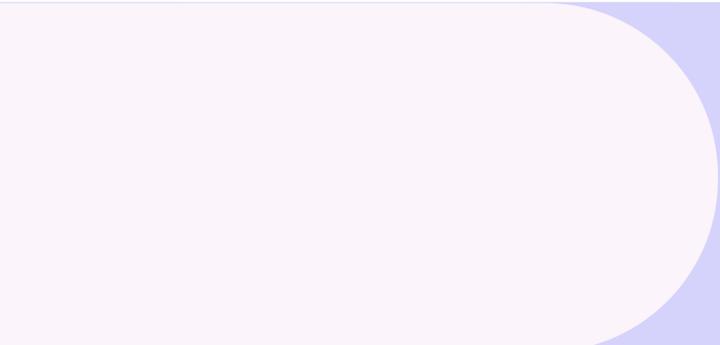
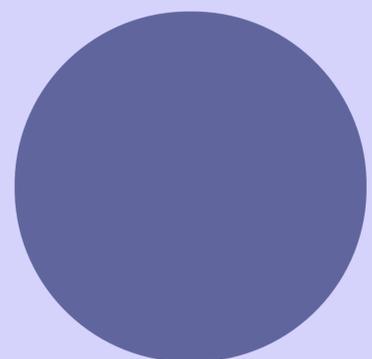
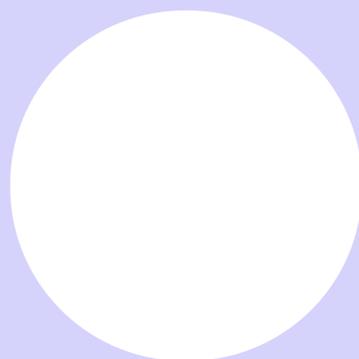


How to Boost Admissions Using Workflow Automation

Elevate your enrolment experience.

Recruiting, admitting and enrolling
with Full Fabric sets you apart.



How to Boost Admissions Using Workflow Automation

Your marketing team is driving leads to your database, which is fantastic, but it's only the first step.

To truly maximise your recruitment efforts, you need to nurture those leads and guide them through the admissions funnel, turning interest into enrolment. While email remains a powerful tool, a multi-channel communication strategy that integrates email with SMS messaging and social media is essential for reaching today's prospective students.

Automated workflows play a crucial role in this process, delivering timely and relevant information at each stage of the student journey. But automation doesn't have to mean cold, generic messages. By using the right tone of voice, personalising content, and segmenting audiences, you can create warm and engaging communications that resonate with the applicants. Imagine automated emails that address prospective students by name, offer tailored information based on their programme interests, and provide timely reminders about application deadlines.

Workflow automation not only enhances the applicant experience but also frees up your team's time. By automating repetitive tasks, such as sending follow-up emails and scheduling appointments, you reduce administrative burden and allow staff to focus on building relationships, providing personalised guidance, and developing strategic recruitment initiatives. Automation also minimises the risk of human error, ensuring consistent and accurate communication.

Effective lead nurturing strategies, like automated workflows, can significantly impact your enrolment success. Research suggests that institutions using these strategies see a substantial increase in engagement and conversion rates. In the following sections, we'll explore the three main types of automated workflows – welcome series, abandoned application, and post-offer – and provide roadmap examples to guide your implementation.



