

Direct to Student Digital Promotion for Forage

After more than **1.5 billion student interactions**, we've learned a few tricks here at EAB on how to make our email messages stand out.

We've developed a customized email outreach program to enhance student engagement and utilization of Forage!

By participating, your institution ensures students receive campaign emails, which:

- Prompt students to sign up for Forage and start exploring job simulations
- Detail how Forage can help them prepare for their future career and reach their goals

Campaign Overview

Audience: All students enrolled during the current academic calendar year.

Email Cadence: Messages go out once a week (excluding holidays) and span over 3-6 weeks depending on the term.

Branding: Emails will include your university name and/or logo.



Campaign Messages

The following pages provide a preview of sample messages in this type of campaign. Message content, order of send and number of emails is subject to modification based on students' engagement with the emails.

Note, there are separate email versions for:

- 2-year students (Community & Technical Colleges)
- 4-year students, freshmen & sophomores
- 4-year students, juniors & seniors

Interested In Participating?

During the campaigns, students will see links to **join [Forage](#) and take FREE day-in-the-life job simulations** from leading companies!

Note, if you are part of our Student Digital Promotion campaign for Navigate360, this is a similar offering, but geared towards Forage promotion. We will be **ensuring that emails from both campaigns are not sent out on the same days** for partners who are opted into both.

Email Message Sample

Hey there,

Trying to figure out what you want to do after college can be exciting, but also overwhelming — how can you know if you'll want to be a Software Engineer, Project Manager or Marketer if you've never tried it? **That's why Woodley College has partnered with Forage.**

Forage provides **FREE virtual job simulations** that walk you through a day in the life working in a specific role at a particular company. For example, you can try [marketing at lululemon](#), [investment banking at JPMorgan Chase](#), or [customer service at Fidelity](#).

Once you've completed a job simulation, **you're over 3x more likely to land a job**. Truly, there's no catch!

You can use Forage to figure out what jobs you may like by:

- Working on real-world projects that professionals in those roles do
- Experiencing what it's like to work at different companies, industries, and career paths
- Building workplace skills (that you can then add to your resume and talk about in interviews!)
- Understanding how what you've learned in the classroom might apply to different roles

[Join Forage](#)

Learn what jobs you love — and boost your chances of landing them — **by signing up for Forage today!**

P.S. Have questions? Email Forage at forage@eab.com



Woodley College
2445 M St.
NW Washington, D.C. 20037

Example Message: 1st in series for two-year institutions

All messages will feature school branding and a customized "from field"

Subject Line

You're invited to use Forage to land your dream job!

Email Message Content

Hey there,

Trying to find and land a job after graduation is stressful and overwhelming, especially when you are already juggling a lot. **That's why {Institution name} has partnered with [Forage](#).**

Forage provides **FREE virtual job simulations** that walk you through a day in the life working in a specific role at a particular company. For example, you can try [marketing at lululemon](#), [investment banking at JPMorgan Chase](#), or [customer service at Fidelity](#).

You complete them on your own schedule, and once you're done, **you're over 3x more likely to land a job!**

Forage helps you land a job by:

- Building new workplace skills you can add to your resume and talk about in interviews
- Demonstrating your interest to companies and standing out in the hiring pool
- Learning about different companies, industries, and career paths, so you feel confident when applying
- Getting access to resources that help you in the job search process, like resume templates, application tips, and interview guides

[Join Forage](#) (button)

We know you are busy and we hope this resource makes your future job/internship hunt a bit easier!

[Sign up for free now](#) and 3x your chances of landing a job you love!

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 2nd in series for two-year institutions

All messages will feature school branding and a customized “from field”

Subject Line

Why you need to start your job search BEFORE your last semester.

Email Message Content

Hey there,

You have enough going on — so why should you need to worry about landing a high-paying job you love now?

Companies start recruiting for their entry-level positions as early as a year and a half before their start date. It’s never too soon to get experience, learn job skills, and build up your resume.

That’s why **{Institution Name}** has teamed up with [Forage](#) to offer **FREE** online [job simulations](#) that help you get ahead in your job search. Once you’ve completed a job simulation, you’re over 3x more likely to land a job.*

All simulations are self-paced, so they can be done whenever you have time in your busy schedule.

Ready to get started? Try out [software engineering at J.P. Morgan](#), [consulting at BCG](#), [sales at Red Bull](#), or one of Forage’s other [200+ FREE, self-paced job simulations](#).

[Join Forage](#) (button)

*Nope, there’s no fine print! Forage programs really do 3x your chances of getting hired.

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 3rd in series for two-year institutions

All messages will feature school branding and a customized "from field"

Subject Line

Triple your chances of landing a job!

Email Message Content

Hey there,

On the job hunt? With companies starting their recruitment process a year to a year and a half before their start dates, it's never too early. **{Institution Name}** wants to give you a hiring advantage by partnering with Forage.

Whether you plan to transfer schools or go to the workforce, these **FREE** virtual [job simulations](#) show you the day-in-the-life in a specific company role. Once you've completed a simulation, you're over 3x more likely to get hired. All simulations are self-paced, so you can complete them on your own schedule.

Boost your chances of landing a role after graduation by [signing up for Forage today!](#)

[Join Forage](#) (button)

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 1st in series for four-year schools, freshmen & sophomores

All messages will feature school branding and a customized “from field”

Subject Line

You’re invited to use Forage to find your dream job!

