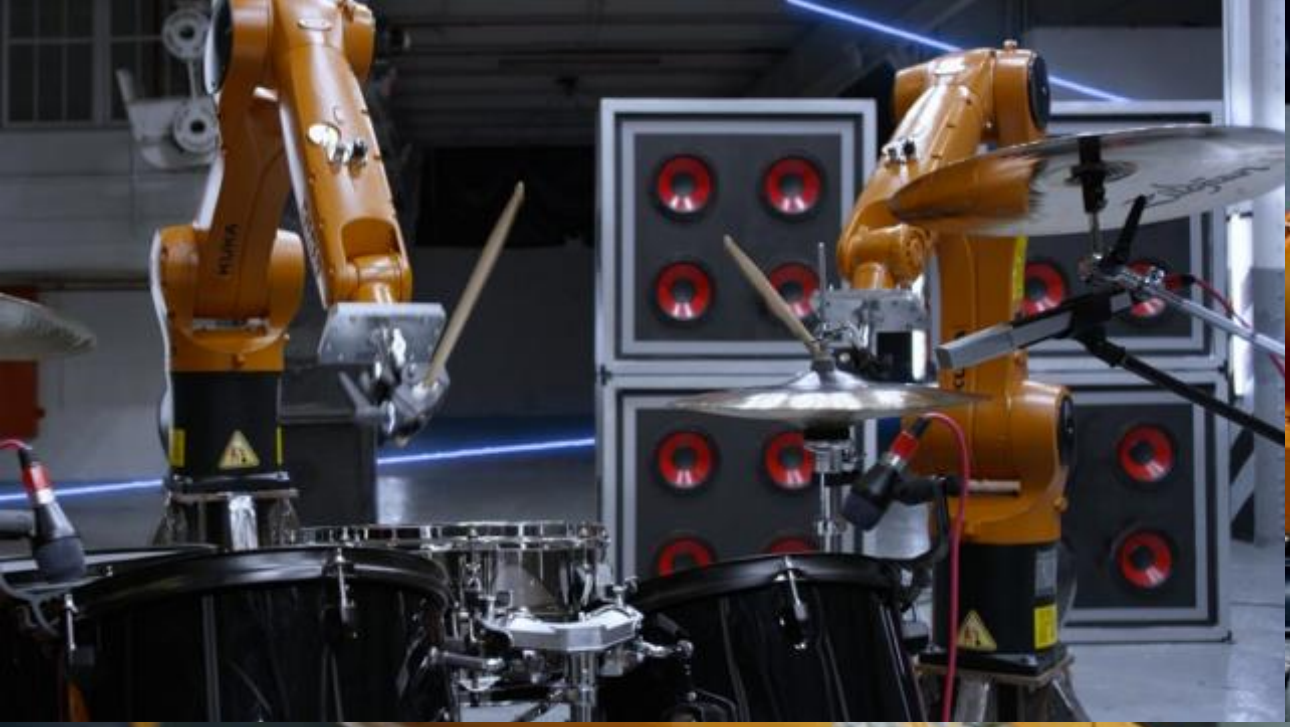
Marketing while you sleep

Automating your lead capture and email marketing


KUKA

KUKA
KUKA
2

KUKA
KUKA

Myths

Marketing automation is not

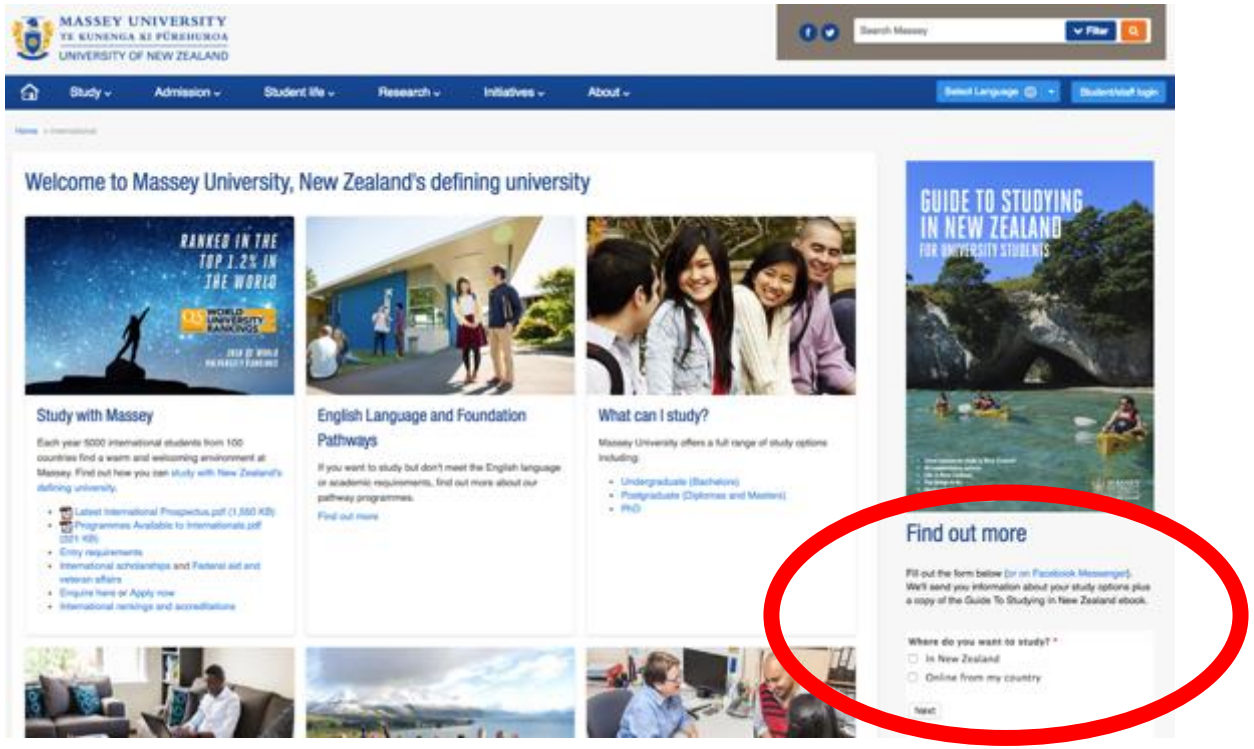
