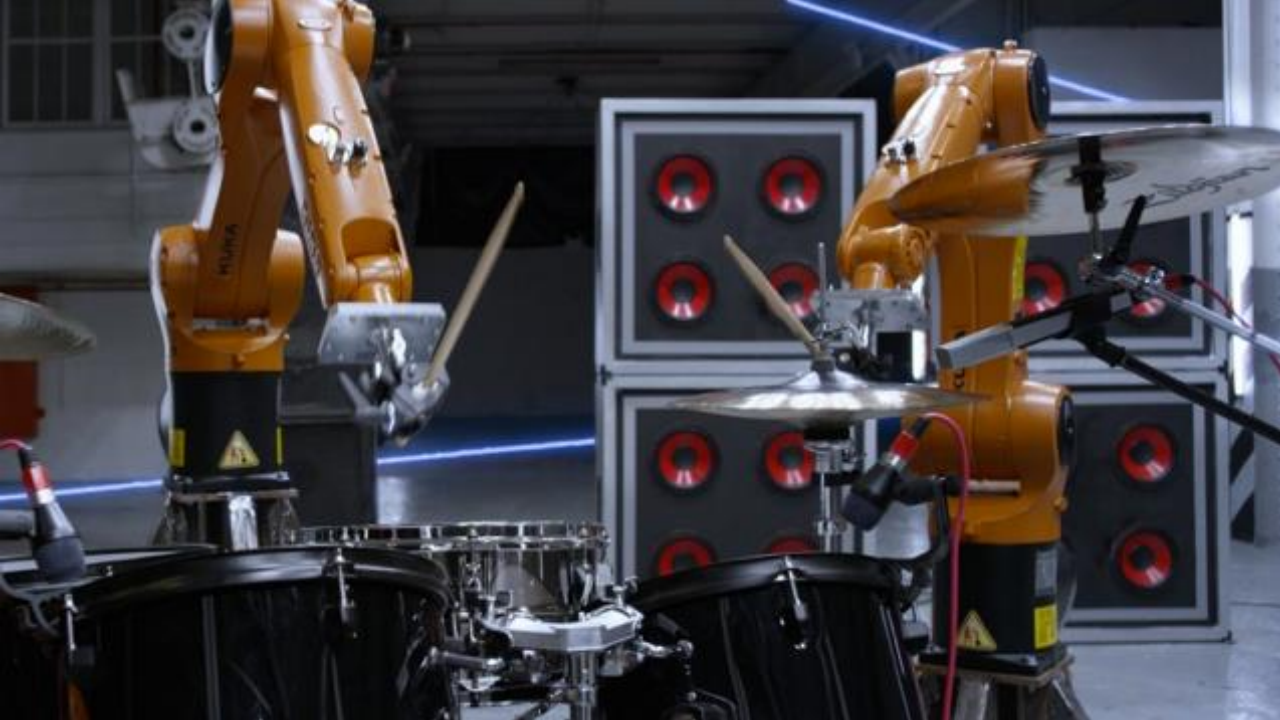


The background of the entire image is a repeating pattern of the Massey University logo. Each logo consists of a crest on the left, followed by the text 'MASSEY UNIVERSITY' in a bold, sans-serif font, and 'TE KUNENGA KI PŌREHUROA' in a smaller font below it. Underneath the text is 'UNIVERSITY OF NEW ZEALAND'. The pattern is light blue and covers the entire page.

Marketing while you sleep

Automating your lead capture and email marketing



Myths

Marketing automation is not

- Impersonal
- Spammy
- Expensive
- Complicated
- Only relevant to email

What are we talking about?

Marketing automation

- Automate capturing prospect details and then nurturing them by email

Example scenarios

The image shows the homepage of Massey University, featuring a navigation menu, a search bar, and several content blocks. A red circle highlights a 'Find out more' form in the bottom right corner.

MASSEY UNIVERSITY
TE KUNENGA KI PŪRHURUA
UNIVERSITY OF NEW ZEALAND

Search Massey [Filter]

Home Study Admission Student life Research Initiatives About Select Language StudentStaff login

Welcome to Massey University, New Zealand's defining university

Study with Massey
Each year 5000 international students from 100 countries find a warm and welcoming environment at Massey. Find out how you can study with New Zealand's defining university.

