



# BENEDICTINE COLLEGE

ATCHISON, KANSAS

Marketing Through Change –  
Print and Snail Mail to Digital and  
AI

08FA Letter Series

**FRESHMEN**

BF IQ	
Day - 1	Viewbook Letter w/APP&VB
15	Visit Piece
36	Financial Aid Brochure
57	Did You Know Postcard
78	Outcomes Brochure
99	President Ltr to Family
119	Discovery Brochure
139	Last Chance to Apply Email

LM IQ	
Day - 1	TUMAY Card and Ltr
15	Visit Piece
36	Financial Aid Brochure
57	Ignite Your Spirit Postcard
78	Did You Know Postcard
99	Last Chance to Apply Email

LL IQ	
Day - 1	TUMAY Card and Ltr
22	Visit Piece
43	Financial Aid Postcard

BE PA	
Day - 1	Pending Postcard
7-28	Rest of IQ agenda if not rec'd
45	Missing docs postcard
60	Cancel App in 2 weeks ltr (done Ad-Hoc once a month)

BF AP/AR	
Day - 1	Acceptance Letter
4	Scholarship Letter
11	Congrats Ltr from President
18	Student Life Brochure
25	Academic Ltr
32	Visit Piece (if not rec'd)
39	Fin Aid Broch (if not rec'd)
46	Outcomes Broch (if not rec'd)
53	Discovery Broch (if not rec'd)

BF RJ	
Day - 1	Denial Ltr

BF DP/EN	
Day - 1	Enr Fee Acknow Ltr
8	Congrats Ltr from President
15	Workman ltr - roll of acad adv.
22-53	(rest of agenda if not rec'd)

Cold Apps	
Day - 1	Cold Applicant Letter

Freshman Football IQ	
Day - 1	Football IQ Ltr w/APP&VB
15	Outcomes Brochure
39	Financial Aid Brochure
57	Discovery Brochure

TRANSFER IQ	
Day - 1	Introduction Packet w/ App
8	Did You Know Postcard
15	Outcomes Brochure
22	Discovery Brochure

AP/AR	
Day - 1	Acceptance Letter
8	Congrats Ltr from President
15	Did You Know (if not rec'd)
22	Outcomes Broch (if not rec'd)
36	Discovery Broch (if not rec'd)

RJ	
Day - 1	Denial Letter

DP/EN	
Day - 1	Enr Fee Acknow Ltr
8	Did You Know (if not rec'd)
15	Outcomes Broch (if not rec'd)
22	Discovery Broch (if not rec'd)

Cold Apps	
Day - 1	Cold Applicant Letter

**HIGH SCHOOL JUNIORS**

IQ	
Day - 1	Mini Viewbook
15	Visit Piece
36	Did You Know Postcard (about student life)
57	Ignite your Spirit Postcard
78	Discovery Brochure
99	Academic Overview postcard

**HIGH SCHOOL SOPHOMORES**

IQ	
Day - 1	Search Piece
30	Visit Piece
60	Did You Know Postcard (fun information)
90	Ignite your Spirit Postcard
120	Opportunities Postcard

# | BCYC IMMERSION



There is only **1 week left to register!** Make summer plans to attend one of Benedictine College's two weeklong Catholic youth conferences for high-school-aged students. Several academic **interest tracks are full or nearing capacity**, so don't delay.

### **New Spots Available in Popular Tracks!**

Our highest demand tracks just added new spots! Engineering, Nursing, Pre-Med, Biology, and Psychology now have a limited amount of extra slots available. Register today to secure your spot!

## **Summer 2026 BCYC Immersion Information**

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[BCYC Immersion](#)

**{{FirstName}}**,  
you are invited to join  
us for a Raven Day!

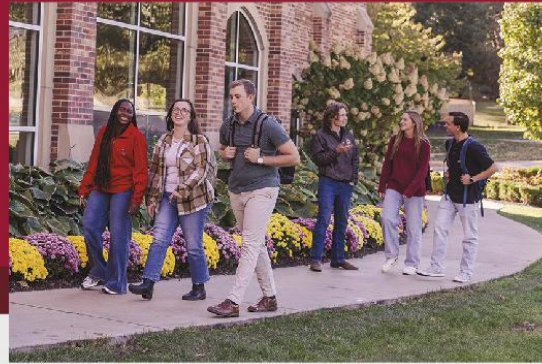
.....  
Come experience our  
**community of faith**  
and **scholarship**.

