

**BPO^o
360**

**Engage
students
one-to-one
like never
before**





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.

Contents

What is BPO 360?	3
Why use BPO 360?	4
BPO 360 throughout the student lifecycle	7
Cross-media campaigns	8
Customised brochures	12
About BPO Intelligence	18

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.



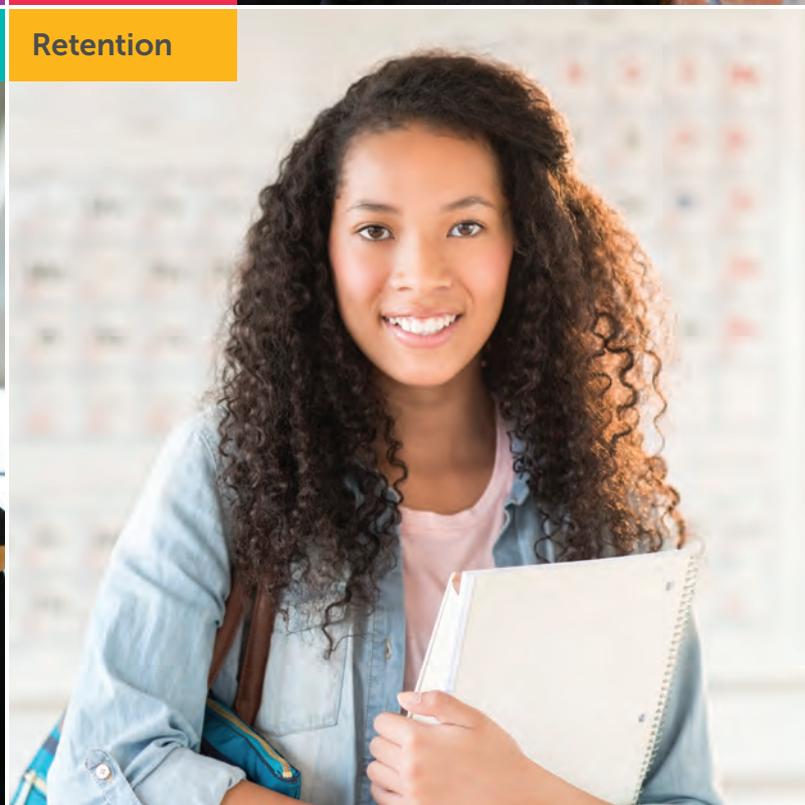
Alumni



Acquisition



Graduation



Retention

BPO 360 throughout the student lifecycle

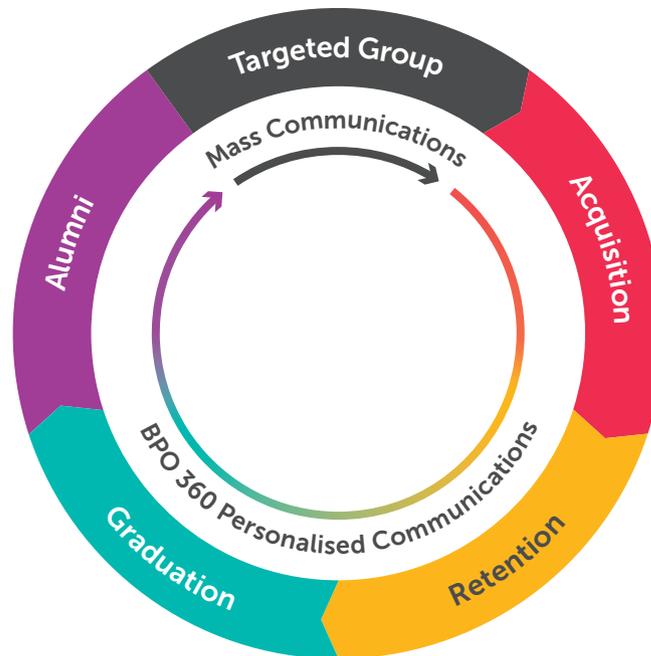
Engage students, one-to-one, throughout their relationship with you, from the first point of contact, to enrolment and graduation, alumni management, postgraduate learning and beyond.

Alumni campaign ideas

- fundraising
- alumni management
- alumni newsletters
- and more.

Graduation campaign ideas

- graduation ceremonies
- guest management
- and more.



Acquisition campaign ideas

- offer letter packs
- welcome packs
- education fairs
- open days
- agent familiarisation trips
- and more.

