

1. Email to prospective students



Apply for summer semester, and you could be eligible for a \$1,000 scholarship!

Aspiring Sustainable Management Student

For the first time, the University of Wisconsin Sustainable Management bachelor's and master's degree programs are awarding scholarships for summer semester.

Apply for the program now, and you could receive \$1,000 to put toward your first semester.

If you've been considering applying for the program, now is a great time. We have many \$1,000 awards to give away to new students!

May 23 is the deadline for scholarship submissions. Summer semester begins **May 30**, so there's still time to [apply for the program](#) and a scholarship to help you pay for it. We recommend beginning your application around one month before the first day of classes. If you'd like additional details regarding available UW Sustainable Management scholarships, our enrollment advisers would be happy to provide them.

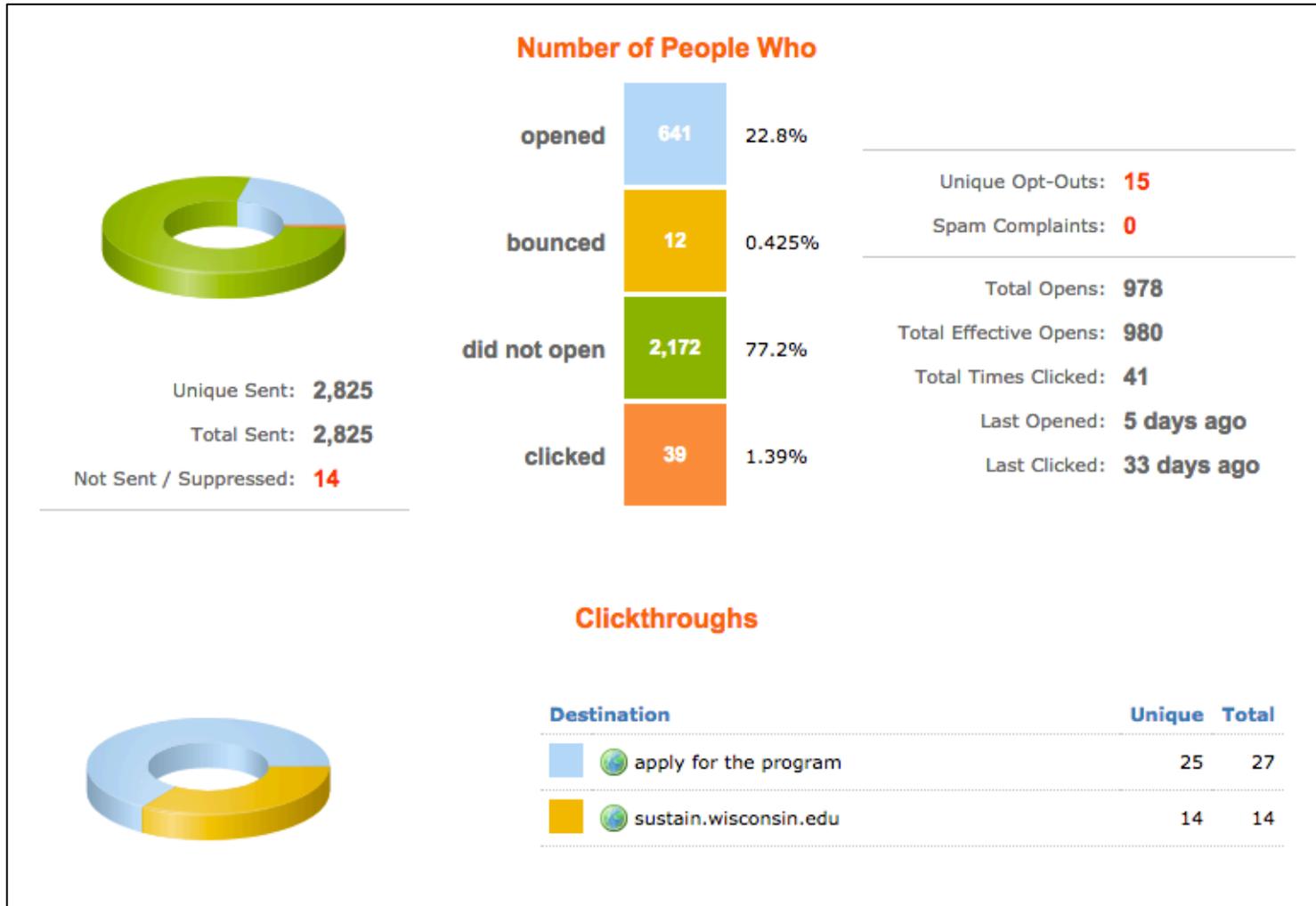
Warm regards,
Crystal Fey, Senior Program Manager
University of Wisconsin Sustainable Management
sustain.wisconsin.edu

For questions:
Call: 1-877-895-3276
Email: learn@uwex.edu

Copyright © Board of Regents of the University of Wisconsin. All rights reserved.
Our address is 5602 Research Park Blvd, Suite 300, Madison WI 53719 United States.

