BPO 360

Customised brochures

Easy Brochure Builder

bpointelligence

What is BPO 360?

BPO 360 is an innovative online marketing platform from BPO Intelligence that enables education institutions to engage with students, one-to-one, like never before.

Run automated, data-driven, **cross-media campaigns** using a mix of print and digital channels. Combined with **customised brochures**, you have a compelling way to speak directly to the needs of prospective, current and past students.

The result is meaningful, personalised and contextualised communication that improves engagement and conversion rates across every stage of the student lifecycle.

Why use BPO 360?

Increase student engagement

Customise your campaigns with only relevant information, presenting the right people with the right message at the right time.

Boost student enrolments

Significantly increase the likelihood of converting prospective students into enrolments with personalised acquisition campaigns, allowing you to engage each student on a deeper level.

Improve student retention

Pro-actively run personalised campaigns to gauge your students' mindset, pinpointing potential areas of concern that can be acted upon.

Gain better student insights

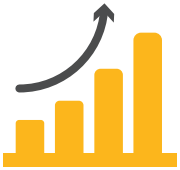
Understand your students better to build a successful marketing strategy. Gaining actionable insights enables you to develop increasingly targeted campaigns that have a more strategic impact.

Save through automation

Save both time and resources by automating your entire cross-media marketing campaign, freeing you to focus on core aspects of your business.

Integrate print and digital channels

Our state-of-the-art printing and technological infrastructure allows you to integrate the proven effectiveness of printed collateral with the flexibility of digital channels.



Track campaign performance

Track and measure your campaign performance with our online reporting and analytics tools. You can track open, click and bounce rates, as well as unsubscribers and top countries with Google Maps integration.

Grow your database

Learn from your previous campaigns by using already collected data and feed it back into your database for analysis and further action. Every campaign should drive the next campaign for even greater results.

Customised brochures

Generalised brochures work extremely well with your agents and school partners. They offer a single source of information. The problem is that they don't always talk directly to readers.

Students want information customised to their needs. That's exactly what our proprietary online brochure builder software does. It gives students an opportunity to dynamically customise brochures based on their interest areas. There's no information overload.

You can offer digital brochures, printed brochures or both. You'll create more engaging brochures while cutting your printing costs and environmental impact. What's more, you can collect data and leads for future BPO 360 cross-media marketing campaigns.

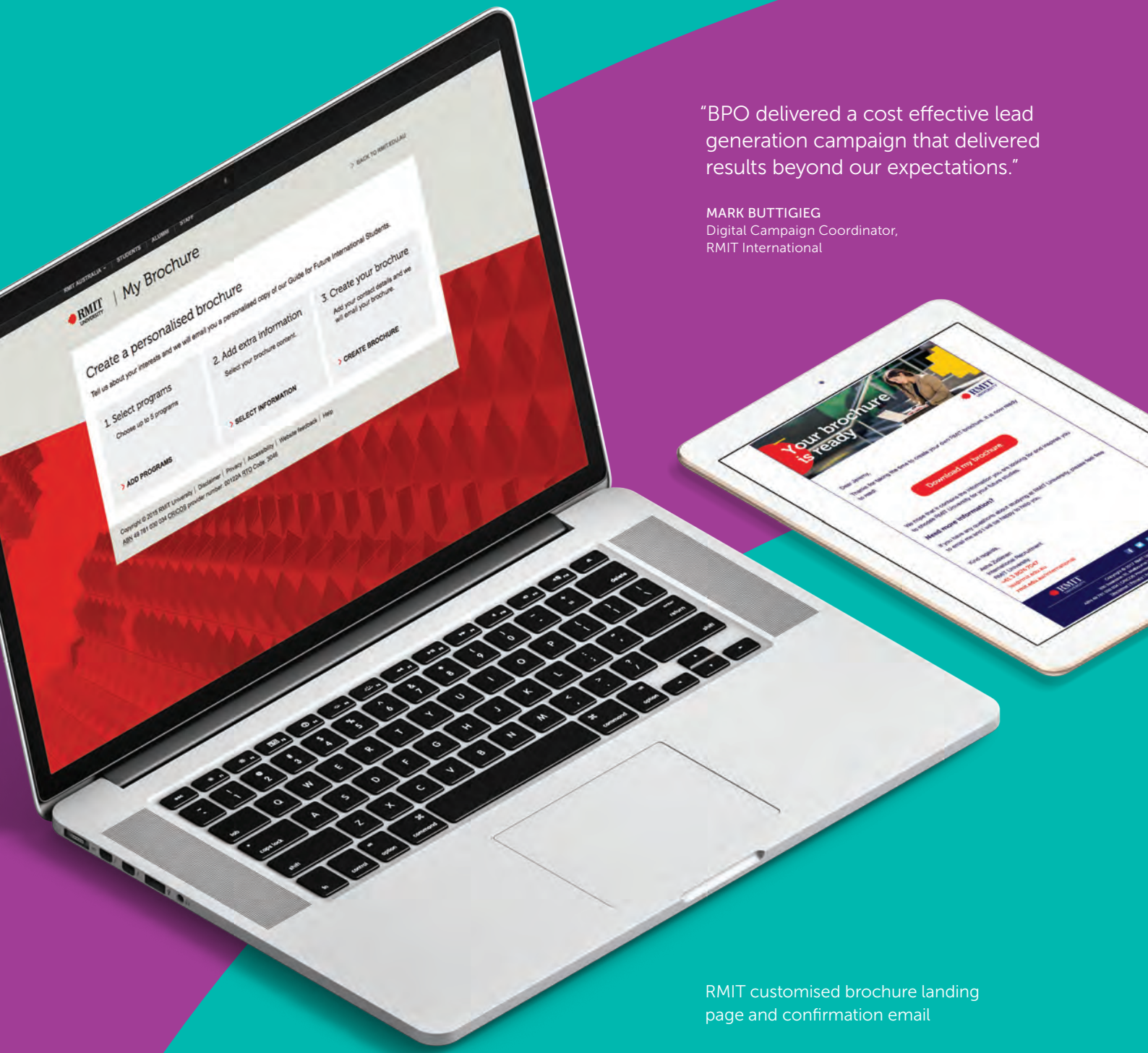
RMIT customised brochure cover

What are the benefits of a customised brochure?

