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Inspire a Wide Range of Students with Custom Automations

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Agenda

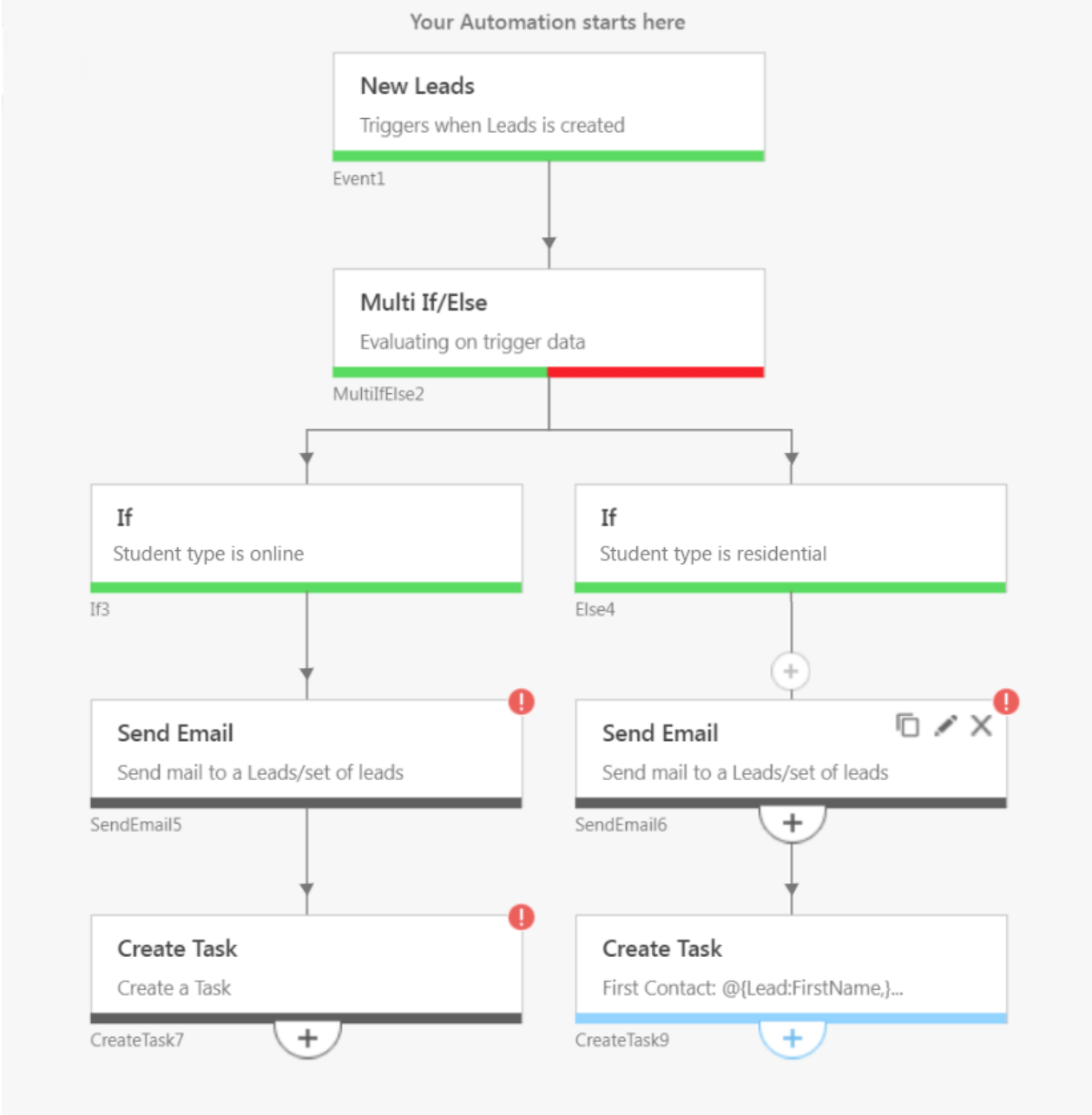
In this webinar, Jason Pfaff, VP at Red Ventures, and David Eby, VP Marketing at New England College, will cover a 3-step framework for more effectively identifying, supporting, and managing the many different types of students your college recruits.