- Impersonal
- Spammy
- Expensive
- Complicated
- Only relevant to email

What are we talking about?

Marketing automation

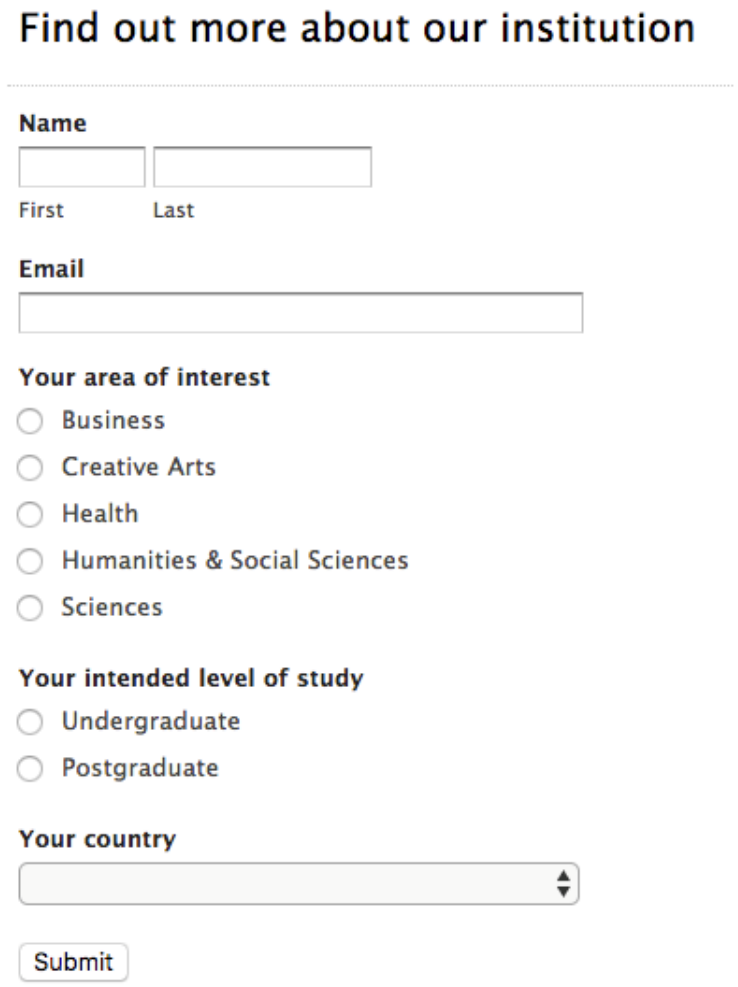
- Automate capturing prospect details and then nurturing them by email