	Education Institutions	Students
Personalised and customised	• Increased engagement with prospective, current and past students • Better customer experience for students • Content, including text, images, and more, can be customised for each individual student	• Includes only relevant information, avoiding information overload • Compact brochure that contains all areas of interest • Tailored specifically for them
Multilingual options	• Increased likelihood of converting prospective international students	• Better engagement with content in their preferred language
Print available on demand	• Save on printing, warehousing and distribution costs • Reduce waste and your environmental impact	• Can be easily passed on to parents and guardians to help make a decision
Digital (PDF)	• Save on printing, warehousing and distribution costs • Easily customisable	• Receive brochure immediately • Accessible on multiple devices
Online interface	• Generate and track leads • Greater reach and exposure	• Convenient and easy to use

"BPO delivered a cost effective lead generation campaign that delivered results beyond our expectations."

MARK BUTTIGIEG
Digital Campaign Coordinator,
RMIT International



RMIT customised brochure landing page and confirmation email

How do you create a customised brochure?

1 Configure your brochure file

Using a supplied Adobe InDesign file (packaged with all links and fonts), our team configure it to work with our Easy Brochure Builder (EBB) software. Variable data fields are added throughout to allow for personalisation, and content is mapped for customisation.

Personalise with variable data

Based on information in your database, EBB dynamically inserts personal information about the student in each variable data field. Variable data can include:

- first name
- last name
- address
- email address
- phone number
- course details
- pricing
- dates
- images
- and more.

Customise your content

EBB can dynamically add or remove any content you have made customisable. For example, in a course guide you can allow students to add or remove sections such as:

- campus locations
- support services
- entry requirements
- faculties
- courses
- study levels
- pathways
- fees
- scholarships
- and more.

2 Design and develop an EBB landing page

A unique landing page is then designed and developed, which will be hosted by us. This is the interface your students (or staff, faculty and agents) will use to interact with EBB to build their customised brochure.

3 Promote your EBB landing page

A unique URL is created which can be promoted on your website, or any other print or digital marketing channel. The URL will appear like: www.InstitutionName.easybrochurebuilder.com.

4 Collect data

The invaluable information captured during interaction with EBB can then be fed back into your database, forming the basis for future BPO 360 cross-media marketing campaigns.

How do students build a brochure?

1 Students visit your EBB landing page via your unique URL

2 Students select relevant content

Content that interests them is selected and a simple contact details form is completed with minimal information required such as their name and email, and possibly their mobile number and postal address.

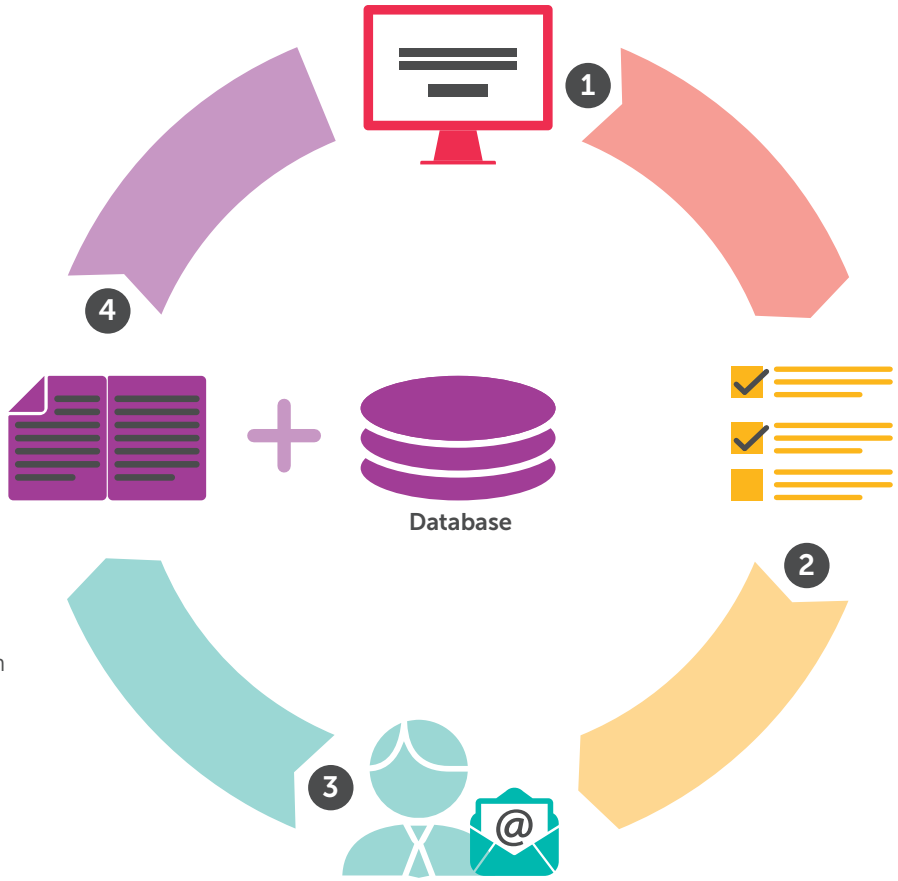
3 EBB compiles brochure and sends an email to the student

Upon submitting the contact details form, EBB automatically compiles a PDF and simultaneously sends an email with a download link to the email provided.

