

How to Boost Admissions Using Workflow Automation





FULL FABRIC GUIDES

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Your marketing team efforts are driving leads to your database. That's great but not enough.

When used correctly, email can still be one of the most effective tools to nurture prospective students.

Automated email workflows help universities nurture prospects into enrolled students by sending the most relevant information at each stage of the student journey.

People associate automation with cold generic messages, but this simply isn't true. With the right tone of voice and personalisation, institutions can send warm and highly relevant messages using automated workflows.

Workflow automation also reduces time spent on unnecessary administrative tasks, allowing staff to focus on more important things. The risk of human error is also reduced with automation.

Research firm Forrester determines that by using an effective lead nurturing strategy like email workflows, **you'll see a 20% increase in new leads.**

Let's take a look at the three main workflow types alongside roadmap examples.

Workflow Types

TOP OF THE FUNNEL WORKFLOWS

Top of the funnel workflows are for individuals still in the awareness stage of the funnel.

You have their contact information because they downloaded a brochure or another content offer on your website or social media channel.

At this point in the journey, candidates are mainly interested in learning more about your institution and the programmes it offers. Campaigns should provide practical and helpful information and encourage prospects to take the next step in their student journey with you.

The goal is to move prospects from awareness to consideration.

Workflow example for new leads with CTA to start application



MIDDLE OF THE FUNNEL WORKFLOWS

Middle of the funnel workflows are perhaps the most important, and are intended to move someone from consideration to decision.

The recipients of these workflows should have already made a conversion, indicating a high level of interest, such as starting an application.

The goal of this campaign is to achieve an application submission. As such, the content of these workflows should include advice and tips to help the candidate submit a successful application.

Workflow example for in progress applicants with CTA to finish application



BOTTOM OF THE FUNNEL CAMPAIGNS

Bottom of the funnel campaigns are used to help with yield. The goal of these workflows is to keep admitted students engaged with your institution in order to meet your enrolment goals.

Because these individuals have already been admitted, the content of these campaigns should focus on relevant information about why your institution should be their top choice while providing support to help them make the final decision.

Workflow example for admitted students with CTA to submit enrolment form and pay deposit



Of course, these workflows and the content within them will differ slightly depending on your audience, programme and institution.

Creating admissions workflows

THINGS TO CONSIDER

A CRM with email workflow creation capabilities will enable you to automate sophisticated workflows that increase your conversion rates.

Here are a few additional points to think about when it comes to creating workflows.

Maximise your ROI with useful content

Provide your prospective students with useful resources that add value and help them make a better decision, such as videos, ebooks, student testimonials, access to private groups, etc.

Re-engage lapsed prospects

You can also use email marketing to re-engage prospects who have fallen off your radar. This can be particularly effective if you're able to identify at which point they abandoned their application.

Provide programme tasters

Provide candidates with a programme teaser or early access to programme content is a great way to create an emotional connection and entice prospects to enrol.

Using FULL FABRIC to manage workflows

FULL FABRIC's Origin Solution has been designed specifically to help universities offer a modern and personalised admissions experience while converting more applicants into enrolled students.

To learn more visit fullfabric.com and request a free demo to see how we can help your institution.

REQUEST A DEMO



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