



Marketing Cloud Journey

Started Application, Needs to Complete

Audiences

- Lead: IvyApplicationStatus__c EQUALS In Progress
- AND Lead: ResumeFormLink__c WASSET
- AND Lead: IvyApplicationType__c EQUALS General
- AND Lead: CitizenshipStatus__c NOTEQUALTO International (Non-Immigrant)
- OR Lead: VisaType__c EQUALS Other

Email 1

Subject: Don't forget to finish your application, %%Lead:FirstName%%

Dear %%Lead:FirstName%%,

We're excited to see that you have taken the first step toward your educational journey at Ivy Tech Community College by starting your application. The progress you've made so far is saved, and completing the application will only take a few more minutes. Please come back and finish the **free** application so you can be one step closer to earning your credential!

Continue Your Application, %%Lead:FirstName%%

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 2

Subject: Need more info about program options?

Dear %%Lead:FirstName%%,

No matter what your career interests are, Ivy Tech Community College has a [program](#) that's right for you. Today's in-demand career fields like healthcare, information technology, business, supply chain management, and advanced manufacturing all require education past high school. With numerous program areas at more than 40 locations across Indiana, plus online options, Ivy Tech has the flexibility you need.



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You can earn your associate degree at Ivy Tech in as little as two years, and our short-term certificate programs can help you upgrade your career even faster! Even better, many of our degree programs give you the opportunity to earn professional certifications as part of your normal coursework.

And if you are looking for a more affordable way to earn a bachelor's degree, Ivy Tech credits [transfer](#) to many colleges and universities. There are numerous transfer programs with in- and out-of-state schools, including [guaranteed admissions agreements](#) and the [Start as a Sophomore pathway](#).

Don't wait any longer! Finish your **free** application to Ivy Tech Community College. The progress you've made so far is saved, and completing the application will only take a few more minutes.

Continue Your Application, %%Lead:FirstName%%

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 3

Subject: Need help paying for college?

Dear %%Lead:FirstName%%,

Whether your goals involve working toward a degree or upgrading your career, Ivy Tech can help you identify financial aid options to help pay for college. By taking advantage of Indiana's most [affordable college tuition](#) and applying for financial aid, you can finish college with little to no debt!

If you plan on applying for financial aid like scholarships, it's important that you file the [FAFSA](#). When filling it out, be sure to use Ivy Tech's code - **009917**. This will provide us with the information we need to see if you qualify for loans or grants. Luckily, grants do not have to be paid back!

Ivy Tech also has more than \$8 million in [scholarship funds](#). There's nothing better than getting something for free, especially when it's money toward your education!

Don't wait any longer! Finish your free application to Ivy Tech Community College. The progress you've made so far is saved, and completing the application will only take a few more minutes.



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Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Financial Aid

Learn more about financial aid options:

Learn More

Explore Programs

Learn more about our numerous program offerings:

Learn More

Email 4

Subject: Classes that fit your schedule, %%Lead:FirstName%%

Dear %%Lead:FirstName%%,

We know that fitting classes in your busy schedule can seem overwhelming. That's why you'll find classes at Ivy Tech in a [variety of formats](#) including face-to-face, online, virtual, and hybrid (a blend of face-to-face and online). With thousands of classes each semester to choose from, along with the flexibility of 16-week and 8-week options, you'll be able to find the right fit for your schedule.

No matter where you are in Indiana, Ivy Tech has a campus nearby at one of [40+ locations](#) across the state. It's at these locations that you'll find staff that are ready to help you prepare for what's next, without having to go far from home or your community.

Don't wait any longer! Finish your **free** application to Ivy Tech Community College. The progress you've made so far is saved, and completing the application will only take a few more minutes.

Continue Your Application, %%Lead:FirstName%%

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.



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Email 5

Subject: Still interested?

Hi %%Lead:FirstName%%,

Don't forget — the application to Ivy Tech Community College is free! Do you need some help with completing the application? Do you need more information about programs or financial aid before you hit “submit”?

We are here for you and would love to help! You can contact us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat. Or, you can stop by your local campus to get in-person assistance. Join us for Tuesdays@TheTech to meet with Ivy Tech staff, explore program options, get help completing the application and other forms, and more.

We look forward to you starting at Ivy Tech! Please reach out if you need help or more information.

Finish Your Application, %%Lead:FirstName%%