You have the option to send a confirmation SMS and a printed copy of the customised brochure (additional charges may apply).

4 Student downloads their customised brochure

The student downloads their brochure and their selections and contact details are captured, ready to be fed back into your database for future marketing campaigns.



RMIT Case Study

Customised brochure campaign overview

RMIT were printing standard brochures for students that were bulky and expensive. The university wanted to reduce their dependence on printed brochures and find a more cost effective and efficient way of communicating with students.

Assessment

Areas of concern for RMIT were identified, such as paper wastage, high marketing costs and information overload for students. RMIT were provided with a solution that addressed all of their concerns and offered a more attractive ROI.

Solution

The solution was personalised brochures. This allowed students to visit a website and select their interest areas, which then enabled RMIT to send an electronic, personalised brochure containing only relevant content to individuals.

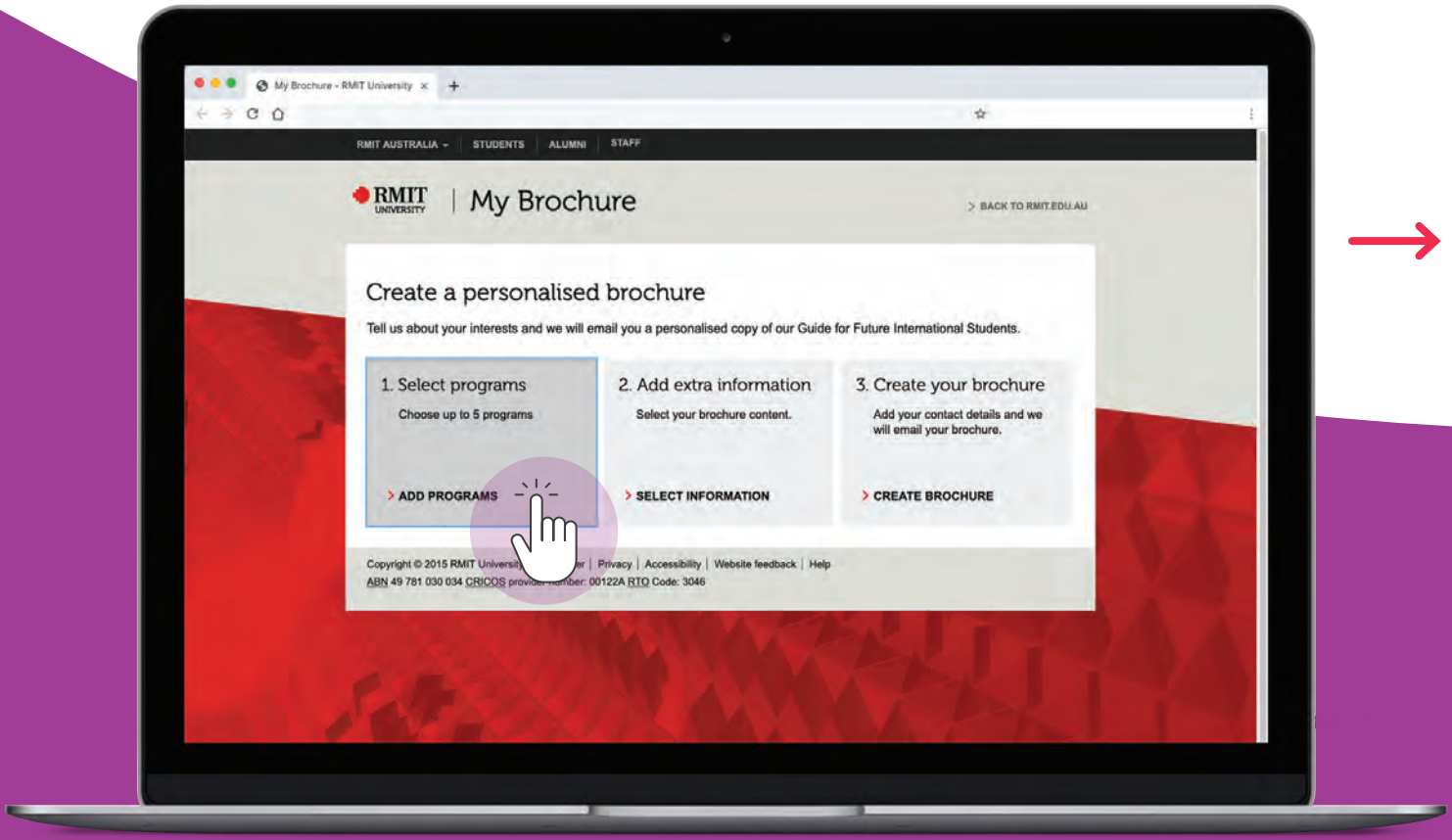
Result

RMIT ran a campaign that spoke directly to individual students, their interests and study area. They were able to address their needs, and open a more effective line of communication while significantly reducing their marketing costs.

Students from all over the world continue to use customised brochures, with analytics proving that it's an easy system to use with a high conversion rate.