Retention campaign ideas

- orientation management
- newsletters
- student feedback
- and more.

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.

*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.



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.

How do BPO 360 cross-media campaigns work?

1 Consult and target

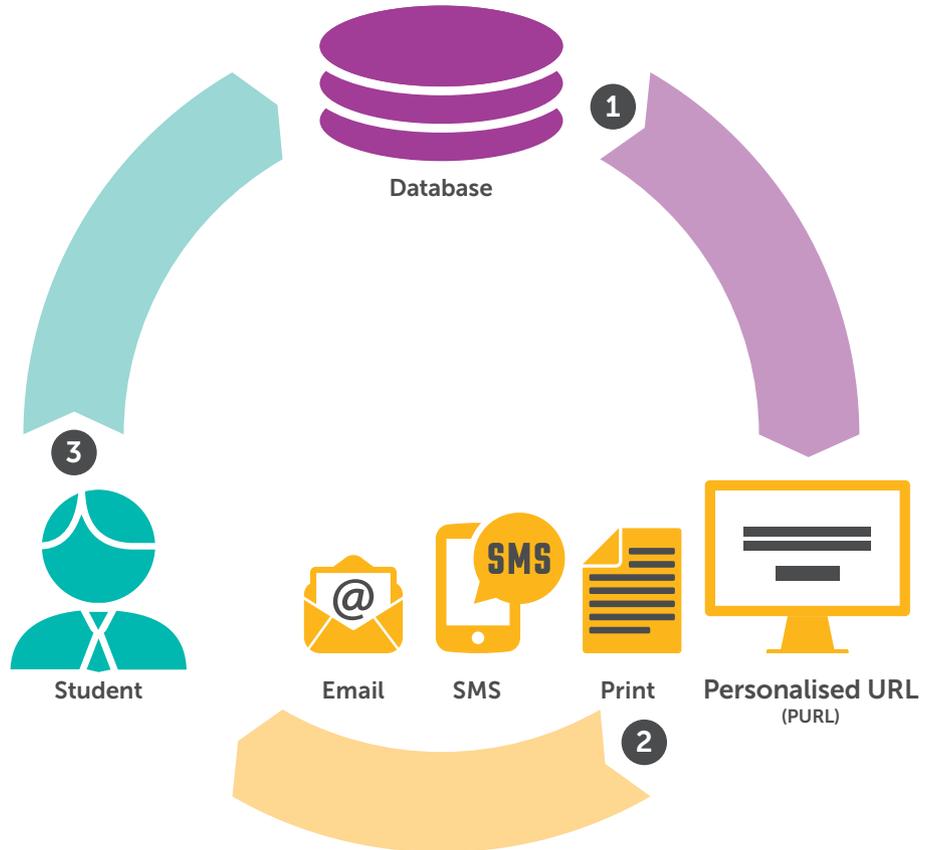
After consulting with you to determine the goals and parameters of your campaign, information is extracted from your database to target the students you would like to engage with.

