everlytic

The IIE (Pty) Ltd Case Study

Industry: Higher Education

ADvTECH-The IIE (Pty) Ltd drives prospective student onboarding using Drip Campaigns

About **The Independent Institute of Education**

The Independent Institute of Education (The IIE Pty Ltd.) is a private higher education institution and ADvTECH (Ltd) subsidiary. The Institute operates across 20 sites and offers more than 70 registered and accredited higher education programmes, ranging from Higher Certificates to Masters Level on its Varsity College, Vega, Rosebank College, and DSSA campuses.

The **Business Challenge**

The IIE needed to timeously and effectively communicate to prospective students using email and SMS, with the goal of converting them from prospective leads to applicants and then to registered students.

"We were looking to better manage and build on our prospective student relationships as part of our sales and marketing business processes. Prospective students were identified and captured as leads into our MS CRM system and would be automatically updated according to which stage of the sales cycle they were in from lead, to application, to registration. The challenge was around introducing email and SMS marketing campaigns aimed at these conversion stages," explains Michele Du Rand, IIE Systems Innovations Manager.

The **Business Solution**

Everlytic's Drip Campaign feature was the perfect solution for the Institute. Drip Campaigns consist of a series of emails and SMSes sent to contacts over a period of time. These sequential messages are triggered by recipient behaviour. Everlytics MS CRM integration also means that the solution is seamless and automatically sends messages to new leads, applicants, or registered students as IIE updates their MS CRM system.

How **The IIE** uses **Drip Campaigns**

As part of their lead nurturing, the Institute set up different messages to go to prospective students in various stages of the sales onboarding cycle:

Student Sales Stage	Drip Campaign
Lead status set as new	Send message 'A' to new contacts in this stage
Consultation with student advisor completed	Send message 'B' to new contacts in this stage
Application payment is pending	Send message 'C' to new contacts in this stage
Application payment is paid	Send message 'D' to new contacts in this stage
Upon conditional Registration	Send message 'E' to new contacts in this stage
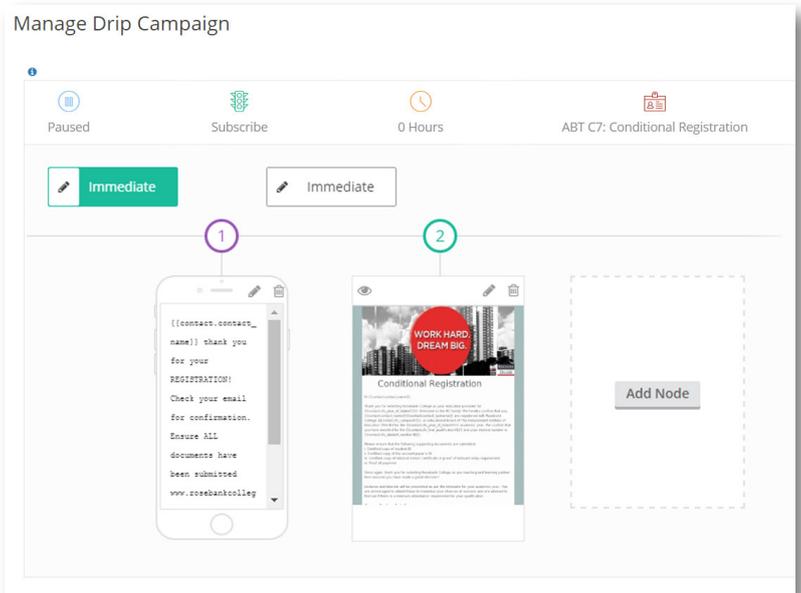
The **Results**

Stakeholders have sent more than 306 000 emails and 2.5 million SMSes since the start of the sales and marketing process in 2015 for the student registration year of 2016. The IIE tertiary users are heavily invested in the solution simply because it works, as evidenced by their results.

"A number of factors influenced our 20% growth in student numbers in 2016, including improved sales and marketing processes, revised website designs, and integrations with our own APIs and applications. However, we have definitely seen an improved successful sales and marketing cycle this year after integrating our MS CRM system with Everlytic. Using the drip campaigns has made all the difference in communicating more effectively and timeously with our prospective students," says Du Rand.

The **IIE Benefits**

Synchronised and automated marketing are the pillars of time saving, efficient, and accurate communication. By synching their MS CRM data with Everlytic, the manual drain on sales and marketing teams has been reduced and their campaigns optimised.

Using **Everlytic** has allowed the **Institute** to:

• Send automated emails and SMSes to prospective students as part of conversion marketing.
• Use effective campaign templates to standardise communication to prospective students.
• Synchronise data between Everlytic and MS CRM 2013 for accurate, optimised communication.
• Generate user-friendly, comprehensive reports for measuring campaign success.
• Ensure compliance with digital marketing regulations.

"We've thoroughly benefited from working with Everlytics developer integrations team right down to the readily available support from their client services. Support and training from Everlytic was exceptional and they are continuously helpful. It's worked so well that Thandiwe Mkalipi (The IIE Marketing BPA) is currently working with Everlytic to implement a similar automated communication process from a Graduate/Alumni perspective, and integrating MS CRM 2013 system with Everlytics one-on-one, transactional SMSes," says Du Rand.

About **Everlytic**

Everlytic is email and SMS cloud marketing software built for discerning marketers. Create flexible, automated campaigns with our easy-to-use interface and track everything. Created for the demanding requirements of big business and to build richer customer relationships, our powerful software is trusted by hundreds of the best known brands in South Africa and abroad.

Build and manage effective digital campaigns from bulk newsletters and notifications, to transactional statements and system generated messages across email, mobile, and social channels from one central hub. Visit www.everlytic. co.za or contact info@everlytic.com for more info.

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