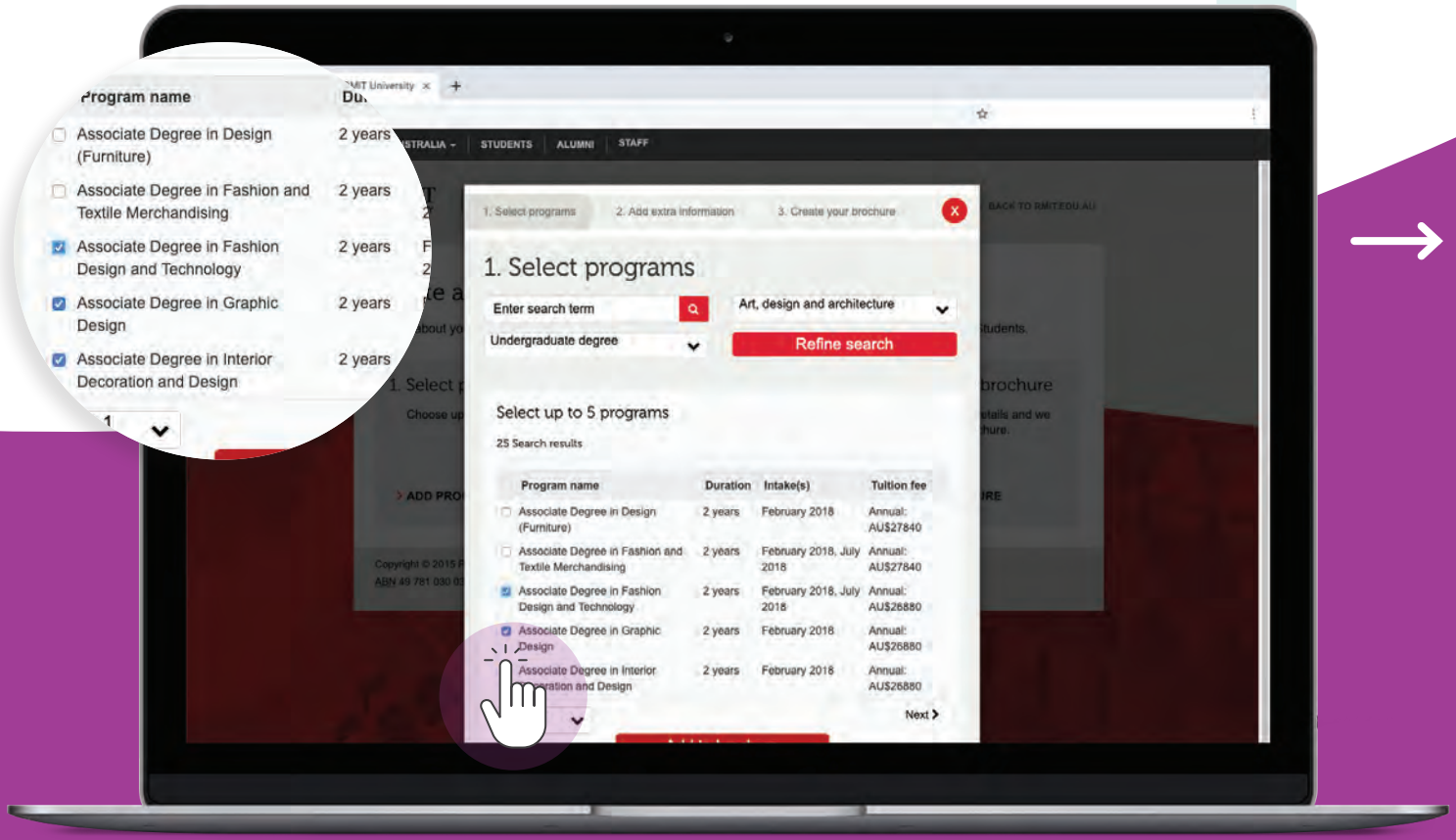
RMIT Case Study

Customised brochure step-by-step process



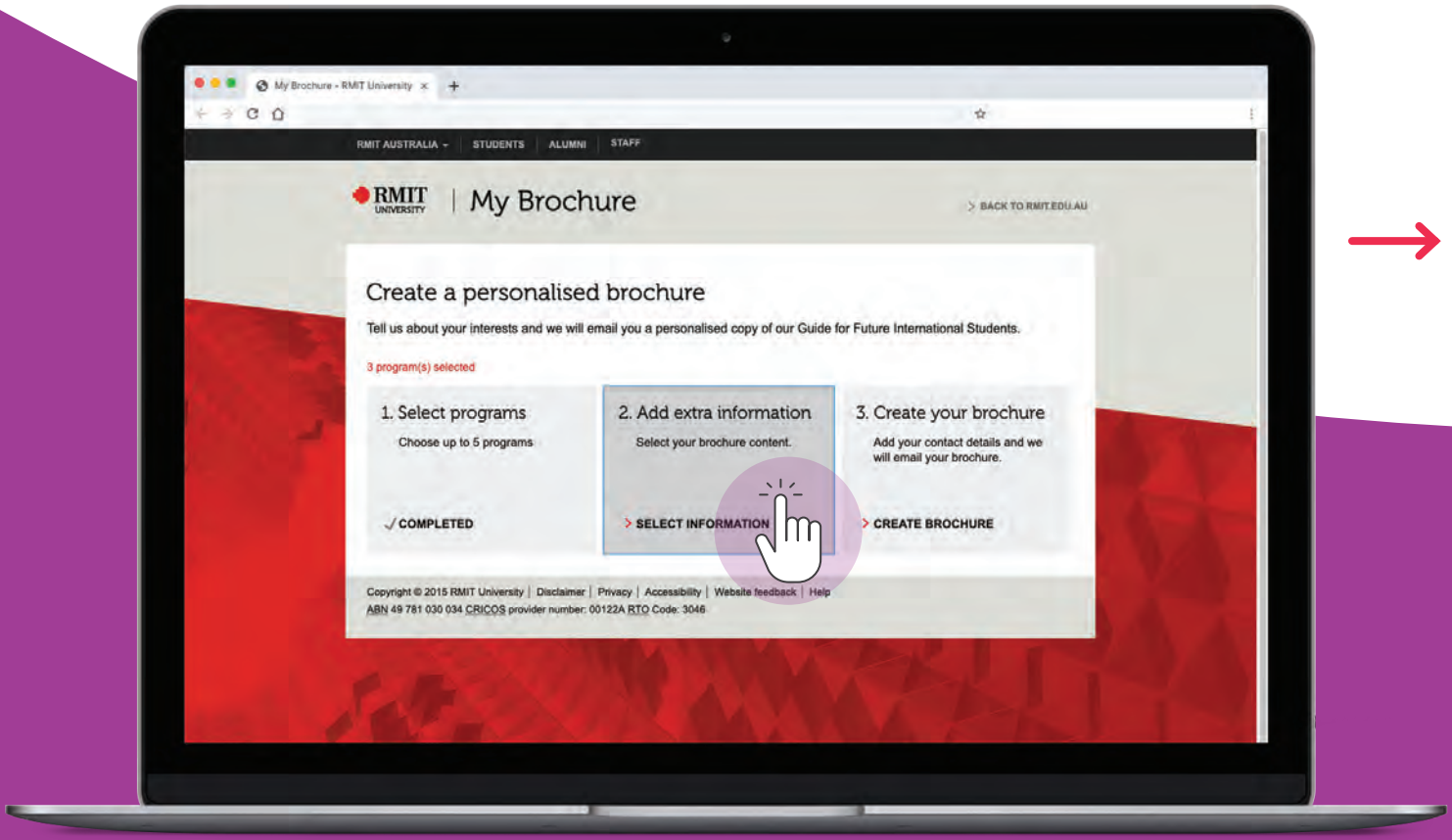
Step 1: select programs

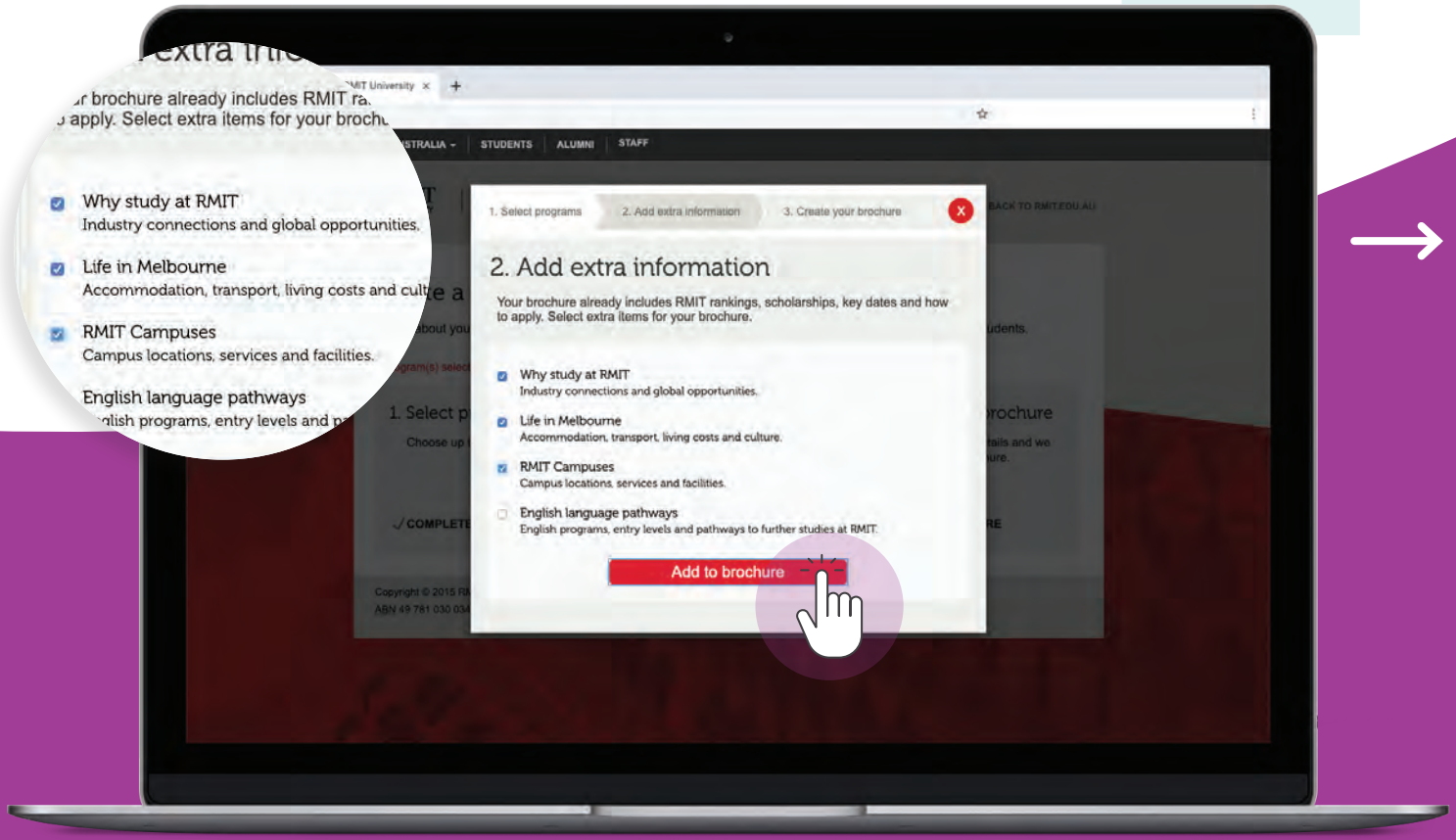
Prospective students, Lucy Ho from China and Narinder Singh from India, attended an education fair and received an RMIT postcard with a URL that directed them to an RMIT brochure builder landing page. They selected up to 5 programs to add to their customised brochure.