Email Message Content

Hey there,

Trying to figure out what you want to do after college can be exciting, but also overwhelming —how can you know if you’ll want to be a Software Engineer, Project Manager or Marketer if you’ve never tried it? **That’s why {Institution name} has partnered with [Forage](#).**

Forage provides **FREE virtual job simulations** that walk you through a day in the life working in a specific role at a particular company. For example, you can try [marketing at lululemon](#), [investment banking at JPMorgan Chase](#), or [customer service at Fidelity](#).

Once you’ve completed a job simulation, **you’re over 3x more likely to land a job**. Truly, there’s no catch!

You can use Forage to figure out what jobs you may like by:

- Working on real-world projects that professionals in those roles do
- Experiencing what it’s like to work at different companies, industries, and career paths
- Building workplace skills (that you can then add to your resume and talk about in interviews!)
- Understanding how what you’ve learned in the classroom might apply to different roles

[Join Forage](#) (button)

Learn what jobs you love — and boost your chances of landing them — **[by signing up for Forage today!](#)**

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 2nd in series for four-year schools, freshmen & sophomores

All messages will feature school branding and a customized “from field”

Subject Line

Why you need to start your career search BEFORE your junior year.

Email Message Content

Hey there,

You’re still in the early phases of college — so why should you need to worry about finding a high-paying job you love now?

Companies start recruiting for pre-internships and internships as early as your first semester. It’s never too soon to figure out what roles, career paths, and companies you might be interested in.

That’s why **{Institution Name}** has teamed up with [Forage](#) to offer **FREE** online [job simulations](#) that help you figure out what roles you like (and don’t like). Once you’ve completed a job simulation, you’re over 3x more likely to land a job.*

Ready to get started? Try out [software engineering at J.P. Morgan](#), [consulting at BCG](#), [sales at Red Bull](#), or one of Forage’s other [200+ FREE, self-paced job simulations](#).

[Join Forage](#) (button)

*Nope, there’s no fine print! Forage programs really do 3x your chances of getting hired.

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 3rd in series for four-year schools, freshmen & sophomores

All messages will feature school branding and a customized "from field"

Subject Line

Triple your chances of landing an internship!

Email Message Content

Hey there,

Are you applying to pre-internships or internships this fall? **{Institution Name}** wants to give you a hiring advantage by partnering with Forage.

Forage offers **FREE** virtual [job simulations](#) that show you the day-in-the-life working in a particular role. Once you've completed a simulation, you're over 3x more likely to get hired.

Boost your chances of landing a pre-internship or internship by [signing up for Forage today!](#)

[Join Forage](#) (button)

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 1st in series for four-year schools, juniors & seniors

All messages will feature school branding and a customized “from field”

Subject Line

3x your chances of getting hired!

Email Message Content

Hey there,

Trying to land a job after graduation can be stressful and overwhelming — **That’s why {Institution name} has partnered with [Forage](#) to help.**

Forage provides **FREE virtual job simulations** that walk you through a day in the life working in a specific role at a particular company. For example, you can try [marketing at lululemon](#), [investment banking at JPMorgan Chase](#), or [customer service at Fidelity](#).

Once you’ve completed a job simulation, you’re over **3x more likely to land a job!**

Forage helps you land a job by:

- Building new workplace skills you can add to your resume and talk about in interviews
- Demonstrating your interest to companies and standing out in the hiring pool
- Learning about different companies, industries, and career paths, so you feel confident when applying
- Getting access to resources that help you in the job search process, like resume templates, application tips, and interview guides

[Join Forage](#) (button)

[Make your free account today](#) and over 3x your chances of landing a job you love.

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 2nd in series for four-year schools, juniors & seniors

All messages will feature school branding and a customized “from field”

Subject Line

Why you need to start your job search BEFORE your last semester.

Email Message Content

Graduation might be months away — so why should you need to worry about landing a high-paying job you love now?

Companies start recruiting for their entry-level positions as early as a year and a half before their start date. It’s never too soon to get experience, learn job skills, and build up your resume.

That’s why **{Institution Name}** has teamed up with [Forage](#) to offer **FREE** online [job simulations](#) that help you get ahead in your job search. Once you’ve completed a job simulation, you’re over 3x more likely to land a job.*

Ready to get started? Try out [software engineering at J.P. Morgan](#), [consulting at BCG](#), [sales at Red Bull](#), or one of Forage’s other [200+ FREE, self-paced job simulations](#).

[Join Forage](#) (button)

*Nope, there’s no fine print! Forage programs really do 3x your chances of getting hired.

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)

Example Message: 3rd in series for four-year schools, juniors & seniors

All messages will feature school branding and a customized "from field"

Subject Line

Triple your chances of landing a job after graduation!

Email Message Content

Getting ready to start your post-grad job search? With companies starting their recruitment process a year to a year and a half before their start dates, it's never too early. **{Institution Name}** wants to give you a hiring advantage by partnering with Forage.

Forage offers **FREE** virtual [job simulations](#) that show you the day-in-the-life working in a particular role. Once you've completed a simulation, you're over 3x more likely to get hired.

[Join Forage](#) (button)

Boost your chances of landing a role after graduation by [signing up for Forage today!](#)

P.S. Have questions? Email Forage at forage@eab.com

Links

[Explore Forage](#)