If you do not wish to receive future email, [click here](#).

Results from the prospective student email



Open rate: 23%

Click-through rate: 1.4%

2. Email to current students

From: UW Sustainable Management
Sent: Friday, April 28, 2017 10:38 AM
To: UW Sustainable Management <sustainable@uwex.edu>
Subject: New Sustainable Management Scholarship Opportunities!

For the first time, scholarships are available for summer semester!

Dear SMGT Students,

For the first time, the University of Wisconsin Sustainable Management *bachelor's and master's degree* programs are awarding scholarships for summer semester.

Apply by Tuesday, May 23, to receive \$1,000 to put toward your summer semester.

We want to connect with you and find out what you'll be up to this summer. To apply for a summer scholarship, simply send us a photo (doesn't have to be of you) and a short, 150-word description that explains what you'll be doing this summer when you're not actively working toward your Sustainable Management degree.

We have many \$1,000 scholarships available, and they are not based on financial need. Any current student in good academic standing is eligible.

May 23 is the deadline for scholarship submissions and also the first day of Preview Week for the summer semester--so there's still time to apply for a scholarship. All you need to do to apply is respond to this email with your summer photo and short description. We'll let you know if you're a recipient of a \$1,000 scholarship by Friday, May 26.

Warm regards,
Christy Swartz, Student Success Coach
University of Wisconsin Sustainable Management
sustain.wisconsin.edu

For questions:
Call: 1-877-895-3276
Email: sustainable@uwex.edu

3. Web content post

How can we help? 1-877-895-3276 Chat Apply Now

SHARE 49 5 G+

UNIVERSITY OF WISCONSIN SUSTAINABLE MANAGEMENT Programs Get Started Current Students About Sustainability Experience UW SMGT

 **Sustainable Management Summer Scholarships Available for the First Time**
MISSY KATNER · FRI APR 28 2017



So, this has never happened before. University of Wisconsin Sustainable Management is awarding *summer* semester scholarships to *both* bachelor's and master's degree students.

If you're a current Sustainable Management student, apply now for the scholarship and you could **receive \$1,000** toward your summer semester.

How to Apply

We want to connect with you and find out what you'll be up to this summer. So, to apply for the scholarship, send us a photo and a short, 150-word description that explains what you'll be doing this summer (that is, when you're not actively working toward your degree).

Please send your submission to sustainable@uwex.edu.

We have many \$1,000 scholarships to give away! And, they are not based on merit. Any current student in good academic standing is eligible.

May 23 is the deadline for scholarship submissions, ahead of the first day of classes on May 30. There's still time to apply for this scholarship—and to the Sustainable Management program if you haven't enrolled yet. (If you're not a current student, [click here to start your application](#) or [here to see admission requirements](#).)

UW Sustainable Management staff will notify you by May 26 if you're selected as a recipient of a scholarship.

← (5. Graphic)

Results from the web content post

Landing Page [?]	Acquisition			Behavior		
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	182 % of Total: 1.59% (11,470)	37.91% Avg for View: 64.00% (-40.76%)	69 % of Total: 0.94% (7,341)	86.26% Avg for View: 63.61% (35.61%)	1.24 Avg for View: 2.14 (-42.11%)	00:01:17 Avg for View: 00:01:56 (-33.80%)
1. /blog/sustainable-management-summer-scholarships-available/	182(100.00%)	37.91%	69(100.00%)	86.26%	1.24	00:01:17