MONDAY	MONDAY
<b>JAN 19</b> MLK Day	<b>FEB 16</b> President's Day
FRIDAY	FRIDAY
<b>MAR 27</b>	<b>APR 24</b>

**BENEDICTINE COLLEGE**

**RAVEN  
DAYS**





**BENEDICTINE  
COLLEGE**

1020 North Second Street  
Atchison, Kansas 66002-1499

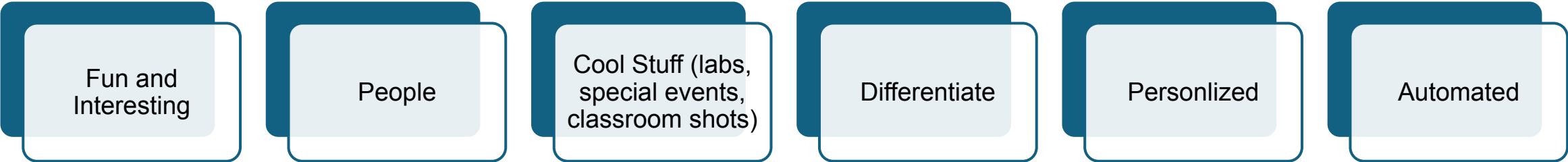


**{{FirstName}}, here's what to expect on a Raven Day:**

- **Admission & Aid Info**  
including a presentation about scholarships.
- **Student-led Campus Tour**  
including academic, student life, and athletic facilities.
- **Overview of Academics**  
including an exploration of our Liberal Arts education.
- **Benedictine Life Sessions**  
covering activities, ministry, student services, and study abroad.
- **Academic Interest Sessions**  
including Nursing, Engineering, Biology, and more.



**Register today for a Raven Day!**  
[Benedictine.edu/Raven-Day](https://www.benedictine.edu/Raven-Day)



Fun and  
Interesting

People

Cool Stuff (labs,  
special events,  
classroom shots)

Differentiate

Personalized

Automated



 **BENEDICTINE**  
**COLLEGE**  
ATCHISON, KANSAS

**WE  
PREPARED  
A PLACE  
FOR YOU**

**2256**  
Students

**89%**  
Catholic

**48**  
States

**12**  
Countries

**25**  
Average ACT

**51/49%**  
Men & Women





Attending Benedictine College is an adventure of epic proportions. It begins on move-in day when you drive onto this beautiful brick and limestone campus on the bluffs overlooking the Missouri River.

Students, professors, monks, and staff are waiting to welcome you. They surround your car, greet you with a smile, and help you move in. You participate in XOC week and join the community of Ravens, proudly donning a beanie as you walk to class on the first day of the semester.

The adventure continues as you find your place in the classroom, in the dining hall, in the labs, in the rec center, and in your residence hall. You discover what you love, meet the thinkers who changed the world, pursue the truth, and imagine where the world can go next. You find something more—the story that God wants to tell with your life, and the role he created for you, and only you, to fulfill.

As you walk across the stage in your cap and gown at graduation, you move onward to transform culture in America!

## YOUR FUTURE STARTS HERE

**Benedictine College, founded in 1858, continues to build one of America's great Catholic colleges.**

- **Top 10 America's Best Colleges** by *U.S. News & World Report*
- **Named one of America's Best Colleges** by *The Newman Guide to Choosing a Catholic College*
- **Top 10 Most Recommended by Students and Young Alumni** — *Wall Street Journal*
- **Best Private College in Kansas** — *Wall Street Journal*
- **Top 15 Great Books Programs** — *Best College Reviews*
- One of only 230 All-Steinway Schools in the world
- Largest private college in the state of Kansas