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

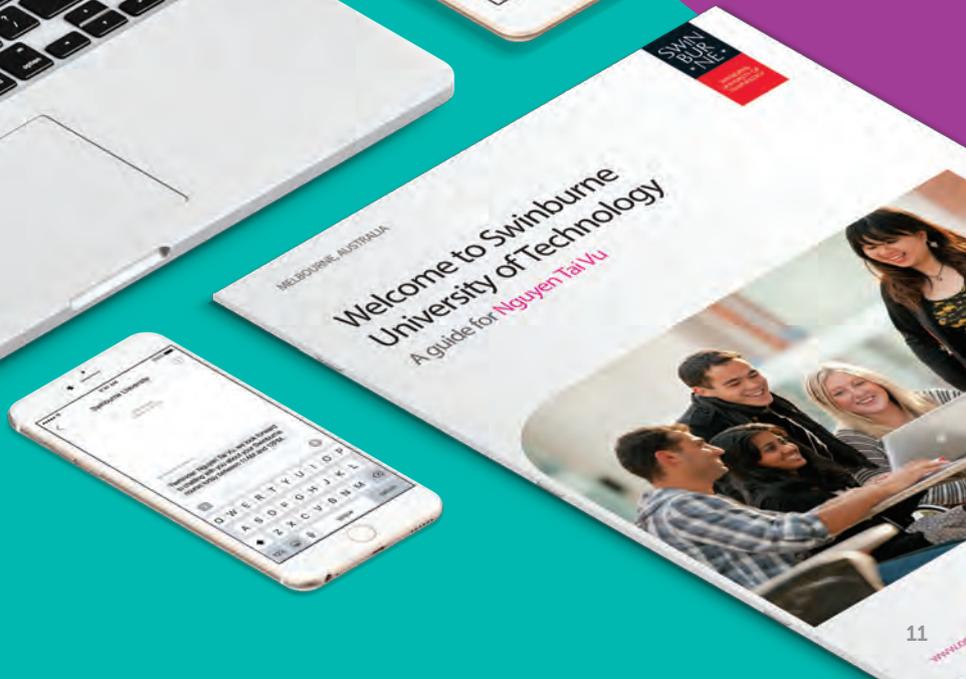
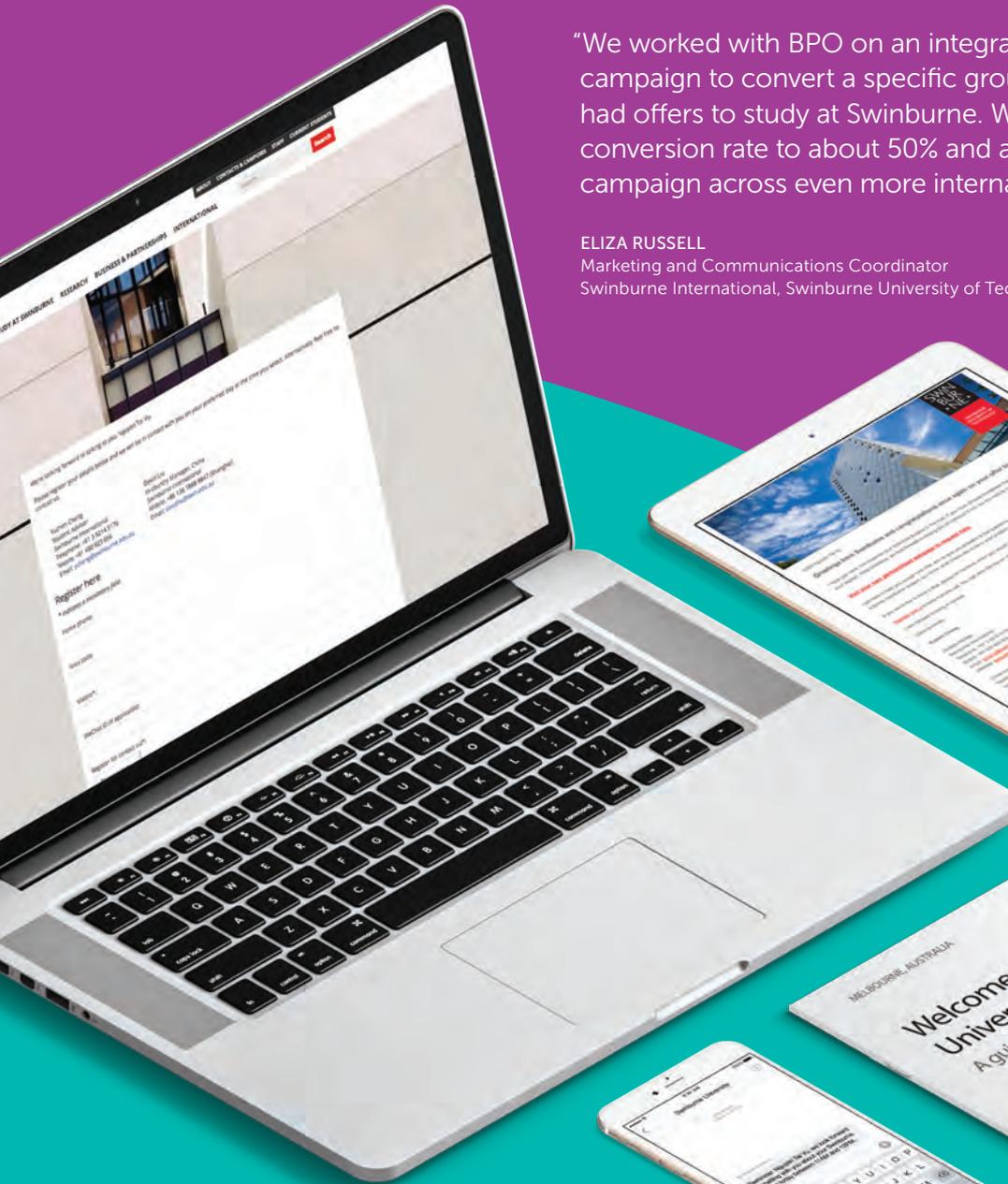
Each target student's interaction is tracked and monitored during the course of the campaign. The data captured can then be added to your database, allowing for even greater personalisation and more fine-tuned targeting for your next campaign.