Sessions: 182

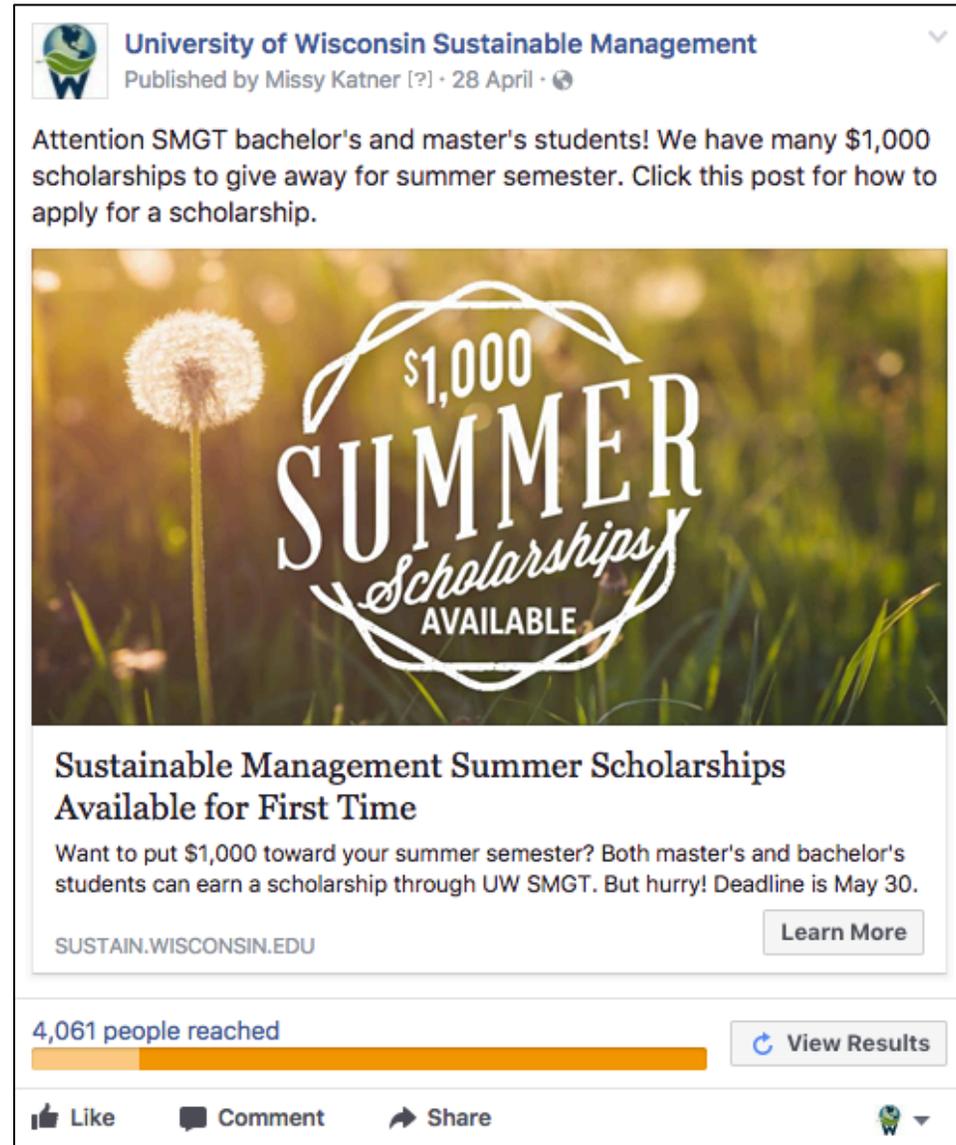
Time on page: 1 minute 17 seconds

4. Facebook retargeting ad



The mobile view of the Facebook ad shows the University of Wisconsin Sustainable Management logo and name at the top left. Below it, the text reads: "Attention SMGT bachelor's and master's students! We have many \$1,000 scholarships to give away for summer semester. Click this post for how to apply for a scholarship." The main image is a dandelion with a circular graphic overlay that says "\$1,000 SUMMER Scholarships AVAILABLE". Below the image, the text "Sustainable Management Summer Scholarships..." is followed by a "Learn More" button and the URL "sustain.wisconsin.edu". At the bottom, it shows "Anna Schryver and 38 others" with "2 comments" and "1 share", and icons for "Like", "Comment", and "Share".

Mobile view



The desktop view of the Facebook ad shows the University of Wisconsin Sustainable Management logo and name at the top left, with "Published by Missy Katner [?] · 28 April · 🌐" below it. The text reads: "Attention SMGT bachelor's and master's students! We have many \$1,000 scholarships to give away for summer semester. Click this post for how to apply for a scholarship." The main image is a dandelion with a circular graphic overlay that says "\$1,000 SUMMER Scholarships AVAILABLE". Below the image, the text "Sustainable Management Summer Scholarships Available for First Time" is followed by a "Learn More" button and the URL "SUSTAIN.WISCONSIN.EDU". Below that, it shows "4,061 people reached" with a progress bar and a "View Results" button. At the bottom, it shows "Like", "Comment", and "Share" icons, and a small profile picture icon.

Desktop view

Results from the Facebook targeting ad



Total paid and organic reach: 4,061

Engagements: 112

Clicks to Sustainable Management website: 68