Example scenarios



Example scenarios

Example webform



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

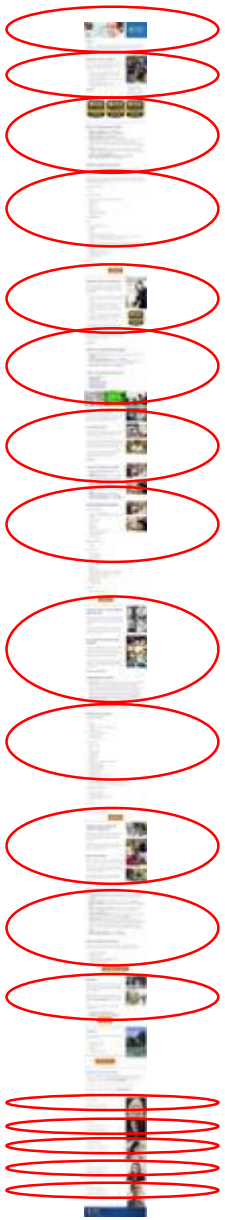
Personalised to their study interests

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:

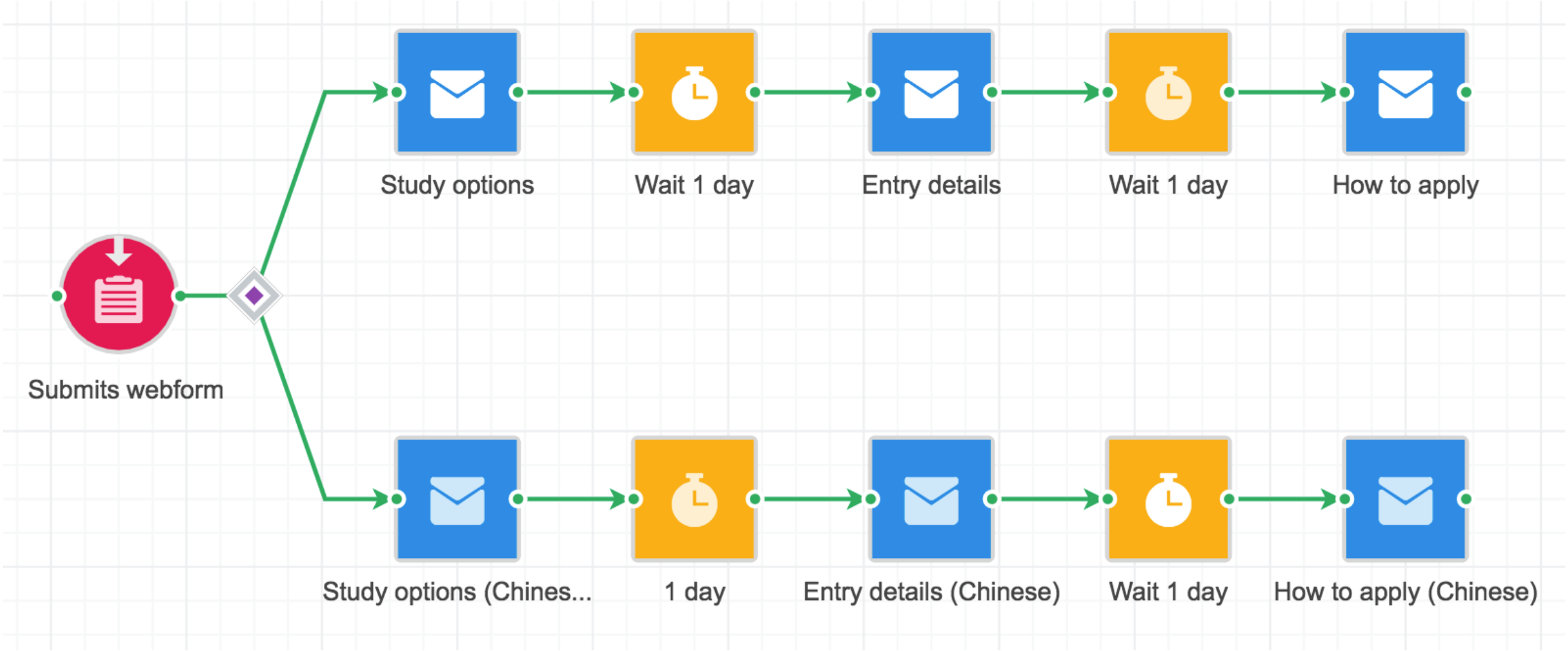
- Vietnamese student
- Wants to study Business
- Undergraduate