Workflow Types

TOP OF THE FUNNEL WORKFLOWS

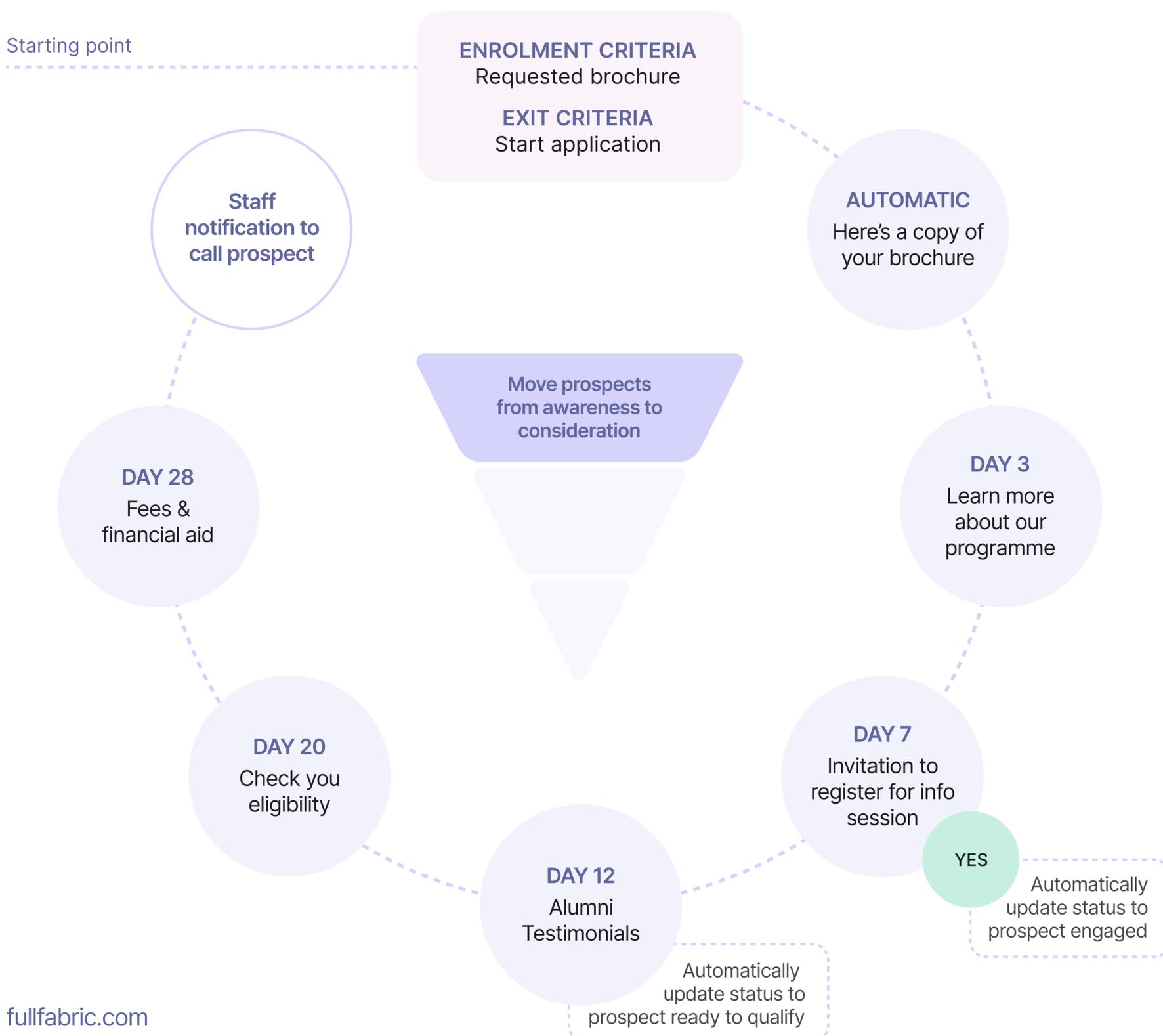
Top-of-the-funnel workflows target prospective students who are just beginning their research.

They may have visited your website, followed you on social media, or downloaded a brochure. At this stage, they're exploring their options and seeking information about your institution and programmes.

Your goal is to capture their attention and guide them towards the next stage: consideration.

Showcase your strengths, provide valuable content like student testimonials and virtual tours, and personalise the experience. Use interactive content and promote relevant events. Nurture the relationship with an automated email sequence.