- [Latest International Prospectus.pdf \(1.550 KB\)](#)
- [Programmes Available to Internationals.pdf \(231 KB\)](#)
- [Entry requirements](#)
- [International scholarships and Festival art and externship affairs](#)
- [Enquire here or Apply now](#)
- [International rankings and accreditations](#)

English Language and Foundation Pathways
If you want to study but don't meet the English language or academic requirements, find out more about our pathway programmes.
[Find out more](#)

What can I study?
Massey University offers a full range of study options including:

- [Undergraduate \(Bachelors\)](#)
- [Postgraduate \(Diplomas and Masters\)](#)
- [PhD](#)

GUIDE TO STUDYING IN NEW ZEALAND FOR UNIVERSITY STUDENTS

Find out more

Fill out the form below [\(or on Facebook Messenger\)](#). We'll send you information about your study options plus a copy of the Guide To Studying in New Zealand ebook.

Where do you want to study? *

In New Zealand

Online from my country

[Next](#)

Example scenarios



Example webform

Find out more about our institution

Name

First

Last

Email

Your area of interest

- Business
- Creative Arts
- Health
- Humanities & Social Sciences
- Sciences

Your intended level of study

- Undergraduate
- Postgraduate

Your country

Submit

Personalisation

Hi John

Thanks for your interest in studying business at Massey. You can find out more about our undergraduate study options here:

- [Bachelor of Business](#)
- [Bachelor of Accountancy](#)

If you have any questions please let me know.

Best wishes

Julian

Personalised to name

Personalised to their study level

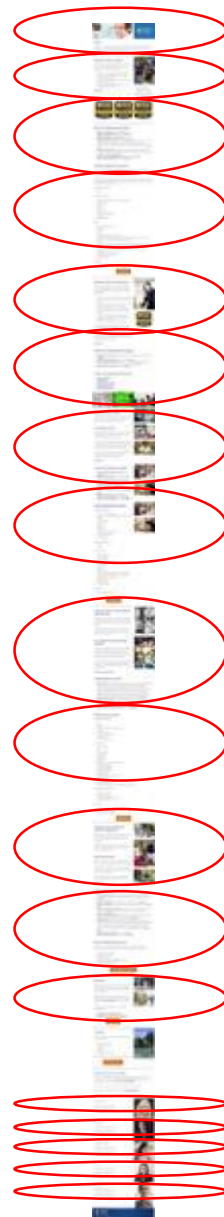
Personalised to their study interests

Signed of by relationship manager for their country

Personalisation

Eg:

- Vietnamese student
- Wants to study Business
- Undergraduate



Intro

English language

Business Undergrad

Business Postgrad

Creative Arts Undergrad

Creative Arts Postgrad

Health Undergrad

Health Postgrad

Humanities Undergrad

Humanities Postgrad

Science Undergrad

Science Postgrad

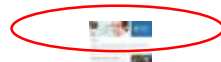
PhD

Sign off relevant person

Personalisation

Eg:

- Vietnamese student
- Wants to study Business
- Undergraduate



Intro

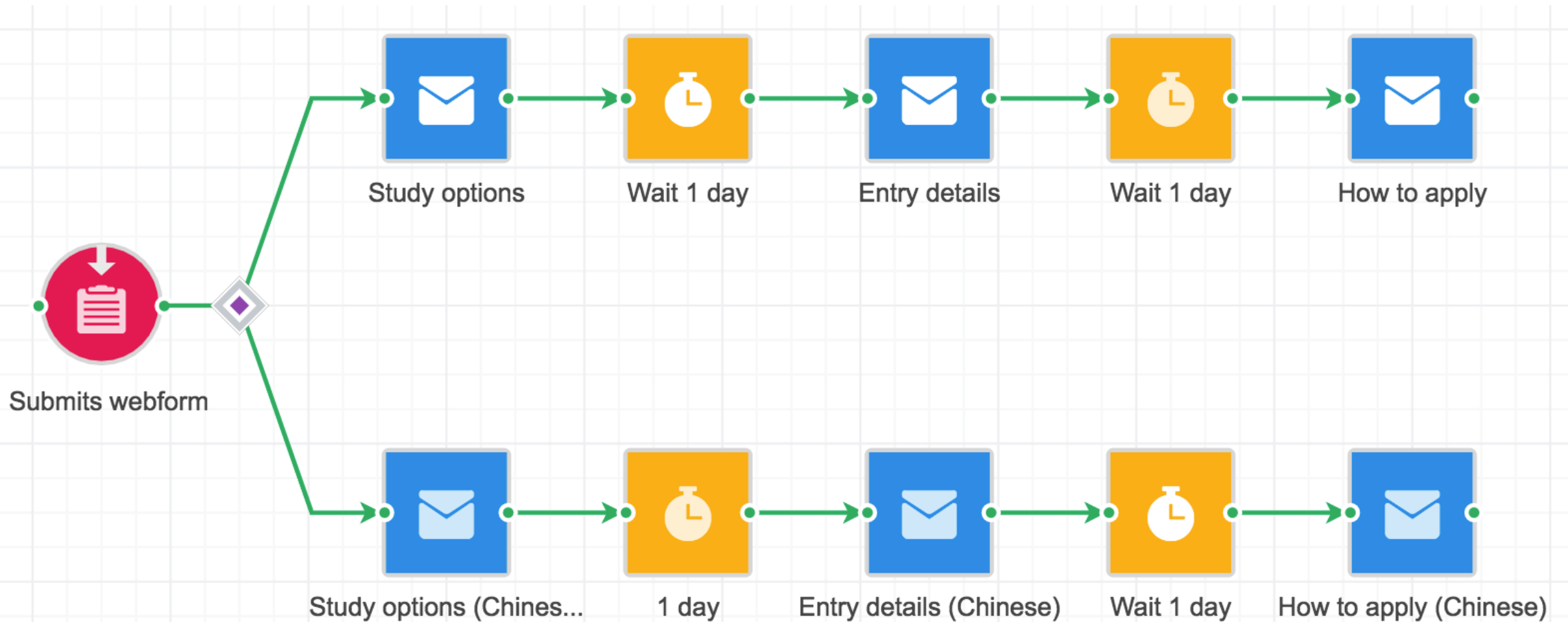


Business Undergrad



Sign off relevant person

Example email automation series



Why automate?

Benefits of marketing automation

- Reduce response time
- Nurture leads
- Better use of staff time
- Increase capacity
- Improve quality and design of content
- Gain insights

Setting up your system

Choosing an email platform

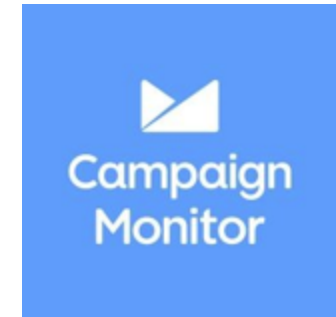
- Existing solutions already in use in the organization
- Ease of use
- Ease of implementation
- Integrations with other solutions within the organisation
- Pricing
- To begin most email and form builders will do what you want

Choosing an email platform

Mailchimp - free up to 2,000 subscribers



Campaign Monitor - from \$10 per month
e.g. 5,000 subscribers = \$100-220 per month



Marketo - \$\$\$



Email design templates

The screenshot shows a web interface for selecting email design templates. At the top, there is a dark navigation bar with a profile icon, the text "New Arrivals", and links for "Help", "Save As Template", "Preview & Test", and "Save & Exit". Below this is a "Select a template" section with tabs for "Layouts", "Themes", "Saved templates", "Campaigns", and "Code your own". A search bar labeled "Search all themes" is present. The "Featured" section displays five template thumbnails: "Art Newsletter", "Member Welcome", "Monthly Contest", "New Collection", and "Sale Announcement". The "E-commerce" section displays five more thumbnails: "Boutique", "Color Box", "Contrast", "Cutout", and "Flyer". At the bottom, a dark bar contains navigation arrows and the text "Template > Design", along with a blue "Next" button.

New Arrivals Help Save As Template Preview & Test Save & Exit

Select a template

Layouts Themes Saved templates Campaigns Code your own

All Search all themes

Featured

- Art Newsletter
- Member Welcome
- Monthly Contest
- New Collection
- Sale Announcement

E-commerce

- Boutique
- Color Box
- Contrast
- Cutout
- Flyer

< Back Template > Design Next >

PRO TIPS

- Keep it simple
- Use things out-of-the-box as much as possible



Managing prospect data

What information to collect

- Collect as little as possible, but as much as necessary
- Only collect information you will use to personalise content
- Only capture details from people who want to hear from you
- GDPR compliance

Sourcing leads

Paid lead sources

- Directories such as Hot Courses
- Target specific countries or languages
- Watch out for cowboys