Step 2: add extra information

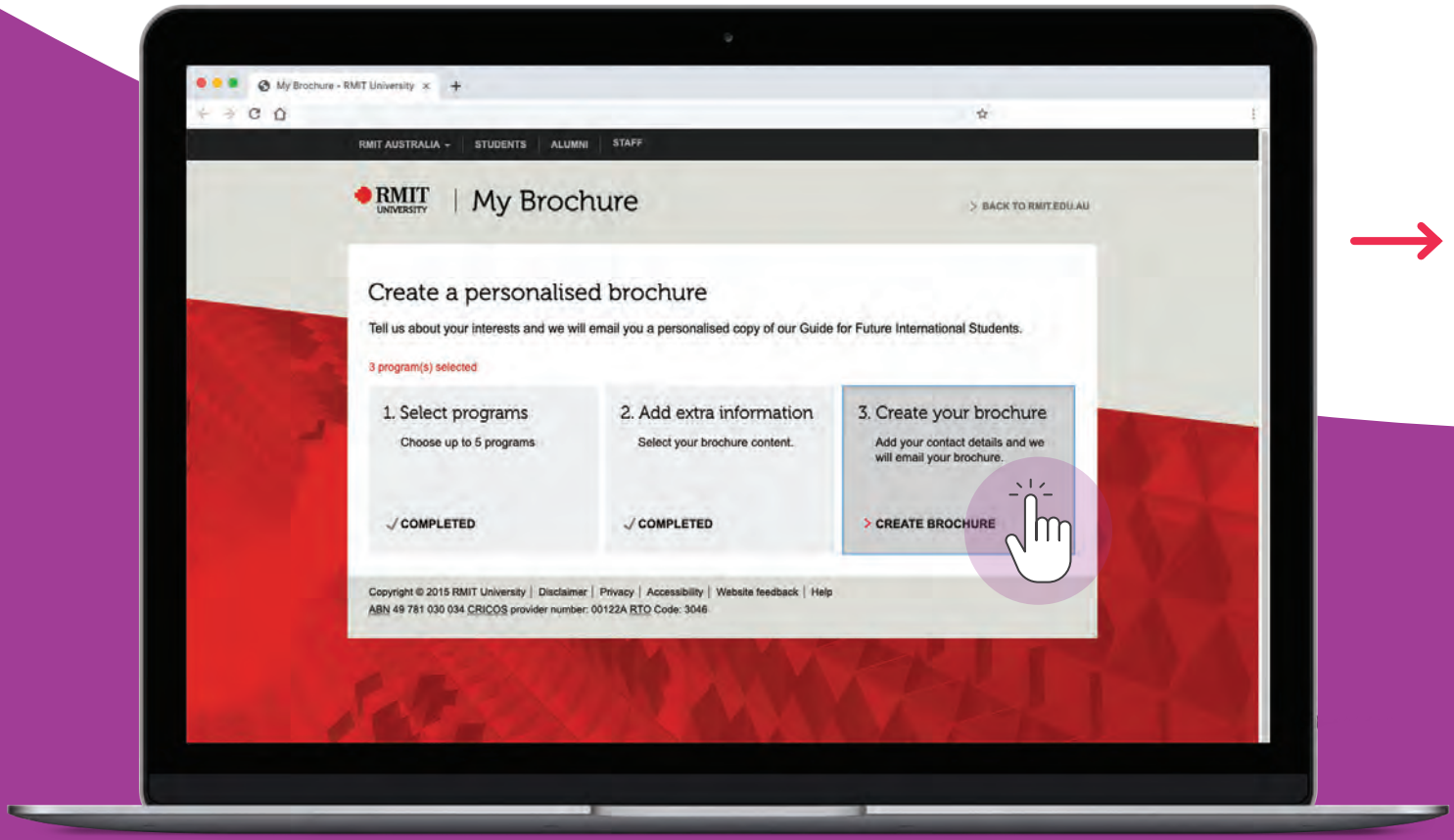
Additional information such as ‘Why study at RMIT’, ‘Life in Melbourne’, ‘RMIT Campuses’ could also be added.

