Target Audience:** Students interested in business, accounting, or real estate
- **Pain Point:** Lack of access to real industry leaders and mentors
- **Messaging Hook:** “Meet the execs from Airbnb, Forbes, and Google—only at Chapman’s Dean’s Leadership Series.”
- **Outreach Channel:** LinkedIn Events → Email invite → Live Q&A on YouTube

### Strategy 3: Corporate Referral Blitz

- **Target Audience:** Employers and recruiters in SoCal business hubs
- **Pain Point:** Struggle to find job-ready, high-performing grads
- **Messaging Hook:** “Tired of sifting through unprepared candidates? Chapman’s grads are trained with the tools your team uses—let us send you top talent.”
- **Outreach Channel:** LinkedIn DM → Email → Phone call

### Strategy 4: “Bloomberg Lab Experience” Virtual Tour

- **Target Audience:** Prospective finance students and their parents
- **Pain Point:** Not enough hands-on training with real-world tools
- **Messaging Hook:** “See why Chapman has more Bloomberg terminals than any SoCal university—take a virtual tour and picture yourself on Wall Street.”
- **Outreach Channel:** Email (interactive video) → SMS reminder → Zoom Q&A



#### Strategy 5: “Job Offer Guarantee” Social Proof Campaign

- **Target Audience:** Prospective students comparing business schools
- **Pain Point:** Fear of graduating without a job
- **Messaging Hook:** “Chapman grads land jobs fast—see our latest success stories and employer testimonials.”
- **Outreach Channel:** Instagram Stories → TikTok → Email drip

#### Strategy 6: “Real Estate Fast Track” Webinar

- **Target Audience:** Students interested in real estate careers
- **Pain Point:** Unsure how to break into real estate or find mentors
- **Messaging Hook:** “Want to launch a real estate career? Meet Chapman’s new \$5M-backed real estate school and its industry partners.”
- **Outreach Channel:** LinkedIn Event → Email → YouTube replay

#### Strategy 7: “Parent Peace of Mind” Text Campaign

- **Target Audience:** Parents of high school seniors
- **Pain Point:** Anxiety about tuition, ROI, and safety
- **Messaging Hook:** “Chapman’s business grads earn more, land jobs faster, and have a supportive campus. Want to see the numbers?”
- **Outreach Channel:** SMS → Phone call → Email with outcomes report

#### Strategy 8: “Internship Insider” Podcast Series

- **Target Audience:** Prospective and current students
- **Pain Point:** Lack of clarity on how to get top internships
- **Messaging Hook:** “Hear how Chapman students scored internships at NBCUniversal and Google—straight from the students themselves.”
- **Outreach Channel:** Spotify/Apple Podcasts → Instagram Stories → Email highlights

#### Strategy 9: “Career Accelerator” Employer Roundtables



- **Target Audience:** Local and regional business leaders, HR, and recruiters
- **Pain Point:** Need for better-prepared entry-level talent and campus recruiting partnerships
- **Messaging Hook:** “Want first pick of Chapman’s top business grads? Join our exclusive employer roundtable.”
- **Outreach Channel:** LinkedIn InMail → Email → Event follow-up call

#### Strategy 10: “Your Future, Quantified” ROI Calculator

- **Target Audience:** Prospective students and parents
- **Pain Point:** Uncertainty about the value of a business degree
- **Messaging Hook:** “Curious what a Chapman degree is worth? Use our ROI calculator to see your earning potential.”
- **Outreach Channel:** Website tool → Email retargeting → SMS nudge

#### Examples of Messaging Hooks in Plain Language:

- “Want a business degree that actually gets you hired?”
- “Meet the execs from Airbnb, Forbes, and Google—only at Chapman.”
- “See why Chapman has more Bloomberg terminals than any SoCal university.”
- “Chapman grads land jobs fast—see our latest success stories.”
- “Hear how students scored internships at Google—straight from them.”