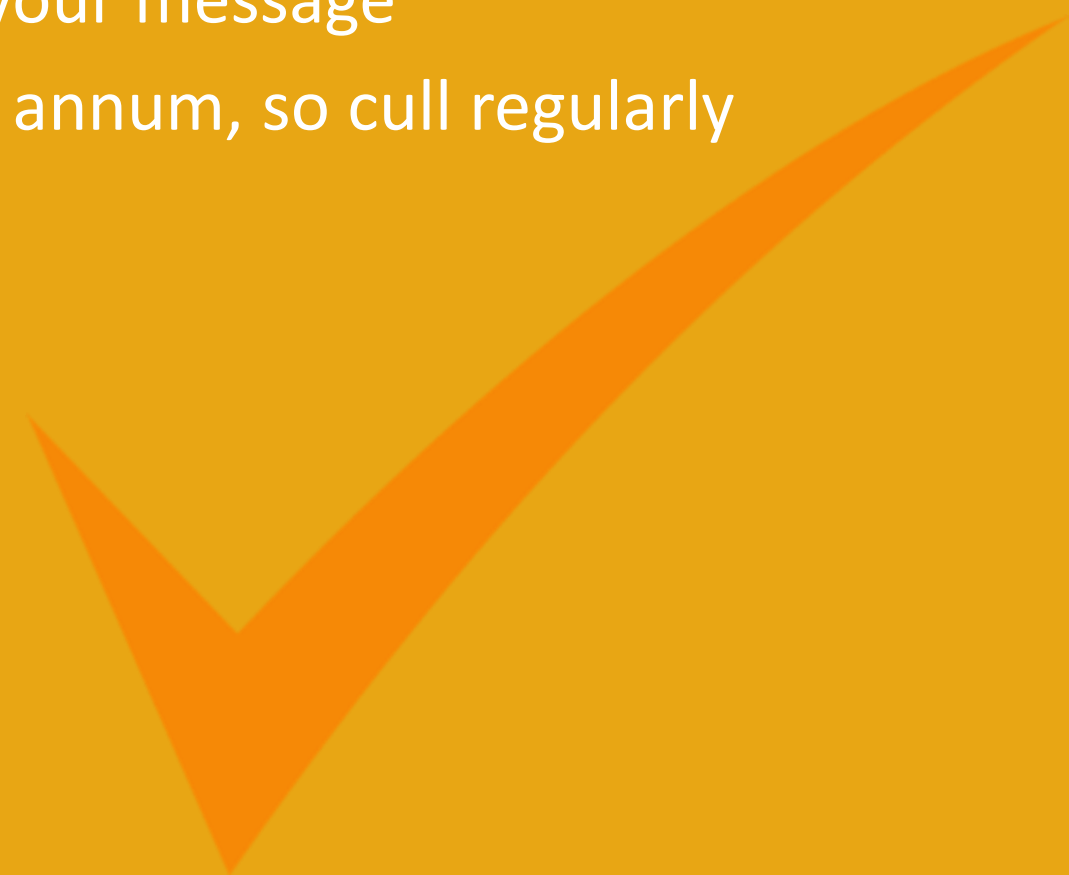
Free lead sources

- Your existing enquiry sources: phone & email
- Education fairs
- Forms embedded on your website
 - Email providers offer forms
 - More sophisticated forms e.g. [Wufoo](#))
- Your front line team



