

COMPANY PROFILE

Enrollment Marketing Solutions Inc. is a woman owned (BEP and PMP Certified) full-service Marketing & Project Management Consulting Firm. Since 2006, we have a proven track record creating value and successful outcomes in over 11,000 marketing projects. Our success can be attributed to incorporating sustainable approaches for our clients and holistic strategies using proprietary approaches, customized solutions, industry best practices, scalable tools, and techniques.

SERVICES

Marketing

- Marketing Strategy & Planning
- Marketing Execution
- Communications Management
- Dashboard Reporting

Project Management

- Day to Day Project Management
- Process Improvement
- Project Monitoring & Controlling
- PMO Governance

PROJECT WORK

Meridian Health EMS project management team developed and designed a statement of work (SOW) for Meridian Health serving as a blueprint for multiple community health outreach event projects. The statement of work (SOW) gave the client an overview, governance details, and approach. The strategic approach helped Meridian establish footprints in new communities saving time and reducing costs. The statement of work detailed multiple event project-specific activities (deliverables, locally relevant details, and timelines). Activities included strategic approach, key deliverables & tools, tasks, milestones, dates of key deliverables, call to action items, event promotions, community partnership opportunities, strategies/tactics used to leverage current community partners & influencers, success criteria, budget/resource breakout, and any assumptions and risks. Event outcomes: ensure health equity across all ethnic groups in the State of Illinois, increase current client membership utilization of program offerings, identify new prospective members to the client's Health Plan family of service, maintain and strengthen client brand, leverage digital assets, promote relevant messaging, address care gap closures, improve the way client communicates with members and prospective members, and promote strong healthy families.

Managed Healthcare Choice of IL Plan EMS project management team designed a community outreach member engagement video vignette scope of work for a Managed Care Health Choice of IL Plan. The scope of work gave the company the necessary direction needed for the multiple video projects using a clear and detailed workflow (project plan). The workflow detailed how Enrollment Marketing Solutions would create a suite of member-centric animated video vignettes to help their members/prospective members navigate the plan website and other platforms. The videos were a creative approach that ensured plan members/prospective members had what they needed to make the best healthcare decisions. Objectives: member retention & engagement, reinforce brand reset, improve health outcomes & support, ensure cultural relevance, and establish a plan as an innovative marketplace leader for quality government-sponsored healthcare. Business benefits: increased ROI using videos to inspire marketing-specific actions, memorable & measurable (track & measure audience engagement), ability to give members/ prospective members what they want, rank higher in search, increase website traffic, increase conversions, and influence their buying decision.

Certifications



CAGE Code:	7D7G6
DUNS Number:	006688080
Organization:	S Corp
NAICS Codes:	541613 541618 541990 541611 541890
SAM:	Complete
IPG Number:	20369608

PROJECT WORK

Managed Healthcare Choice of IL Plan EMS project management team established a Go-To-Market Strategic Plan for a Managed Care Health Choice of IL Client for a Health Series to targeted communities in the State of Illinois. The main objective of the GTM (Go-To-Market) Plan was to help the client develop a strategic roadmap that offered compelling and unique value propositions to their target audience to enhance the customer experience and gain a competitive advantage. The plan included marketing and effective communication initiatives that would prioritize growth and retention strategies in targeted countries using market research, tactics, key engagement tools, A/B split variable messaging, KPI's and metrics reporting to help maintain and grow market positions. The business objective: increase awareness and services and solutions giving the client a unique opportunity to expand and retain Medicaid and Marketplace Plan members.

Fortune 500 Integrated Human Capital Management Services Managed 465+ marketing projects. Cross functionally managed enterprise teams including Marketo, Salesforce, stakeholders/sponsors, web developers, designers, writers, marketing analytics, sales, digital marketing/optimization, campaign management & engagement, campaign and nurture strategy, and marketing managers. Increased process improvement by 15% creating email templates in Workfront (planning, change control, launch checklist, forecasting, requirements) helping marketing PM's manage time and process more efficiently. Project work examples: Speed to Lead; Marketo/SFDC emails; Social Media Posts; Banner Ads, Flyers, Nurture Campaigns, Digital Advertising Campaigns; Newsletters; Launch Kits; Power/Lead Magnet Landing Pages with gated assets; Dynamic Landing Pages, and Web. Marketing email triggered campaign average benchmarks: Open rate: 20.8%; click thru rate 3.2%; Click to open 12.5%. Landing Page average benchmarks: Page views: 2,151; Form Fills: 51; 2.6% overall conversion rate. Proficient in Workfront PMO Monitoring and Controlling, Portfolio/Program Management, and Dashboard Reporting.

DeVry University Built and implemented over marketing project management plans that enabled the client to increase enrollments strategically and develop a more coordinated approach to enrollment management using multi-channel lead strategies. Strategies included: program messages, compelling content, utilization of multi-media tools and techniques, Strategies increased leads .5%; conversion 1.5%. EMS team accountable for project delivery which included \$1,000,000 plus marketing budget spend managing stakeholders, marketing assets, procurement management, risk management, change management, and forty plus vendors. Due to superior service performance creating accessibility, system flexibility, order fill rate lead time /order cycle time cut by 5 days project was delivered ahead of schedule and on budget.

Kaplan University Identified detailed objectives for expanding online graduate and undergraduate inquiry pools, target marketing and recruitment efforts to reach more students who were likely to enroll and increase yield. Led 35 marketing projects involving strategy and execution, and lead generation planning and execution of assets that enabled the university to increase enrollment strategically for Business, Health, Legal, IT, Nursing, Teacher Ed, Higher Ed, and Criminal Justice Programs increasing response rates .15%-.2%. Developed a coordinated approach to Enrollment Management using lead direct mail strategies. .

Loyola University Chicago Developed and implemented over 300 comprehensive strategic communications marketing project management plans resulting in client shorter lead time to market by 25%. Elements included: outreach campaigns, campaign performance, outcomes and measurements/metrics, funnel analytics, marketing materials, synchronized brand identity across all platforms, targeted audience strategy, and content. Marketing campaign management generated on average .7% response rate (avg industry .05%-.2%). Established key enrollment indicators resulting in a 5% response increase above industry standards.