You'll discover forward-leaning and actionable ideas to take back to your team to better support student success, including how to:

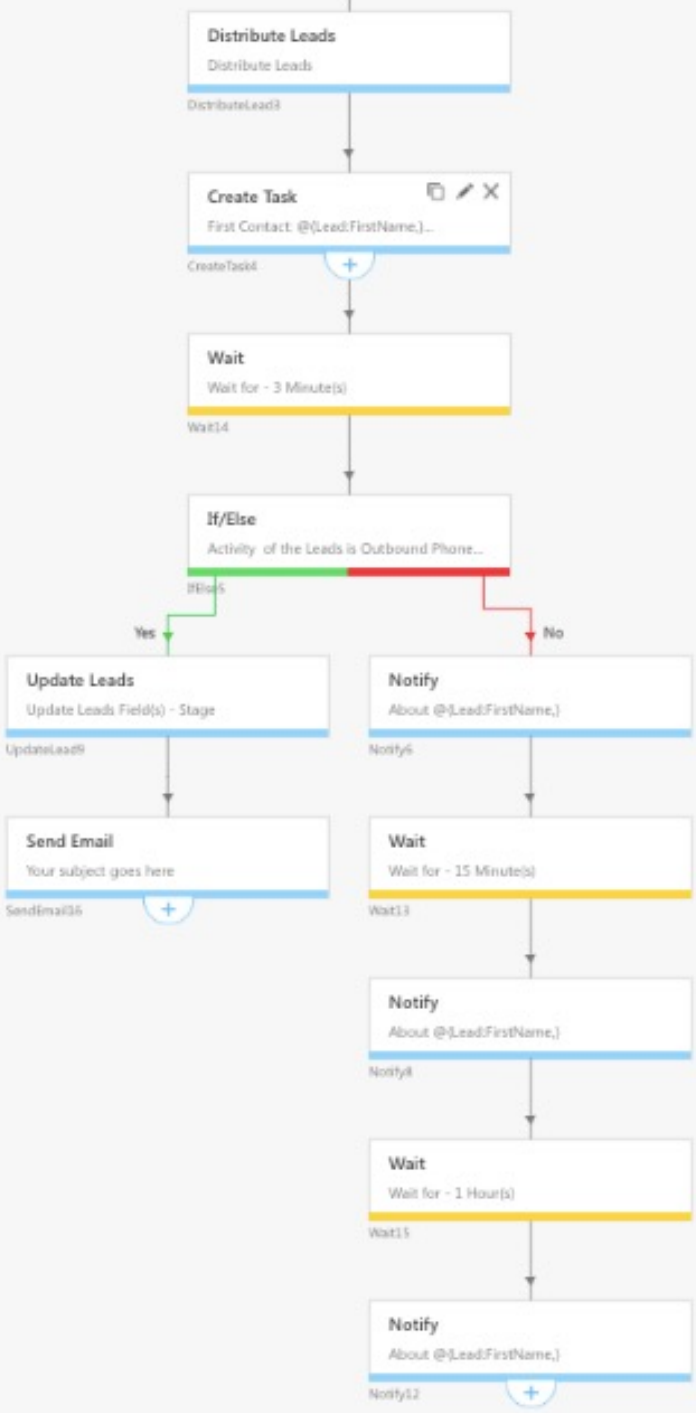
- Identify trends influencing an increase in the number of unique student types pursuing higher education
- Think more strategically about your student population
- Better identify unique segments within your student population and respond to their needs
- Use powerful automations to build enrollment and support journeys customized by student type

