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| Asset | Email |
| Block Theme | Beyond Business |
| Program | BBA |
| Email name, deadline & send date | APP DL Oct 1, EML1: Sept 25 |
| Objective | October 1 st is the deadline for students who are applying to the January intake. The January intake is often quite small we so maximise applications early. We want to leverage on the previous messaging of going beyond business with Hult’s BBA and what that means for you. But as a secondary message we should also refer to the fact that you “start early” in January. |
| CTA | Apply |
| References | Melissa’s email <link> |
| Notes | Let’s make the tone friendlier and tie in beyond business messaging.  EMBA version that doesn’t include Dual Degree  North and Lat AM version that includes Metro EMBA |
| Blog suggestions/requests | Mix of admissions & beyond business we could repurpose these <link>, <link>, <link> and include upcoming interview with Chip as example of company going beyond business, also webinar with Jannicke. |
| Images | To brief design once copy approved |

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| Asset | Paid Ad – Facebook |
| Block Theme | Beyond Business |
| Objective | Retargeting recipients known to us and “lookalike” profiles on Facebook. We want to encourage them to apply using scholarships as the incentives and including beyond business message. |
| Amount | 2x ad copy per program  6x images |
| Copy | Intro: optimum 50 words  Header: max 10 words, use scholarship  Subhead: max 5 words, use DL date |
| Images | Try mixture of future theme & student shots  3x images with text (short text, no more than 20% of image size)  3x images no text |
| CTA | Warm = Apply; New = Learn more |
| Landing page | <link/example> |
| References | <example> |