



# Case Study

---

## Revolutionising University Admissions

SuccessStars Consulting Drives Significant  
Growth for Singapore Management University  
(SMU) with Advanced Marketing Automation





# Introduction

---

In the competitive landscape of higher education, Singapore Management University (SMU) faced the challenge of efficiently managing and optimizing its admissions process across 15+ programs. The university needed a robust solution to streamline its lead generation, lead nurturing, and overall marketing operations to drive higher conversion rates in admissions. To address these challenges, SMU partnered with SuccessStars Consulting LLP, a leader in digital marketing and automation. Through the implementation of Act-On Marketing Automation software and a strategic overhaul of their marketing processes, SuccessStars helped SMU achieve remarkable improvements in their admissions numbers for the 2022-23 and 2023-24 academic years.





# Client Overview

---

- **Client:** Singapore Management University (SMU)
- **Industry:** Higher Education
- **Challenge:** Streamline marketing efforts for admissions across 15+ programs, improve lead generation and nurturing processes, and integrate marketing automation with their website and inbound lead channels.





# Objectives:

---

- Implement Act-On Marketing Automation software for the entire university marketing department.
- Streamline lead generation and collection processes.
- Integrate marketing automation with SMU's website and inbound lead channels.
- Create automated nurturing programs and lead scoring mechanisms.
- Drive a significant increase in admissions for the 2022-23 and 2023-24 academic years.





# Strategy:

---

SuccessStars Consulting developed a comprehensive strategy to transform SMU's admissions marketing operations. The approach focused on integrating multi-channel marketing with advanced automation, ensuring seamless communication, personalized nurturing, and efficient lead management across all programs.

## 1. Multi-Channel Digital Strategy:

- **Email Marketing:** SuccessStars designed and implemented personalized email campaigns targeting prospective students across different programs. The campaigns were tailored to engage leads at various stages of the admissions funnel, from initial interest to final decision-making.





# Strategy:

---

- **Social Media Marketing:** Leveraged social media platforms such as LinkedIn, Facebook, and Instagram to reach a broader audience of potential applicants. SuccessStars developed content that highlighted the unique aspects of SMU's programs, driving engagement and interest.
- **Website Integration:** Integrated the Act-On Marketing Automation software with SMU's website to capture and track lead data effectively. This integration allowed for real-time tracking of visitor behavior and automated follow-up actions, ensuring no lead was left behind.





# Strategy:

---

- **Inbound Lead Channels:** Streamlined the lead collection process from various inbound channels, including online inquiries, event registrations, and social media interactions, ensuring all leads were automatically funneled into the marketing automation system for nurturing.

## 2. Marketing Automation Implementation:

- **Act-On Software Deployment:** Successfully deployed the Act-On Marketing Automation platform across the university's marketing department, ensuring all programs were equipped with the tools needed to manage and nurture leads effectively.

A hand is shown on the right side of the image, pointing towards the large text "MARKETING AUTOMATION". The background is dark with various icons and data visualizations. The text "MARKETING AUTOMATION" is written in large, bold, light blue capital letters. There are several icons: a calendar icon at the top, a gear icon at the bottom, and various data charts and graphs in the background. The overall theme is technology and marketing automation.