Different use-cases solved by automation

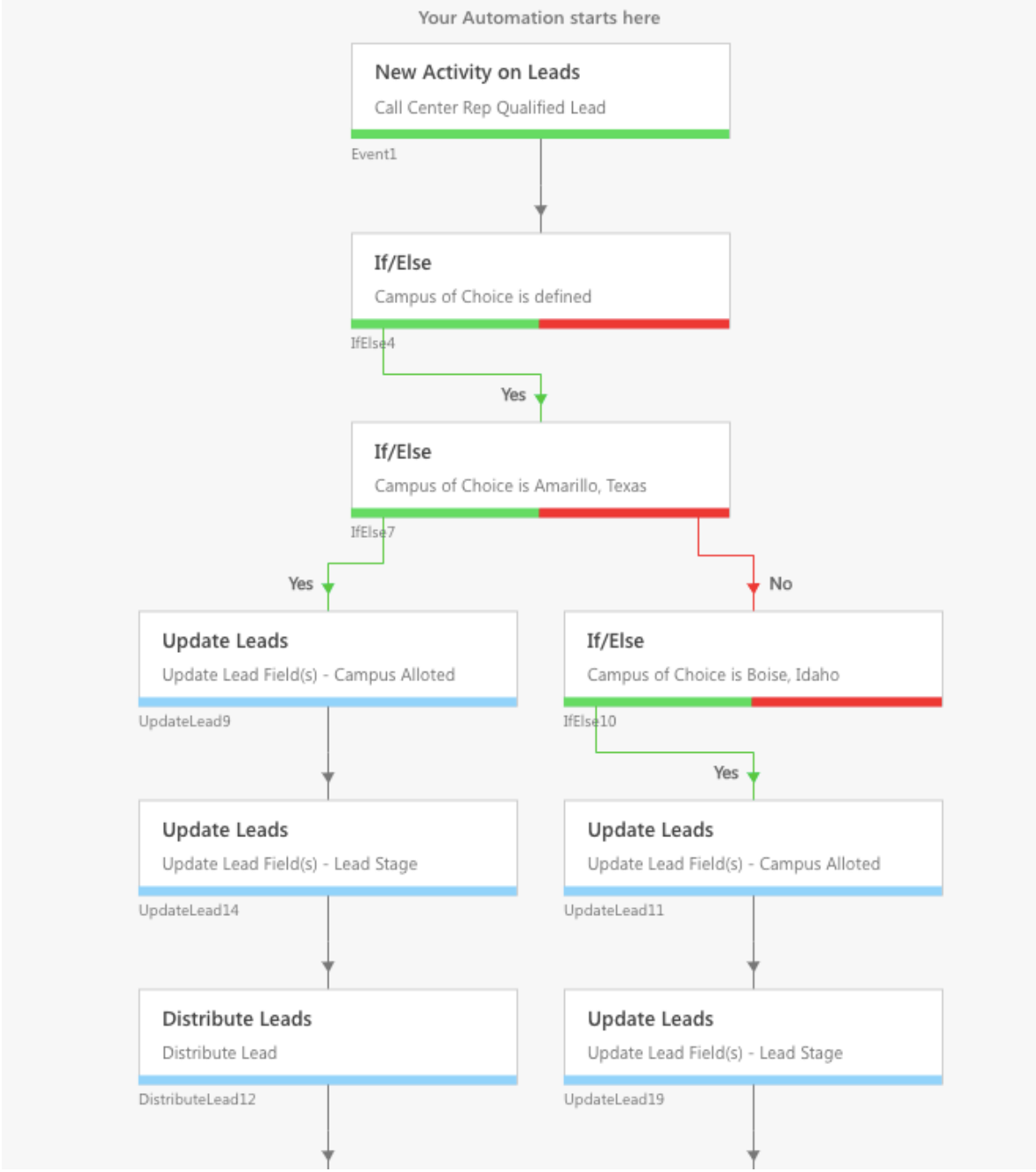
Automation engaging multiple student types



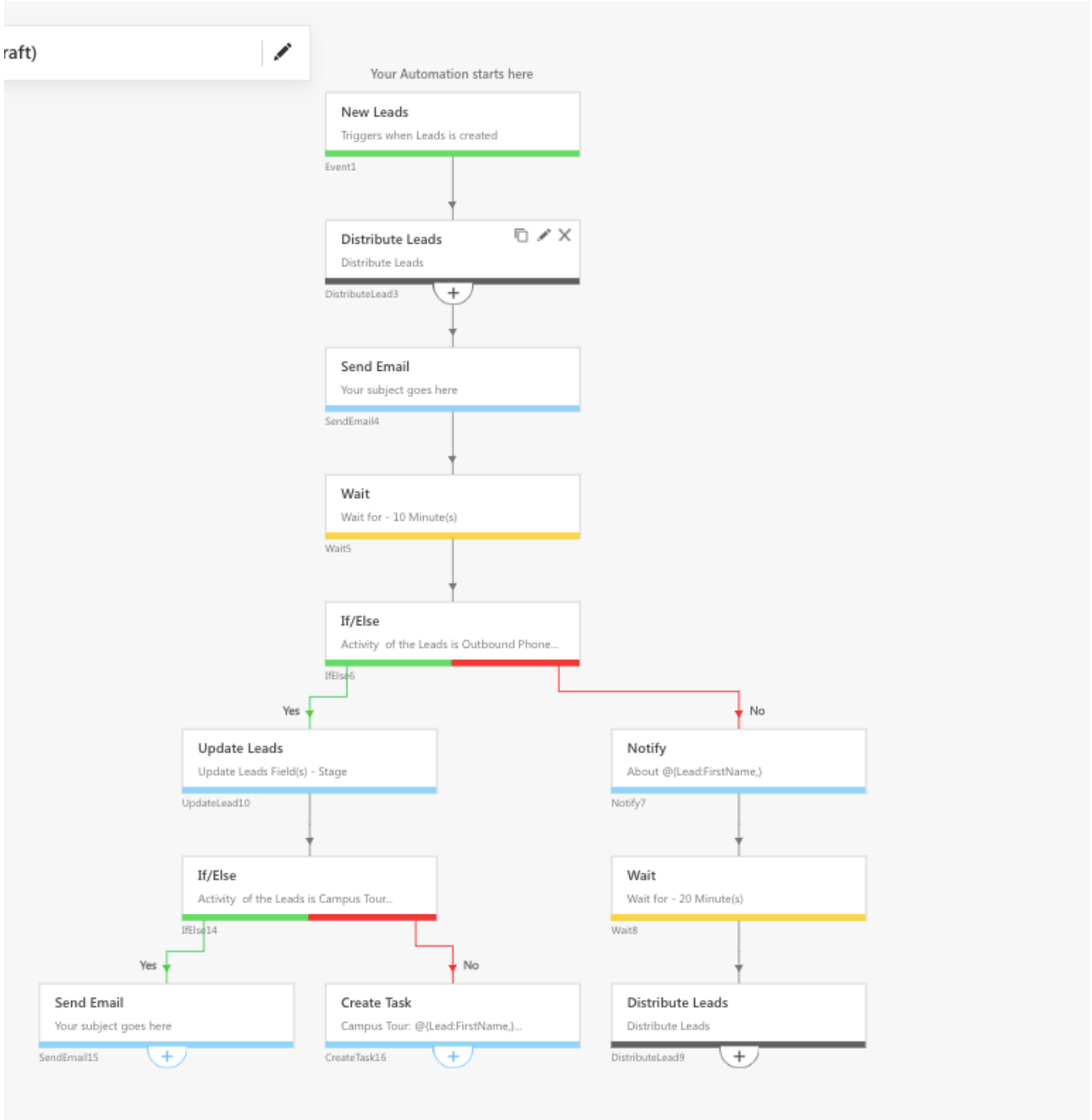
Automation ensuring no enquiry slips through the cracks