Workflow example for the new leads with CTA to start application



MIDDLE OF THE FUNNEL WORKFLOWS

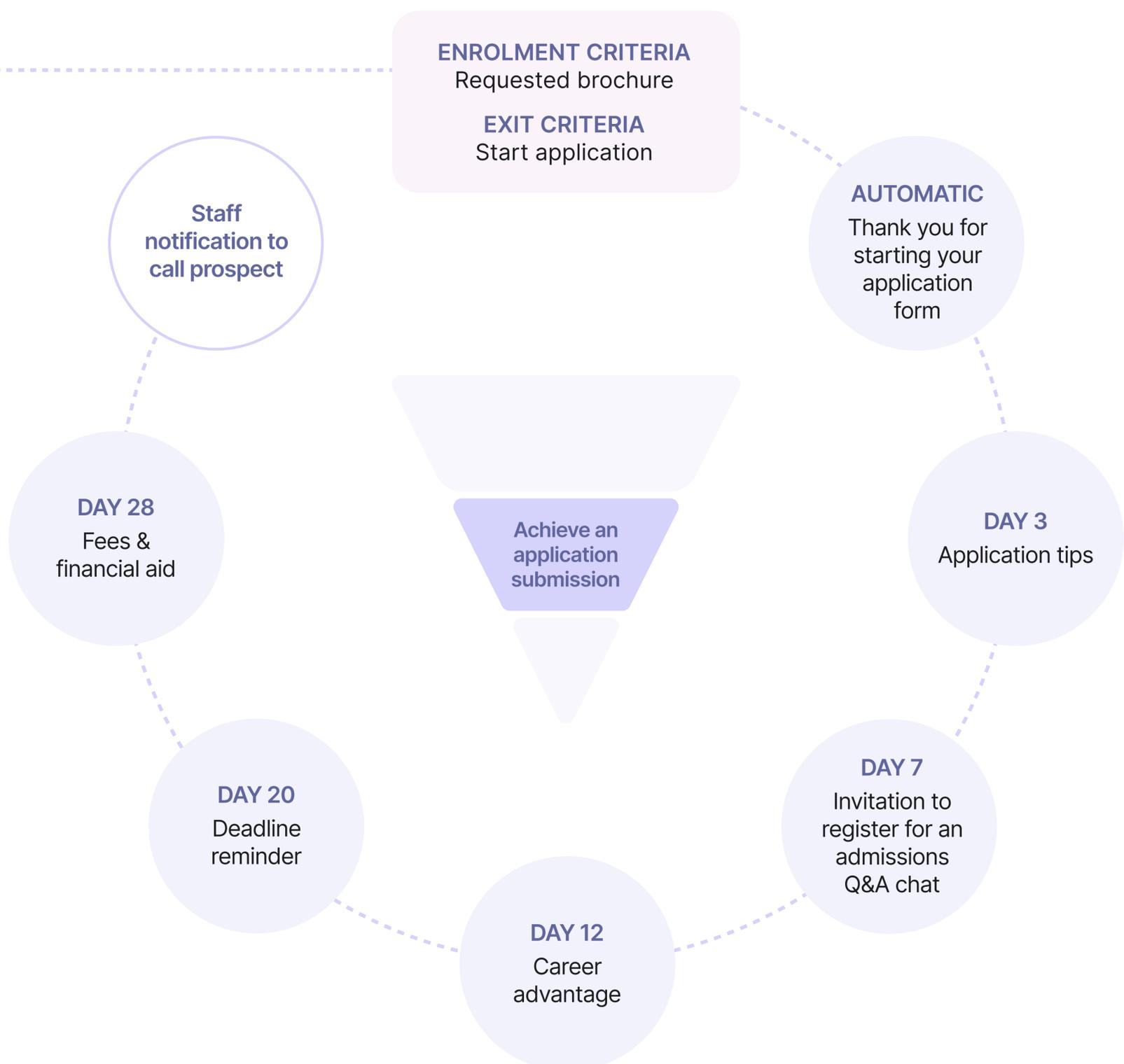
Middle-of-the-funnel workflows engage prospective students who have shown a strong interest in your institution.

They may have started an application, attended a webinar, or requested more information. These prospects are actively considering their options.

Your goal is to nurture these relationships and guide them towards submitting a completed application.

Provide personalised application guidance, showcase your value proposition, and address potential concerns. Use personalised communication, build excitement, and offer multiple channels of support.