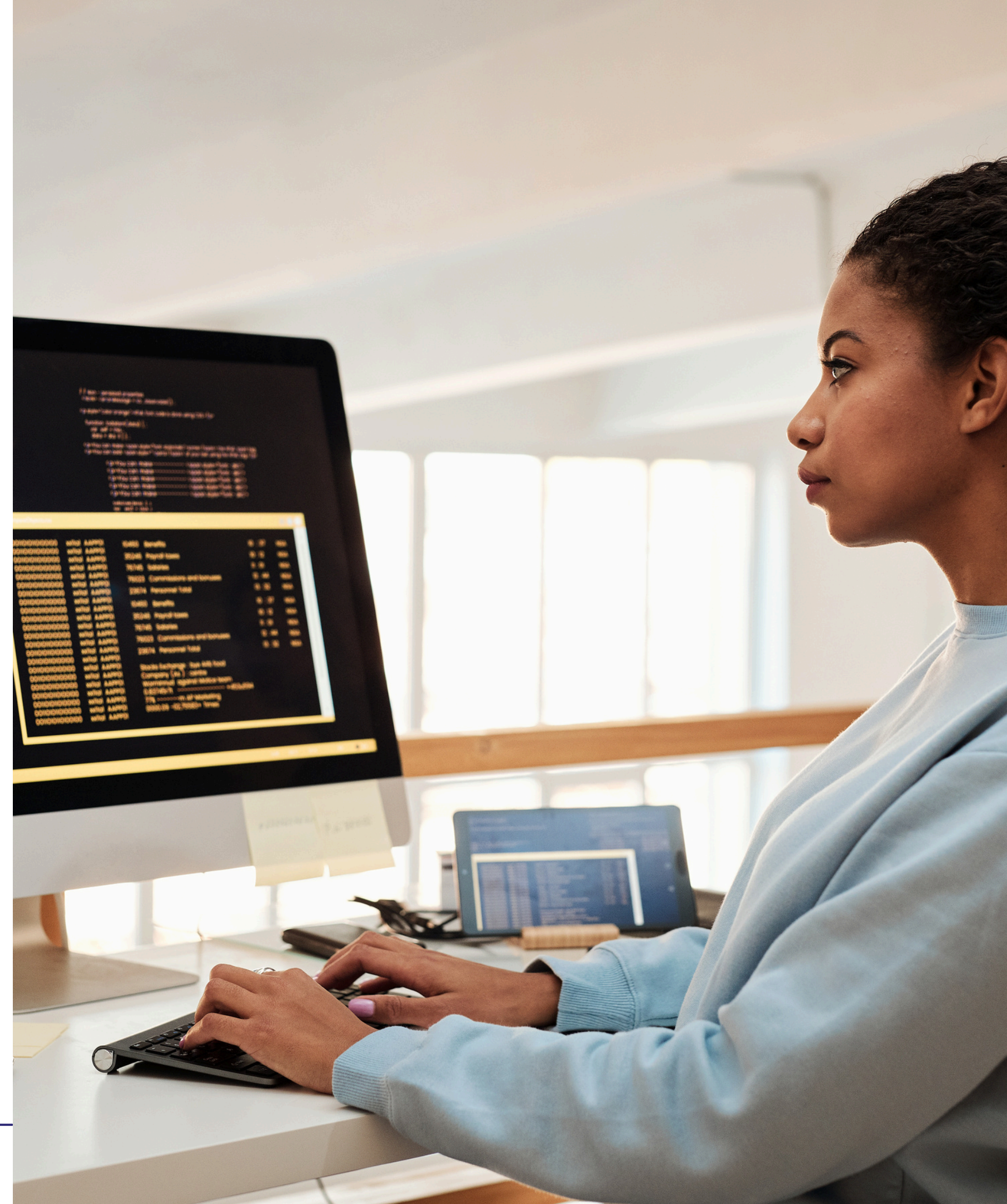
MARKETING  
AUTOMATION



# Strategy:

---

- **Automated Nurturing Programs:** Created automated email nurturing sequences that guided prospective students through the admissions process. These programs delivered timely, personalized content based on the lead's interactions and stage in the decision-making process.
- **Lead Scoring and Prioritization:** Implemented lead scoring mechanisms to prioritize leads based on their engagement and likelihood to apply. This allowed the admissions team to focus their efforts on the most promising prospects, improving conversion rates.







# Implementation:

---

SuccessStars Consulting meticulously executed the strategy, ensuring that each element worked together to maximize SMU's admissions marketing effectiveness.

## 1. Multi-Channel Campaigns:

- **Email Marketing Campaigns:** Launched segmented email campaigns, delivering personalized content to prospective students based on their program interest and stage in the admissions funnel. This approach led to higher engagement and a more efficient lead nurturing process.
- **Social Media Campaigns:** Developed and executed targeted social media campaigns to reach potential applicants, using both organic and paid strategies to drive traffic to SMU's admissions pages.





# Implementation:

---

- **Website and Inbound Lead Integration:** Integrated Act-On with SMU's website, enabling real-time tracking of visitor behavior and automated follow-up actions. This integration ensured that every lead was captured, tracked, and nurtured effectively.

## 2. Marketing Automation Rollout:

- **Act-On Software Implementation:** Rolled out the Act-On platform across the marketing department, providing SMU with the ability to manage all aspects of their lead generation and nurturing processes from a single platform.





# Implementation:

---

- **Automated Nurturing and Lead Scoring:** Created automated nurturing programs and lead scoring systems that provided the admissions team with clear insights into lead readiness, allowing for more targeted and effective follow-ups.





# Results:

---

The collaboration between SMU and SuccessStars Consulting led to transformative outcomes for the university's admissions efforts:

## 1. Significant Improvement in Admissions:

Achieved a notable increase in admissions for the 2022-23 and 2023-24 academic years, driven by more effective lead nurturing and targeted marketing efforts

## 2. Enhanced Lead Generation and Collection:

Streamlined lead generation and collection processes across all programs, ensuring that no leads were lost and that every prospect received timely, relevant communication.





# Results:

### 3. Complete Integration and Automation:

Successfully integrated the Act-On Marketing Automation platform with SMU's website and inbound lead channels, providing the marketing team with complete visibility and control over the admissions pipeline.

### 4. Increased Efficiency in Lead Nurturing:

The implementation of automated nurturing programs and lead scoring mechanisms led to higher engagement rates and improved conversion, allowing the admissions team to focus on high-priority leads.





# Testimonial:

---

**June, Marketing Project Manager at Singapore Management University:**

"SuccessStars Consulting has revolutionized our admissions process. Their expertise in marketing automation and multi-channel strategies has significantly improved our lead generation and nurturing capabilities. The integration of Act-On with our website and lead channels has provided us with unparalleled visibility and control, enabling us to make data-driven decisions that have directly impacted our admissions numbers. The results speak for themselves—our admissions for the past two academic years have seen remarkable growth, thanks to SuccessStars."





# Conclusion:

---

SuccessStars Consulting LLP's expertise in multi-channel marketing and marketing automation has propelled Singapore Management University to new heights in their admissions efforts. This case study highlights the critical role of a well-integrated, automated lead management system in driving growth, particularly in the competitive landscape of higher education. By partnering with SuccessStars and implementing Act-On Marketing Automation, SMU has achieved significant improvements in admissions, streamlined their marketing processes, and set a new standard for efficiency and effectiveness in university marketing.