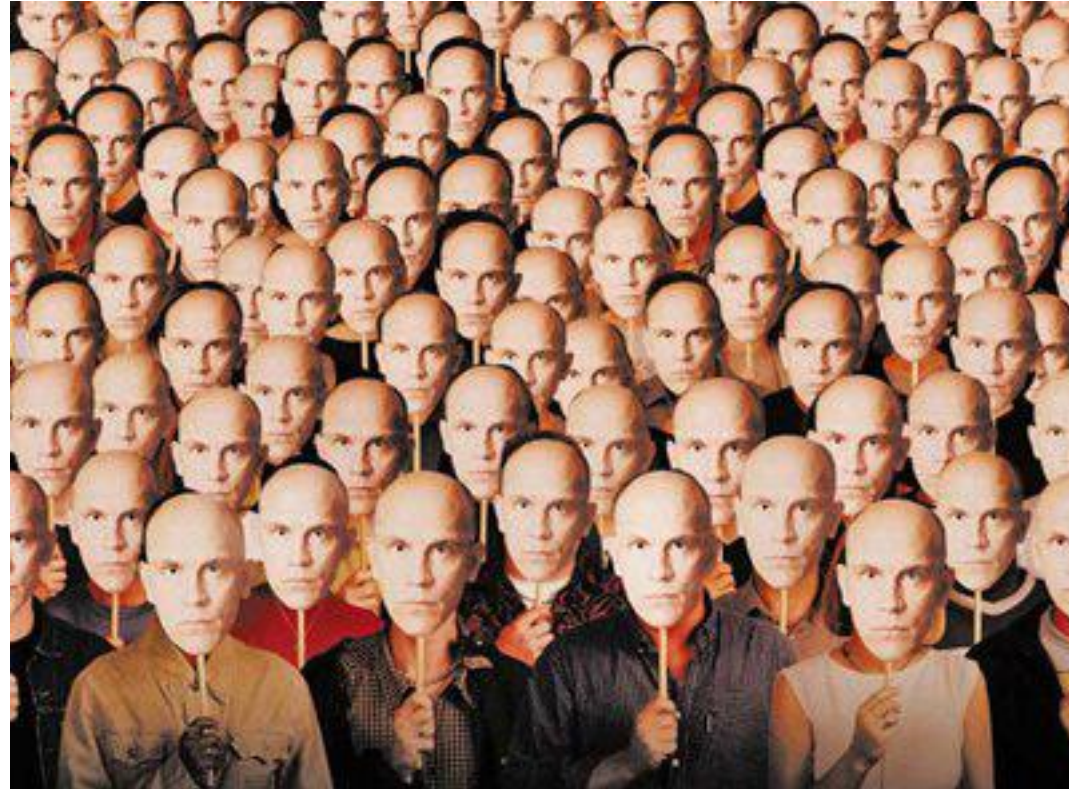
PRO TIPS

- Quality beats quantity every time
- Only email people who are interested in your message
- Email lists decay, some say up to 20% per annum, so cull regularly



Producing engaging content

Knowing your audience



- Segments: area of study, level, country of origin, language etc
- Ultimate goal = every person receives a unique message

Developing a content strategy

- Answer their questions
- Provide the same info you would provide them face to face
- E.g.
 - Entry requirements
 - English language requirements
 - How to apply
 - Agents
 - Scholarships

PRO TIPS

- Hyper-personalise
- Only send content your audience will be interested in



Reporting

The most useful metrics to track

A dummy example from Mailchimp



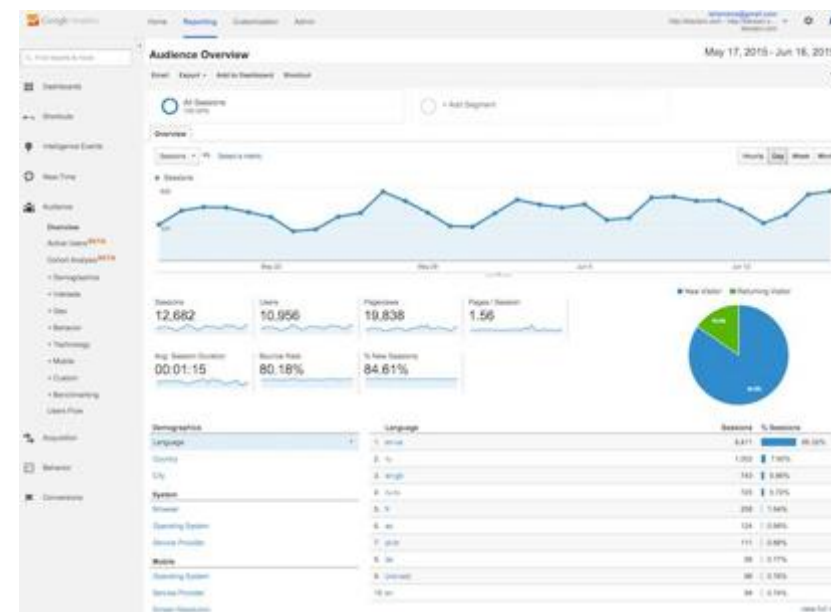
The most useful metrics to track

In your website analytics:

- Users (individuals)
- Sessions
- Pages per session
- Time on site
- Goals e.g. form submission, pages per visit, time on site



Google Analytics



The most useful metrics to track

- Lead source
- Cost per lead
- Applications
- Cost per application

PRO TIPS

- Set SMART goals:
 - Specific
 - Measureable
 - Acheiveable
 - Realistic
 - Time-based



Examples of implementation

Basic example – easy & free



- Free Mailchimp account
- Embed a Mailchimp form on your website
- Form only asks for name and email
- After form is submitted an email is automatically sent with more info about your institution
- Everyone gets the same email

More advanced example



- Campaign Monitor
- Create a webform using Wufoo & embed on your website
- Form asks for study area, level and country
- When form is submitted an email is automatically sent with information about the study options they indicated interest in
- An ongoing automation programme containing 5, 10, 20 or more emails that go out over a period of time. Content is personalised where possible.

Enterprise example



- Marketo, Salesforce etc
- More significant implementation cost and ongoing expense
- Use custom forms
- Fully personalised experience
- Personalised to behavior as well as interests. E.g. emails go out if you started enrolling but didn't finish

FINAL PRO TIPS

- Engage in online learning e.g. Hubspot
- Just start doing it



Thanks

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Massey University

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j.rosser@massey.ac.nz