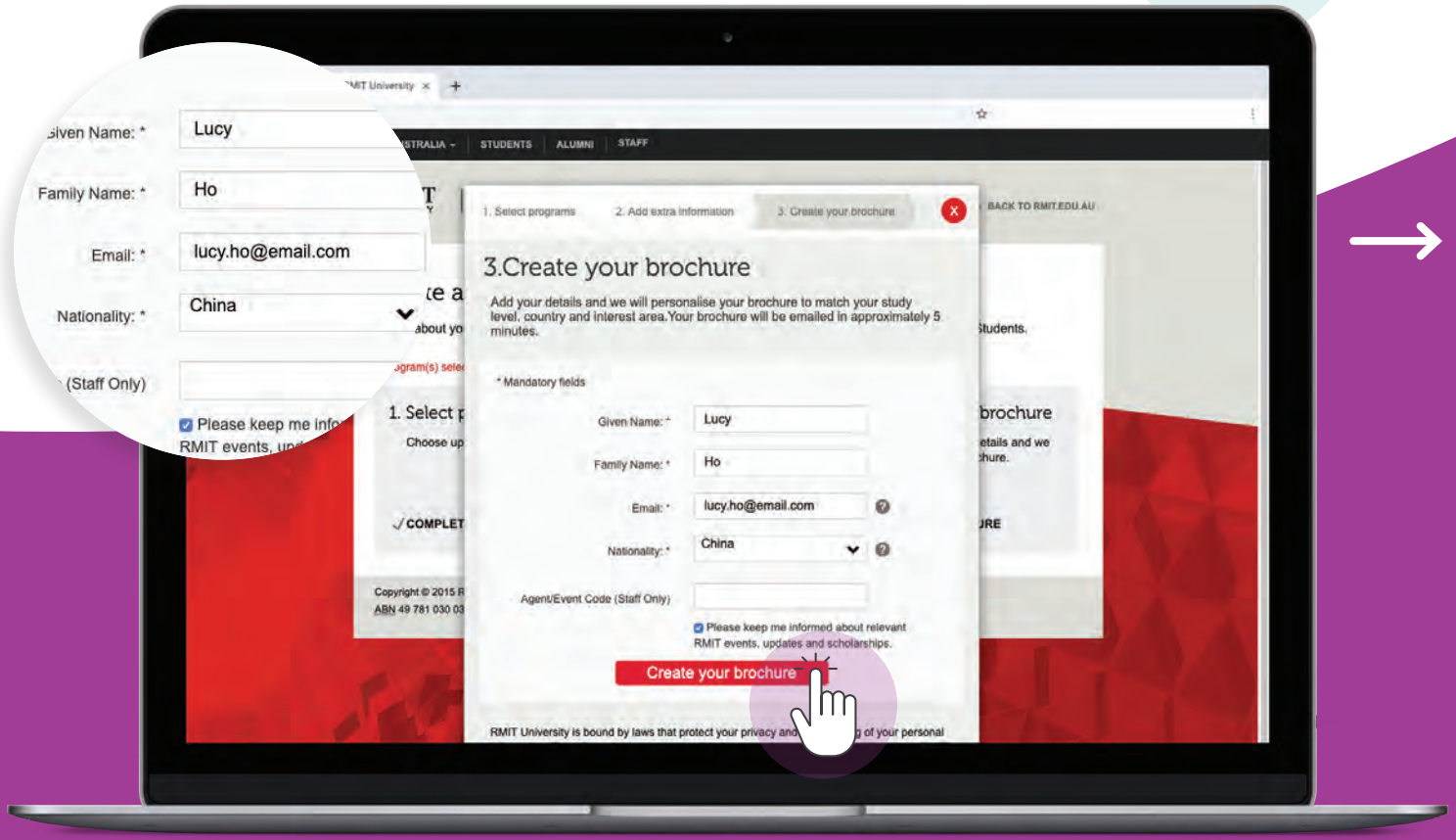



1. Select programs
2. Add extra information
3. Create your brochure
2. Add extra information
Your brochure already includes RMIT rankings, scholarships, key dates and how to apply. Select extra items for your brochure.
Why study at RMIT
Industry connections and global opportunities.
Life in Melbourne
Accommodation, transport, living costs and culture.
RMIT Campuses
Campus locations, services and facilities.
English language pathways
English programs, entry levels and pathways to further studies at RMIT.
Add to brochure
STUDENTS
ALUMNI
STAFF

Step 3: create your brochure

Lucy and Narinder completed their personal details to receive their brochure. This data was also captured for marketing purposes.