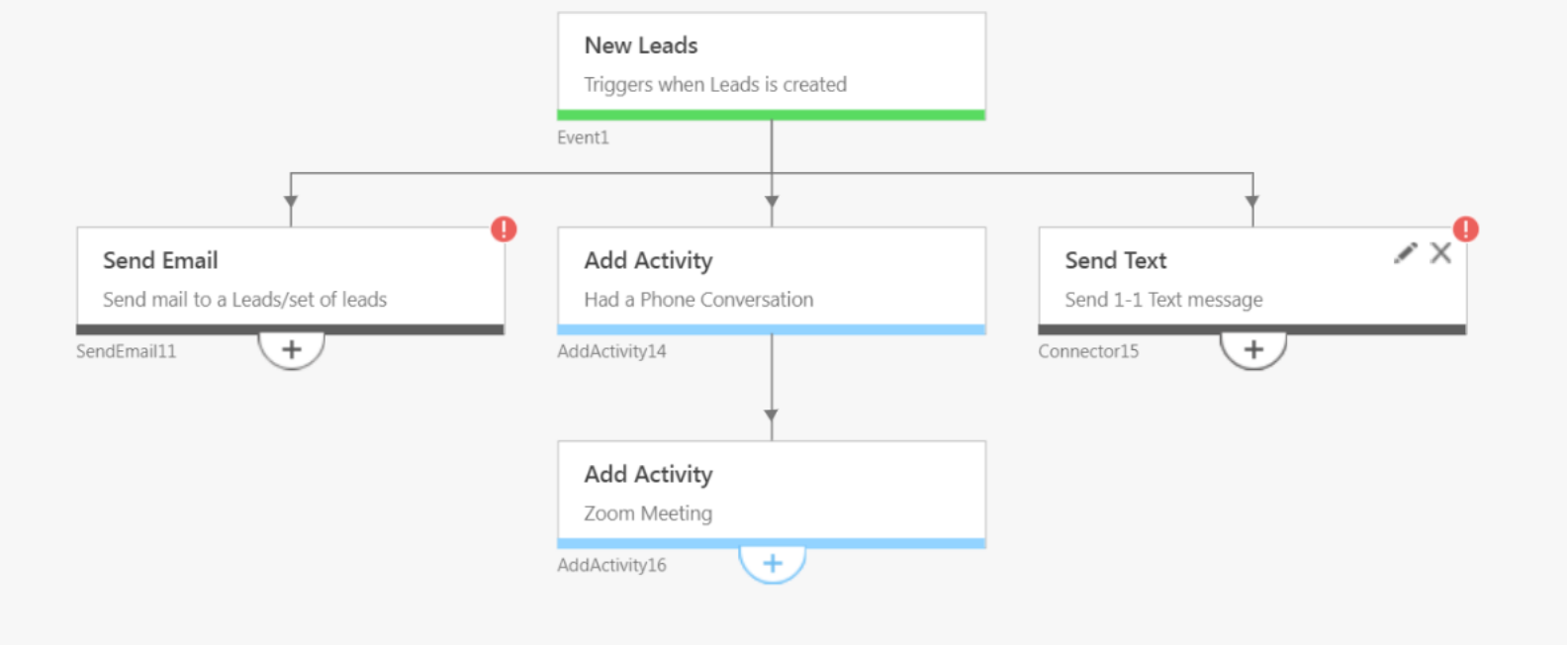
Automation assigning prospects to the right campus



Automation auto- scheduling campus tours



Automation for omni-channel communication



Questions?

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