BPO 360

Cross-media campaigns

Easy Direct Marketing

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.

Cross-media campaigns

BPO 360 lets you run automated, data-driven, cross-media campaigns using a mix of print and digital channels to achieve your marketing goals and objectives.

Email

Email is one of the most powerful ways to reach your customers, and the best part is it's trackable. BPO 360 has inbuilt analytics to view your open, bounce and click rates.

Take your campaign to the next level with cleverly designed emails that direct students to their own personalised landing page with their own personalised URL (PURL). We work with you to design the best strategy to meet your campaign goals.

Use email for personalised:
- confirmation and reminder emails
- email invitations
- student surveys
- newsletters
- and more.

SMS

Using SMS as part of your cross-media campaign can significantly boost results. It could be as simple as having a reminder on the day of a consultation, or confirming a request has been received. It is quick, easy to execute, and boosts engagement at a low cost.

The key to good SMS marketing is timing and relevance. We weave it into your campaign so the messages go out automatically, triggered by either the actions of your target audience or based on the campaign timeline.

Use SMS for personalised:
- appointment or event reminders
- activation programs
- confirmation messages
- promote upcoming events
- student surveys
- and more.

Personalised URLs*

Instead of directing students to a generic landing page with a generic URL, direct them to their own personalised landing page with a personalised URL (PURL).

A PURL can help to improve the effectiveness of a campaign by increasing click-through rates (CTR), and also give you the ability to better track responses.

Engage on a deeper level by dynamically displaying only relevant content from your existing database, while also gaining greater insights to make subsequent retargeting campaigns even more effective.

Use personalised URLs for:

- increasing click-through rates (CTR)
- tracking responses
- engaging students on a deeper level
- collecting data to add to your database
- personalising digital and printed marketing
- and more.

Printed collateral

Integrating personalised, printed collateral as part of your cross-media campaign can increase engagement exponentially.

Taking data from your existing database – combined with digitally-printed variable data processes – printed collateral can be personalised for each individual student. Personalisation can include their name, interests, background, language preferences, and any other information you have gathered about them.

Producing relevant content on demand saves printing costs, reduces your environmental impact, and can increase your return on investment (ROI).

Use printed collateral for personalised:

- brochures
- course guides
- direct mail
- event invitations
- open day kits
- offer letter packs
- postcards
- welcome packs
- alumni magazines
- and more.

*PURLs, and the associated landing page, are hosted and managed by us. The URL format is www.onsedm.com/ClientName/StudentName, but URL shortening techniques can be used to make it shorter for marketing purposes.

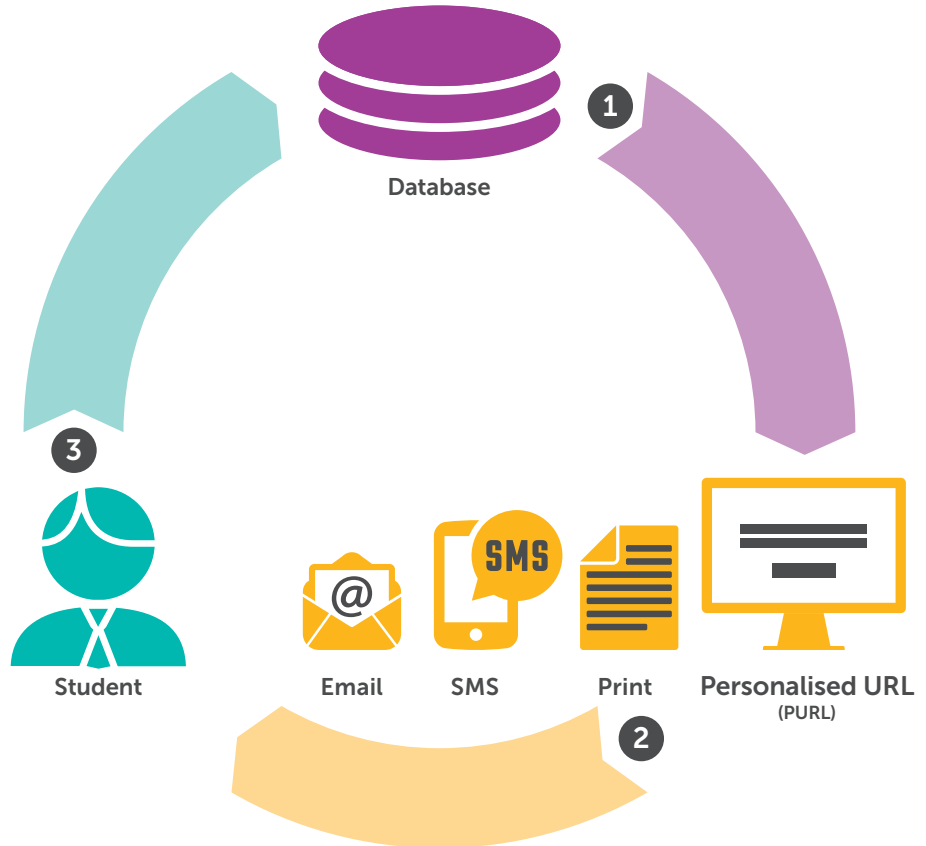# How do BPO 360 cross-media campaigns work?

1 Consult and target

After consulting with you to determine the goals and parameters of your campaign, information is extracted from your database to target the students you would like to engage with.

2 Create and run campaign

An automated campaign is created and sent to target students using a mix of print and digital channels including email, SMS, personalised URLs (PURLs) and printed collateral.

3 Track and monitor

Each target student's interaction is tracked and monitored during the course of the campaign. The data captured can then be added to your database, allowing for even greater personalisation and more fine-tuned targeting for your next campaign.

Database

1

3

Student

Email

SMS

Print

Personalised URL
(PURL)

2

Case Study
Swinburne University enrolment campaign

Swinburne campaign components

Swinburne University enrolment campaign overview

Swinburne University was keen to convert students in China and Australia who had received offers to study, yet hadn't taken action. With a large number of offers being sent, Swinburne needed to find a way to increase acceptance rates whilst also improving efficiencies.

Assessment

Swinburne and BPO identified a number of challenges that needed to be addressed, such as poor follow up strategies and problems reaching students from different language backgrounds.

Solution

Instead of sending generic offer letters, Swinburne embarked on an integrated, personalised and customised acceptance campaign that spoke to each student on a personal level, including customising the language based on the student's background.

Result

With a highly personalised campaign, Swinburne was able to boost its conversion rate by about 50%, a significant increase over previous years.

"We worked with BPO on an integrated marketing campaign to convert a specific group of students who had offers to study at Swinburne. We increased our conversion rate to about 50% and are now running the campaign across even more international markets."

ELIZA RUSSELL
Marketing and Communications Coordinator
Swinburne International, Swinburne University of Technology

How it worked

Step 1
A personalised brochure, with a pre-populated offer acceptance form, was printed and mailed to students.

Step 2
An email was sent to students to accept their offer or visit their personalised URL (PURL) to book an appointment with a student advisor. These were also scheduled to send 2 reminder emails at 3 day intervals.

Step 3
Students visited their personalised URL (PURL) and followed the prompts to book an appointment.

Step 4
An email confirmation was sent to confirm the booking.

Step 5
An SMS reminder was also sent to students on the day of the appointment.

BPO 360

Ask us how BPO 360 can
help engage your students,
one-to-one, like never before.

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bpo360.com.au

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

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