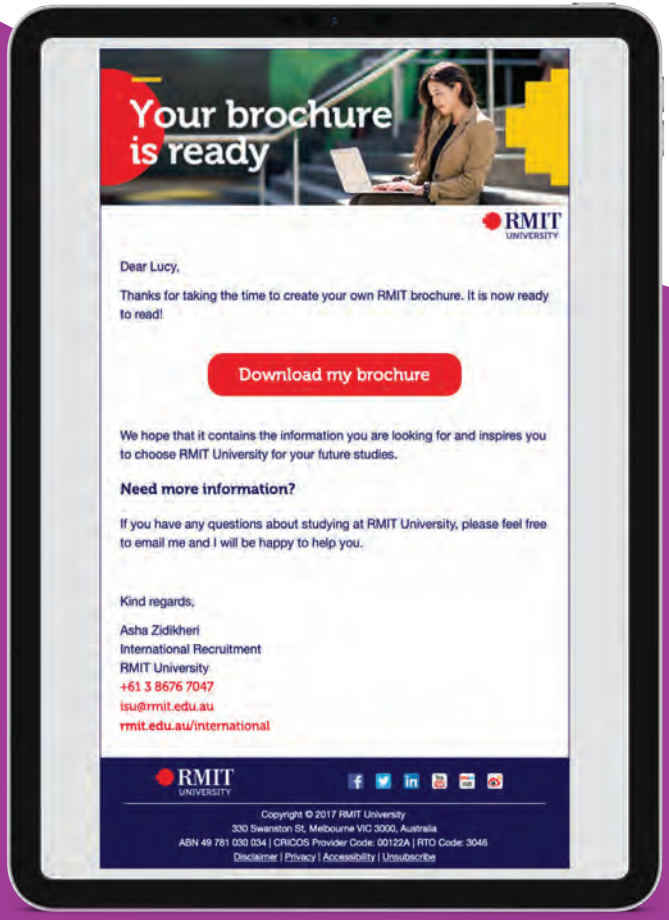



Given Name: *
Lucy
Family Name: *
Ho
Email: *
lucy.ho@email.com
Nationality: *
China
(Staff Only)
Please keep me info
RMIT events, up
STUDENTS
ALUMNI
STAFF
1. Select programs
2. Add extra information
3. Create your brochure
BACK TO RMIT.EDU.AU
3.Create your brochure
Add your details and we will personalise your brochure to match your study level, country and interest area.Your brochure will be emailed in approximately 5 minutes.
* Mandatory fields
Given Name: *
Lucy
Family Name: *
Ho
Email: *
lucy.ho@email.com
Nationality: *
China
Agent/Event Code (Staff Only)
Please keep me informed about relevant RMIT events, updates and scholarships.
Create your brochure
RMIT University is bound by laws that protect your privacy and
of your personal

Step 4: download customised brochure

Within minutes, Lucy and Narinder were sent a confirmation email with a link to download their customised brochure with the information they requested.

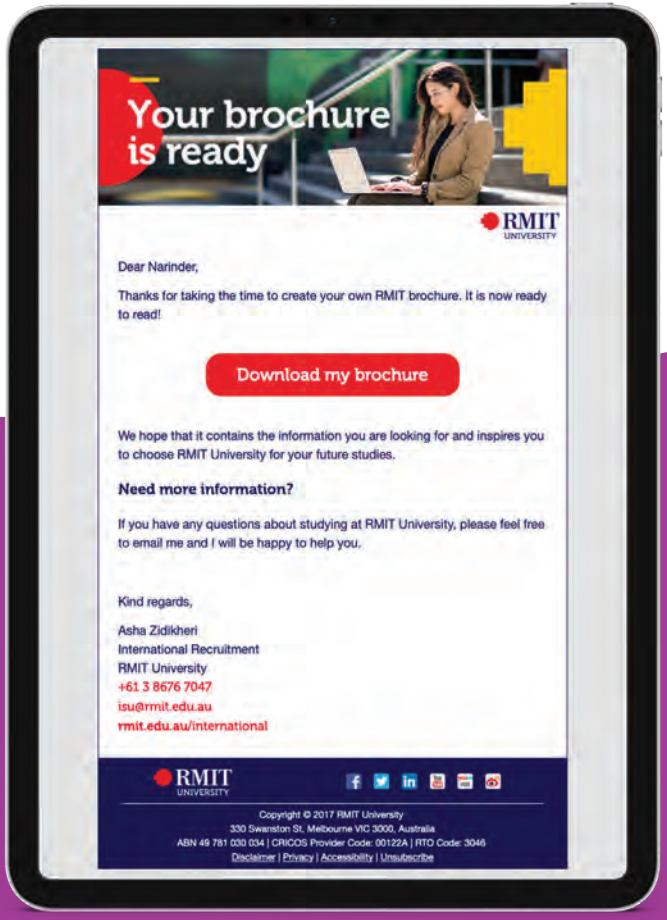
Lucy Ho: Chinese student



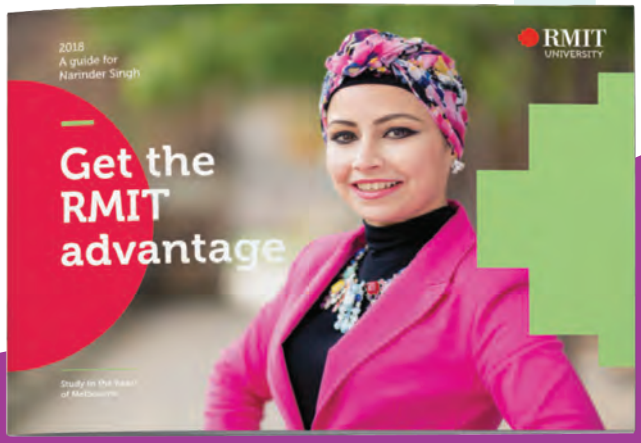
Lucy's customised confirmation email

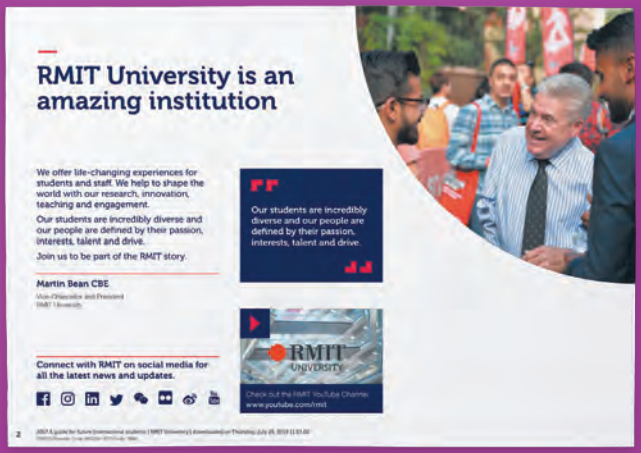
Lucy's customised cover and content pages

Nariner Singh: Indian student



Nariner's customised confirmation email





Nariner's customised cover and content pages

BPO Intelligence is a highly innovative company that specialises in education marketing and communications. Find out more at **bpointelligence.com**

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