"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



Swinburne campaign components

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

What are the benefits of a customised brochure?

	Education Institutions	Students
<p>✔ Personalised and customised</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Includes only relevant information, avoiding information overload • Compact brochure that contains all areas of interest • Tailored specifically for them
<p>✔ Multilingual options</p>	<ul style="list-style-type: none"> • Increased likelihood of converting prospective international students 	<ul style="list-style-type: none"> • Better engagement with content in their preferred language
<p>✔ Print available on demand</p>	<ul style="list-style-type: none"> • Save on printing, warehousing and distribution costs • Reduce waste and your environmental impact 	<ul style="list-style-type: none"> • Can be easily passed on to parents and guardians to help make a decision
<p>✔ Digital (PDF)</p>	<ul style="list-style-type: none"> • Save on printing, warehousing and distribution costs • Easily customisable 	<ul style="list-style-type: none"> • Receive brochure immediately • Accessible on multiple devices
<p>✔ Online interface</p>	<ul style="list-style-type: none"> • Generate and track leads • Greater reach and exposure 	<ul style="list-style-type: none"> • 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.

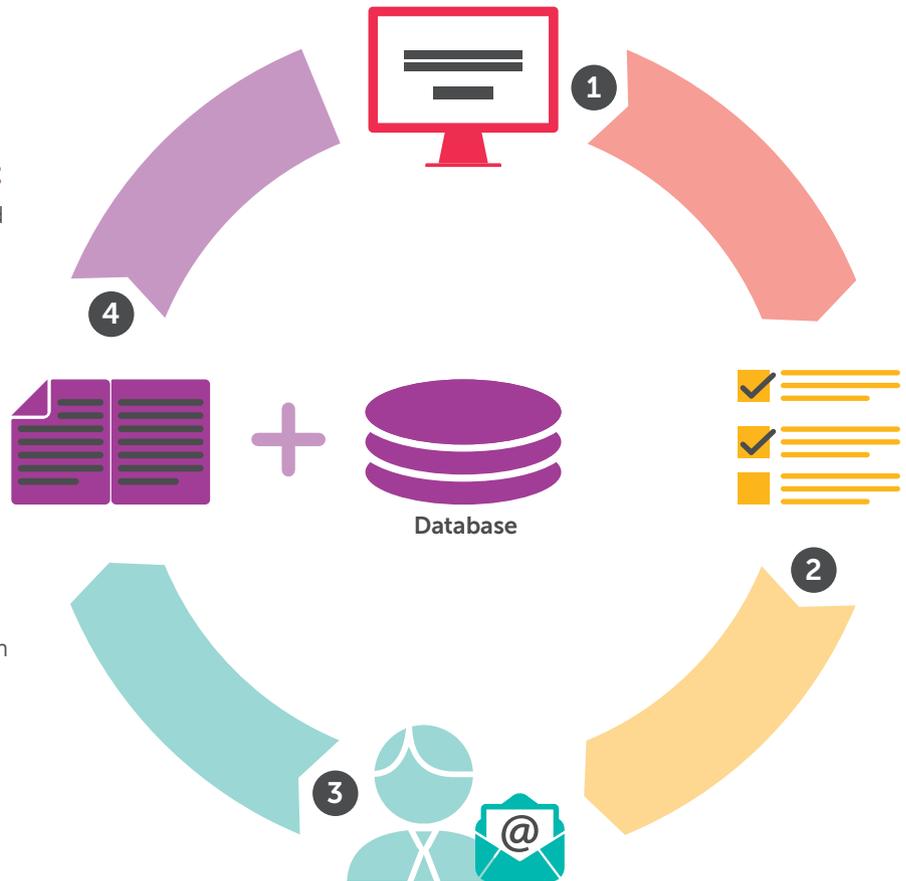
3 EBB compiles brochure and sends an email to the student

