



# Case Study

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## Driving Admissions Success:

SuccessStars Consulting Elevates University Admissions with Multi-Channel Marketing



## Introduction

Amrita Vishwa Vidyapeetham, one of India's leading universities, faced challenges in streamlining its admissions process across multiple programs. To stay competitive in the higher education space, the university sought to improve efficiency, enhance lead generation, and gain better visibility into its admissions pipeline. By partnering with SuccessStars, the university implemented a state-of-the-art multi-channel marketing system, transforming its lead management and significantly boosting admissions for the 2022-23 and 2023-24 academic years.

## Objectives

- Implement a comprehensive marketing system to increase efficiency.
- Enhance the lead nurturing process to improve conversion rates for admissions.
- Provide full visibility into the lead journey from inquiry to enrollment.
- Streamline multi-channel strategies across Email, Social Media, WhatsApp, Webinars, and Website integration to boost overall lead generation and engagement.



## Client Overview

**Client:** Amrita Vishwa Vidyapeetham

**Industry:** Higher Education

**Challenge:** The university needed to streamline its admissions marketing, improve lead generation, increase conversion rates, and gain better visibility into their lead journey across 15+ academic programs. Integration of a multi-channel marketing program with their website and inbound lead channels was also required.



## **Strategy:**

SuccessStars Consulting developed a holistic approach, integrating multi-channel marketing with advanced marketing automation to streamline the admissions process and boost conversion rates.



## Multi-Channel Digital Strategy

### **Email Marketing:**

Created personalised email campaigns targeting prospective students across various programs to engage them and guide them through the admissions funnel.

### **Social Media Marketing:**

Implemented a social media strategy across platforms such as Facebook, Instagram, and LinkedIn to raise awareness, reach potential applicants, and keep them engaged throughout the decision-making process.

### **WhatsApp Marketing:**

Leveraged WhatsApp to send personalised and timely messages to prospective students, offering information on program details, deadlines, and event reminders, allowing for direct engagement and quicker responses.

### **Website Integration:**

Integrated the university's website with Marketing Automation software to capture and track leads, enabling personalised follow-ups and more effective lead management.

### **Webinars:**

Organised interactive webinars as lead magnets, providing valuable insights about programs, answering queries, and nurturing prospects through the funnel.

# Marketing Automation Implementation

## **Marketing Automation Software**

### **Integration:**

SuccessStars integrated a marketing automation system with the university's existing digital platforms, ensuring seamless data flow and better collaboration between the marketing and admissions teams.

### **Automated Workflows:**

Developed automated workflows to nurture prospective students through each stage of the admissions funnel, sending timely and relevant communications that kept them engaged.

### **Lead Scoring & Prioritization:**

Implemented a lead scoring system, allowing the admissions team to prioritize high-potential applicants for more focused engagement and follow-ups.



## Implementation:

SuccessStars Consulting executed a strategic plan aimed at maximising lead generation, nurturing, and management across all digital channels, with a focus on enhancing efficiency in the admissions process.



## Multi-Channel Campaigns

### **Email Campaigns:**

Launched segmented email campaigns with personalised content for different programs, providing relevant information at each stage of the decision-making process.

### **Social Media Campaigns:**

Designed targeted social media campaigns across Facebook, Instagram, and LinkedIn to attract quality applicants and engage students.

### **WhatsApp Campaigns:**

Sent targeted WhatsApp messages for reminders about deadlines, application status, and webinar invitations, which led to a higher engagement rate and faster responses from prospective students.

### **Website Integration:**

Integrated marketing automation software into the university's website, enabling real-time tracking of visitor behaviour and automated follow-ups.

### **Webinars:**

Organised a series of webinars where prospective students could interact with faculty members, learn about programs, and get answers to their questions.

## Marketing Automation Rollout

### **Website Integration:**

The marketing automation system was seamlessly integrated into the university's website, enabling the admissions team to manage leads efficiently and track their journey in real-time.

### **Automated Workflows & Lead Scoring:**

Custom workflows and real-time lead scoring were implemented to prioritize high-value leads, ensuring that the admissions team could follow up with the most promising prospects at the right time.





## Results

The partnership with SuccessStars Consulting led to substantial improvements in Amrita Vishwa Vidyapeetham's admissions efforts:

### **50% Increase in Lead Conversion**

The university experienced a 50% increase in lead conversion rates, significantly boosting admissions across multiple programs for the 2022-23 and 2023-24 academic years.

### **Enhanced Lead Nurturing and Engagement**

The implementation of the marketing automation system improved lead nurturing, allowing the university to maintain consistent communication with prospective students and drive higher application rates.

### **Full Visibility into the Lead Journey**

The university gained complete visibility into the entire lead journey, from initial inquiry to enrollment, enabling data-driven decisions and better collaboration between the admissions and marketing teams.

### **Improved Efficiency in Admissions Marketing**

Automation of workflows reduced manual efforts, allowing the admissions team to focus on high-priority applicants, leading to a more efficient and streamlined admissions process.



## Testimonial

“SuccessStars Consulting has completely transformed our admissions process. Their expertise in multi-channel marketing and automation has enabled us to streamline our lead generation and nurturing efforts, resulting in a significant increase in admissions. The integration of automation with our website has given us full visibility into our lead pipeline, allowing us to make more informed decisions and focus on attracting and converting prospective students.”

*Jayetha, Head of Marketing at Amrita Vishwa Vidyapeetham:*