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

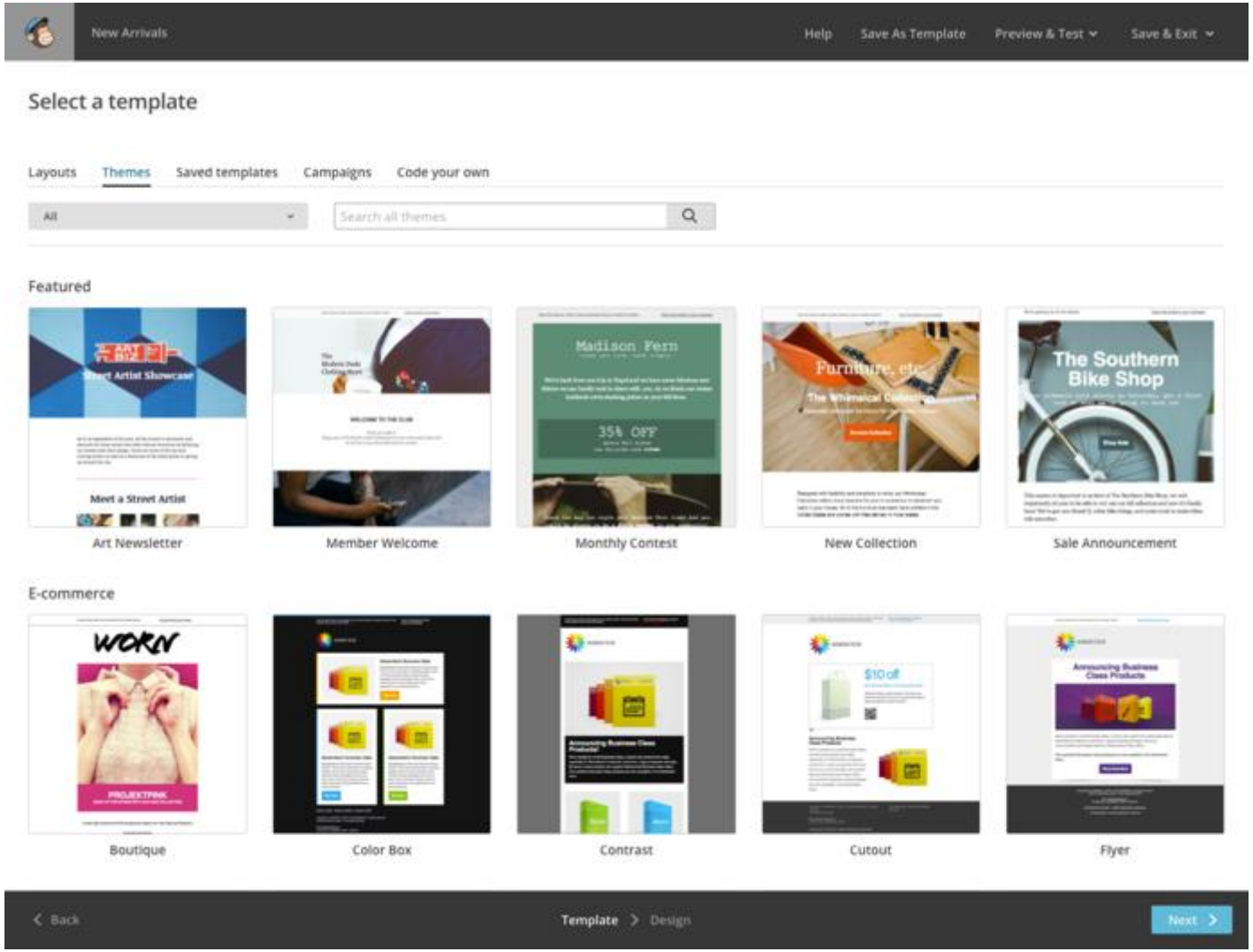
Mailchimp - free up to 2,000 subscribers