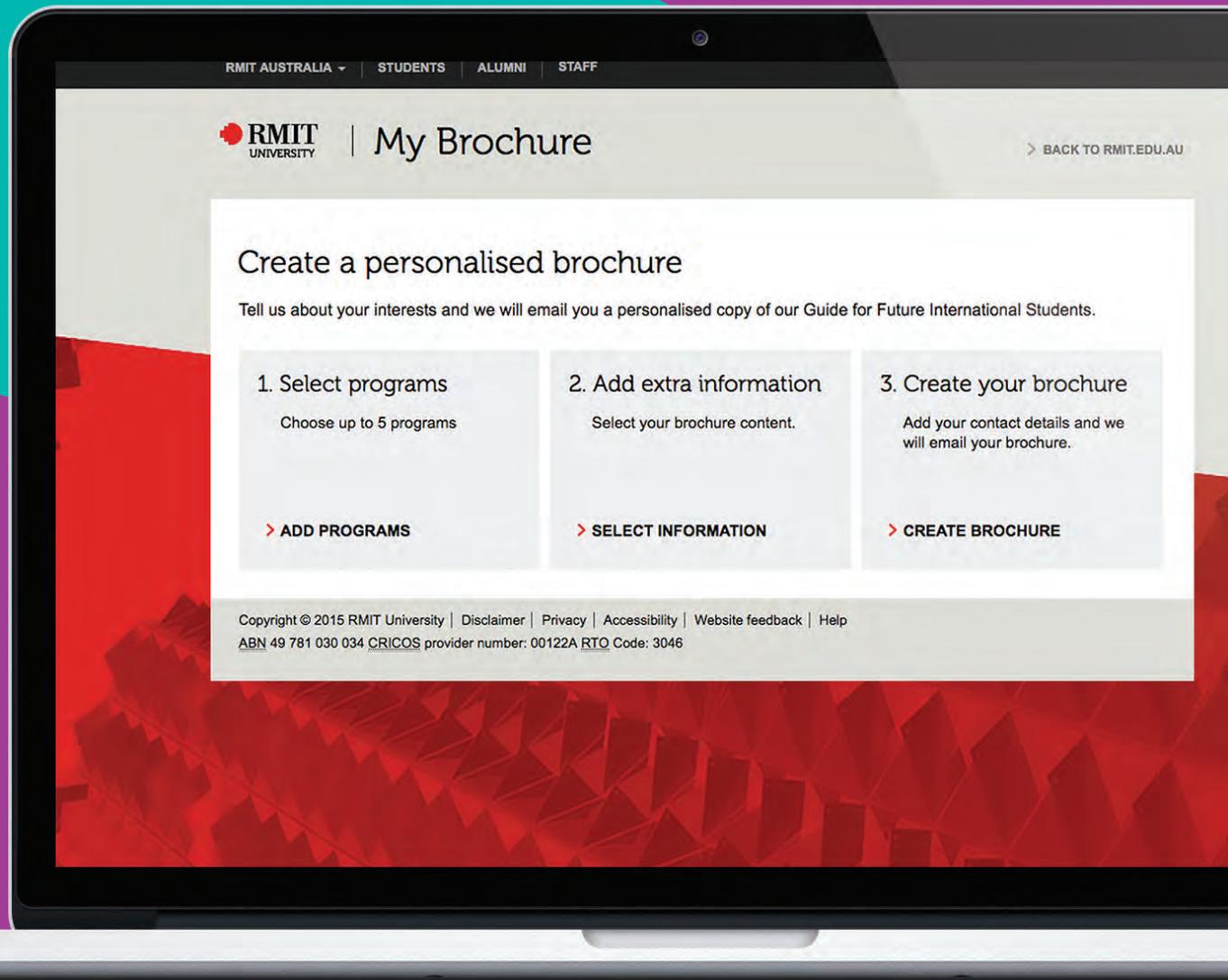
Upon submitting the contact details form, EBB automatically compiles a PDF and simultaneously sends an email with a download link to the email provided.

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.





About BPO Intelligence

BPO Intelligence is an award-winning and highly innovative company that specialises in education marketing and communications.

Our track record is proven with over 200 education institutions globally using our services, including Australia, New Zealand, United Kingdom, Ireland, United States, Canada and parts of Europe.

We are the only provider in the education space to offer a complete, end-to-end range of services, saving you time and greatly reducing your overall costs.

We believe it's imperative that our actions and behaviour adhere to the highest ethical standards.

At BPO intelligence, we are committed to developing new skills and investing in new technologies in order to grow.

And finally, we endeavour to lead the way through innovation, courage, vision, and integrity.

**BPO^o
360**

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

info@bpointelligence.com
bpo360.com.au