



# Types of Communication



## Generalized

Mass Marketing  
*Same message  
or story to all*



## Personalized

Segmentation based on  
limited data  
*Targeted messages  
Variable language*



## Customized

Advanced  
segmentation  
*Territory manager  
provides specific  
information based on  
interests and concerns*



## Individualized

One-on-one  
communications  
and interactions  
*Eliminate obstacles  
Guide to next steps  
Close the deal*



# Types of Communication: Examples

Generalized	Personalized	Customized	Individualized
<ul style="list-style-type: none"> <li>• Postcards</li> <li>• Email &amp; text blasts</li> <li>• Brochures</li> <li>• Event invitations</li> <li>• Reminders about important dates &amp; deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Letter packages with variable paragraphs</li> <li>• Targeted emails &amp; text messages</li> <li>• Landing pages</li> <li>• <i>Data points: name, gender, location, major, high school, GPA/test scores</i></li> </ul>	<ul style="list-style-type: none"> <li>• Departmental fact sheets</li> <li>• Internship/research opportunities related to major or interests</li> <li>• Specific financial aid &amp; scholarship info.</li> <li>• Links to videos, student profiles, faculty bios...</li> </ul>	<ul style="list-style-type: none"> <li>• In-person meetings with admissions, financial aid, faculty, students, alumni...</li> <li>• Phone or Zoom conversations</li> <li>• Follow-up letters, emails, text messages based on where prospect is in the decision process</li> </ul>