Happy  
Mother's  
Day

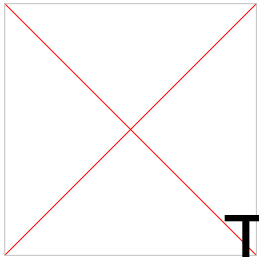
B

HAPPY

FATHER

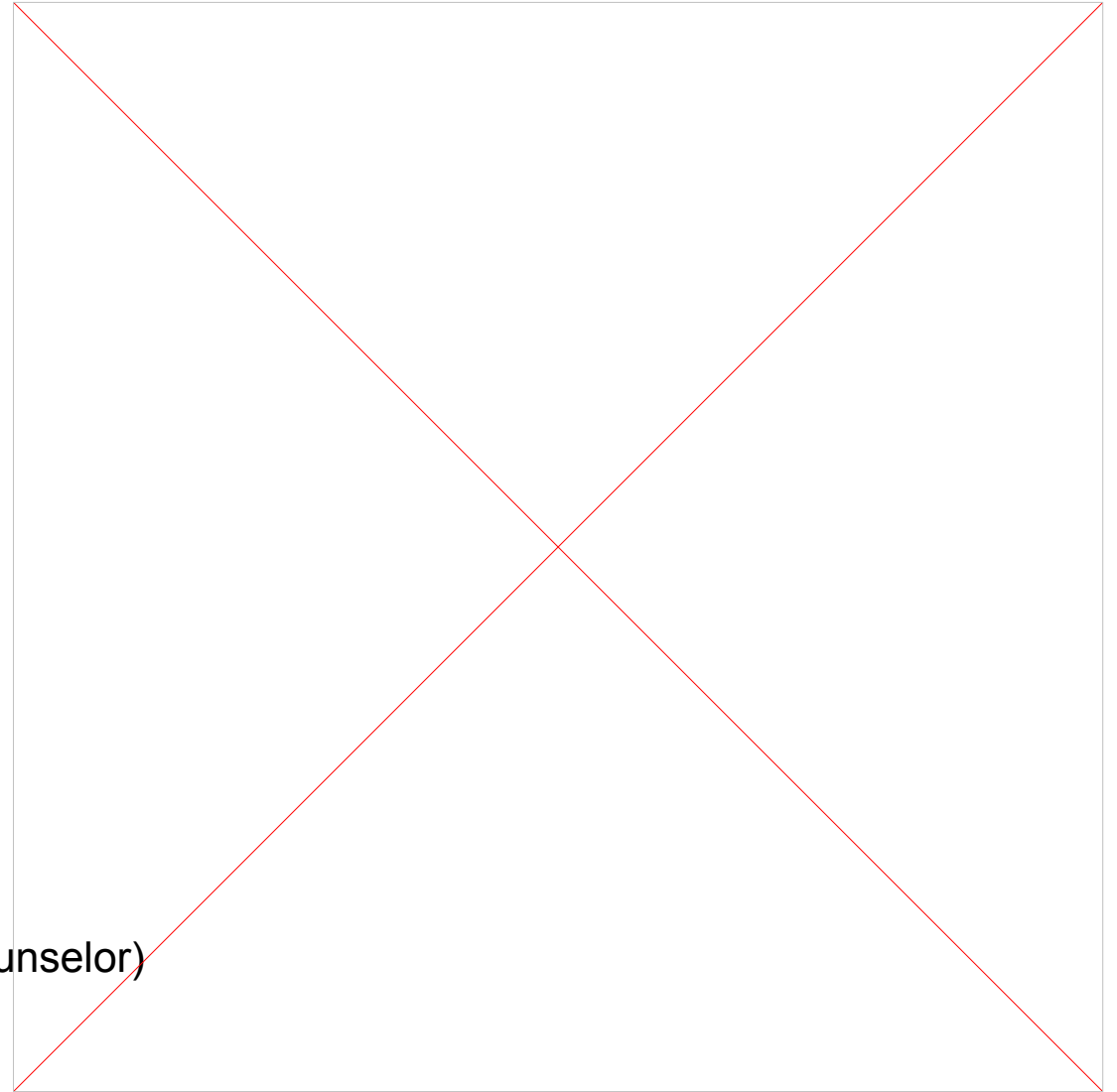
BER'S 

DAY



## Text Messaging

- Admission Staff notifications
- Text conversations between staff and prospects
- 21-Day limit between communications
- Automated bulk texts (appear to come from each counselor)



## Moved keywords to page 1

- colleges in atchison ks (1,680 annual searches)–  
from Page 2 to Page 1, Position 4
- med schools in kansas (1,332 annual searches)–  
from Page 9 to Page 1, Position 7
- new osteopathic medical schools (1,140 annual searches)–  
from Page 9 to Page 1, Position 5
- catholic university kansas (1,104 annual searches)–  
from Page 8 to Page 1, Position 4

## KW WINS

Search Term	Before BrightEdge	After BrightEdge	Rank Improvement	Annual Search Volume
kansas engineering schools	Page 9	Page 1, Position 8	+77	900
private colleges in kansas	Page 7	Page 1, Position 7	+54	684
classical education degree	Page 11+	Page 1, Position 4	+97	240
catholic medical schools in the us	Page 10	Page 1, Position 3	+96	144
christian osteopathic medical schools	Page 7	Page 1, Position 2	+59	144
master of arts in classical education	Page 5	Page 1, Position 3	+43	132
best catholic colleges for pre-med	Page 7	Page 1, Position 7	+54	120
mase degree	Page 11+	Page 1, Position 3	+98	120
catechetics bachelors programs catholic	Page 9	Page 1, Position 3	+78	96
mechanical engineering degree program catholic	Page 4	Page 1, Position 5	+30	84

# AI Prompts

- Answer Engine Optimization
  - Build in answers on the website
  - FAQ pages
  - Endorsements
- AI sees what you claim, then looks for sources that support that claim.