Campaign Monitor - from $10 per month

e.g. 5,000 subscribers = $100-220 per month

Marketo - $$$

Email design templates



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

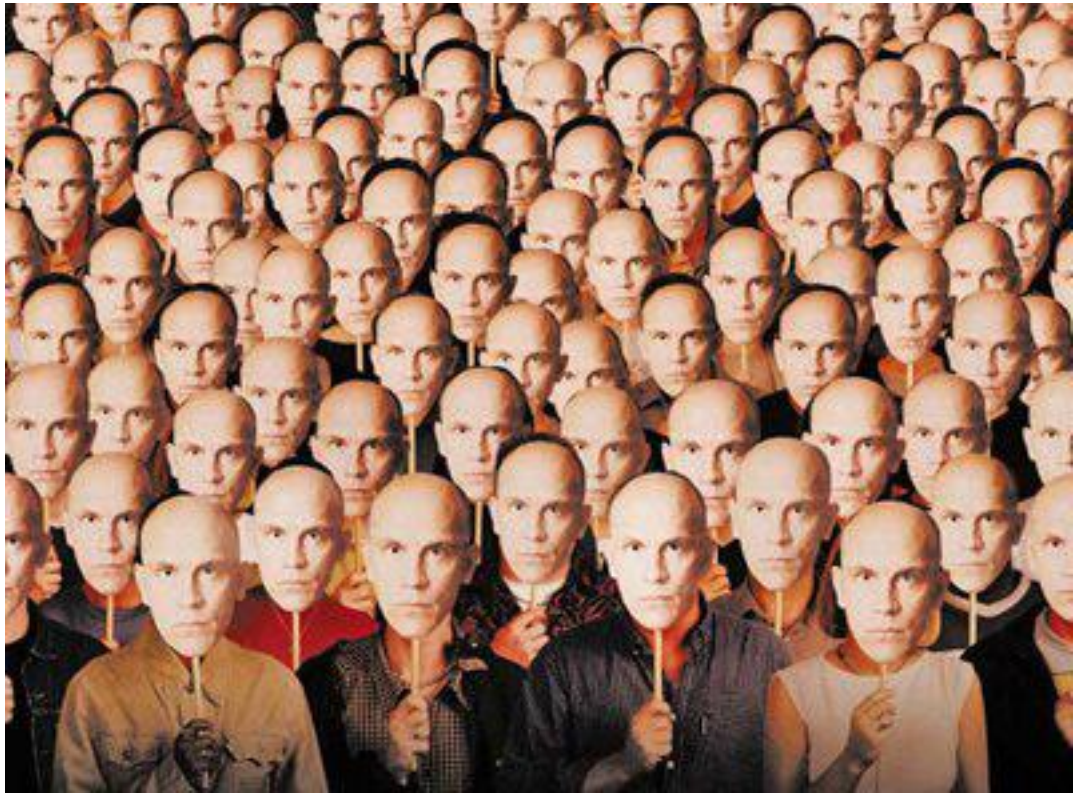
- Your existing enquiry sources: phone & email
- Education fairs
- Forms embedded on your website
  - Email providers offer forms
  - More sophisticated forms e.g. **Wufoo**)
- Your front line team

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

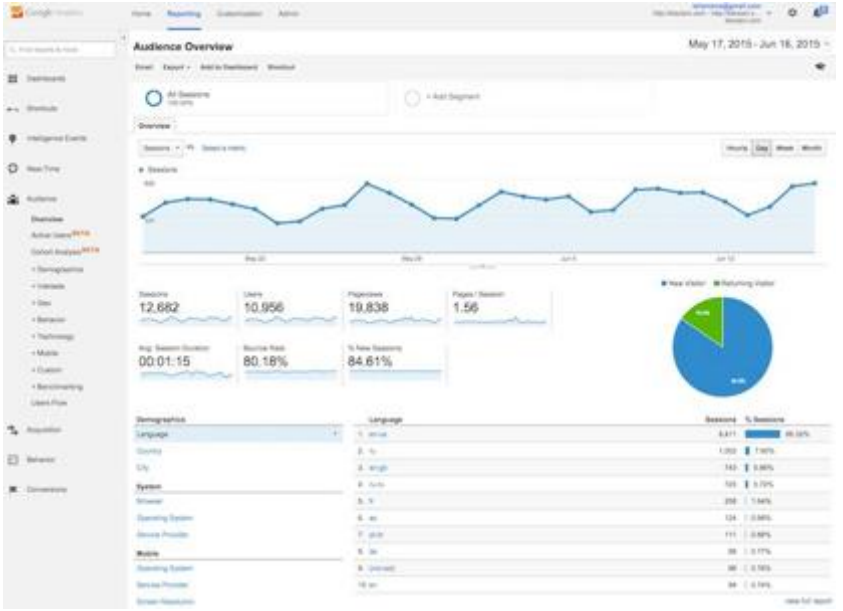
A dummy example from Mailchimp

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

Julian Rosser

International Marketing Executive

Massey University

linkedin.com/in/julianrosser

j.rosser@massey.ac.nz