

SMART EDUCATION: THE FUTURE OF LEARNING

Overview

Prospective students expect timely, relevant communication when exploring educational options. Automated, targeted recruitment helps institutions engage students more personally while reducing manual effort



Challenges

- High volumes of prospects make personalization difficult
- Manual outreach is time-consuming and inconsistent
- Engaged prospects may go unnoticed without tracking



Solution Uses

- Program-specific recruitment campaigns
- Prospect nurturing and follow-up
- Event promotion and reminders
- FAQ and informational outreach



Capabilities

- Adaptive digital forms
- Automate interest-based segmentation
- Personalized, dynamic messaging
- Engagement tracking and alerts



Key Modules

- Digital Forms
- Automated Messaging
- Contact & Pipeline Management
- Engagement Tracking & Notifications



Benefits

- Deliver relevant information to prospective students
- Identify and nurture engaged prospects quickly
- Improve recruiter response time
- Increase event participation and inquiry follow-through

Find out more:

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