



Case Study

Direct Marketing – Melbourne Business School



Background

Melbourne Business School (MBS) at the University of Melbourne is the largest business school in Asia Pacific and a leader in management education and executive development.

Requirement

Fundamental to MBS' enrolment strategy for their many courses are direct mail campaigns specifically targeted at the executive market.

MBS required the ability to store, print, process and distribute high quality direct mail pieces to prospects in order to convert to enrolments.

Their campaigns often require a high degree of intelligent inserting and personalization with timeliness and accuracy being key requirements.

Paramount to effective campaign management and processing was the need to store and manage printed collateral.

Solution

Melbourne Mail Management's unique stock management system – eWare ensures that all materials are received, documented and stored accurately and efficiently.

MBS is able to access their own eWare account any time to check on stock quantities as well as reconcile campaigns.

Melbourne Mail Management's commitment to quality and accuracy ensures each campaign is prepared, processed and lodged accurately. Our six step process and sign off helps avoid any possible discrepancies.

Testimonial

“Melbourne Mail Management is responsible for the handling of our many direct mail needs throughout the year. We have always found them to be reliable, accurate and easy to work with. Their attention to detail and industry know-how ensures that our campaigns are processed just the way we intended.”

Alex Christou
Director, Marketing Services – Direct Marketing MBS