Workflow example for in progress applicants with CTA to finish application



BOTTOM OF THE FUNNEL WORKFLOWS

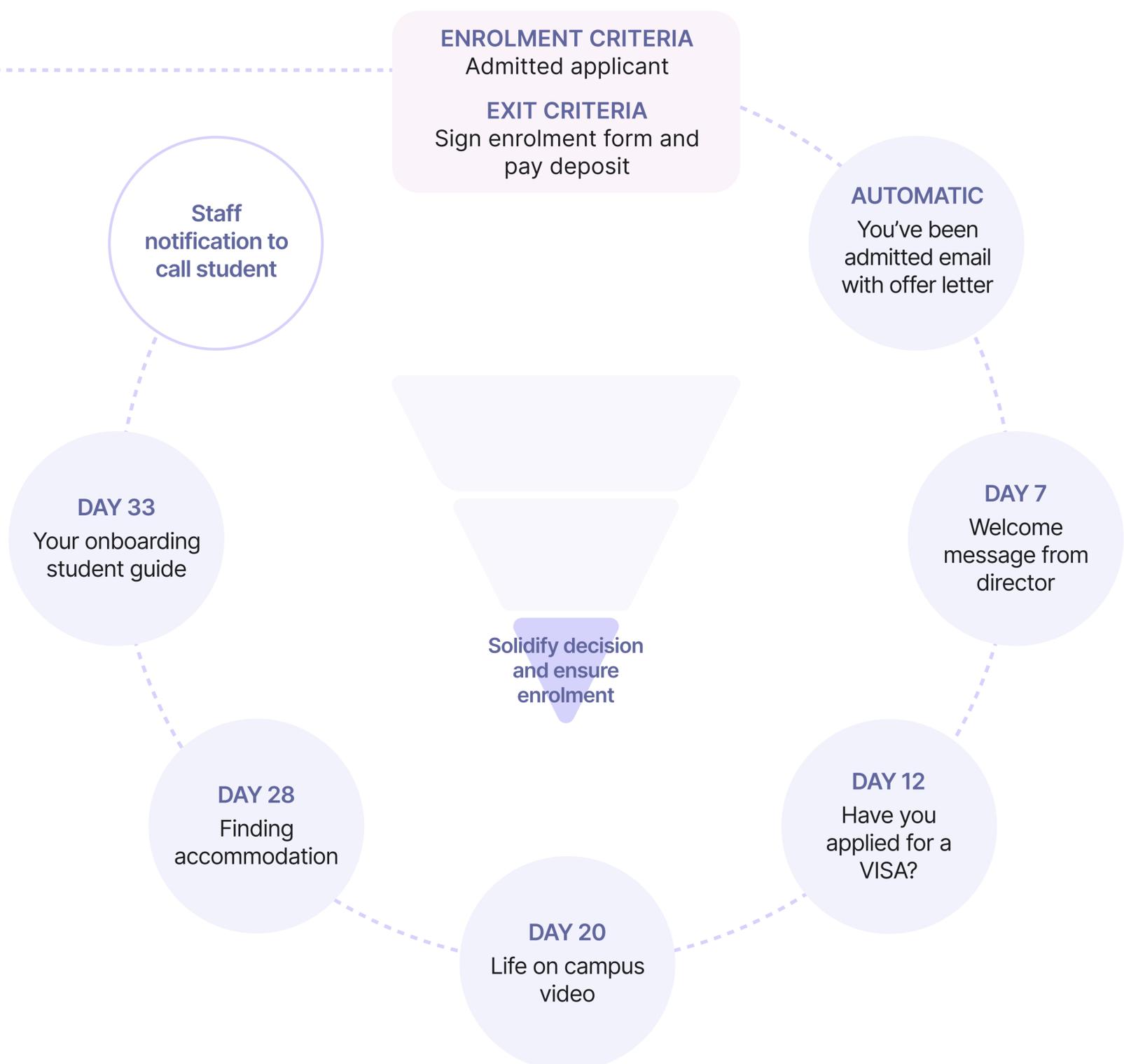
Bottom-of-the-funnel campaigns focus on admitted students, aiming to increase their enrolment rate.

These students have been accepted but haven't yet committed to confirm attendance.

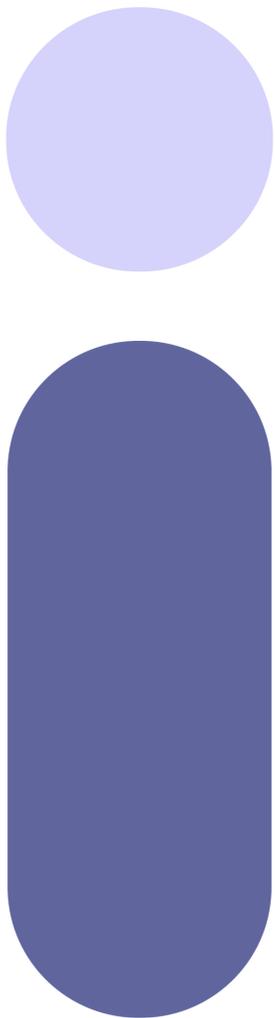
Your goal is to solidify their decision and ensure they enrol.

Create a personalised onboarding experience, build a sense of community, and reinforce your value proposition. Provide financial aid information, address remaining questions, and generate excitement. Use personalised video messages and offer virtual campus tours.

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



Creating Admissions Workflows



Things to consider

A CRM with email workflow creation capabilities empowers you to automate sophisticated workflows that nurture leads and drive conversions. But effective workflow automation requires careful consideration of key factors.

Here are some essential points, with three additional points to follow: audience segmentation, content relevance, timing, user experience, testing, optimisation, and integration.

Maximise your ROI with useful content

Create and deliver content that resonates with your target audience and guides them towards conversion. Go beyond static content and create engaging videos, interactive quizzes, and downloadable ebooks. Personalise your content and promote it effectively through various channels. Track key metrics to understand what resonates with your audience and optimise your content strategy.

Re-engage lapsed prospects

Don't let valuable leads slip away. Re-engage prospects who have shown initial interest but haven't progressed in their application journey. Utilise a multi-channel approach to recapture their attention.

Identify the point of abandonment to tailor your re-engagement strategy. Leverage website analytics and application tracking systems to understand where prospects dropped off and why. This allows you to address their specific concerns and provide relevant support, including personalised email sequences, targeted content offers, and invitations to relevant events.

Using Full Fabric to manage workflows

Full Fabric empowers universities to modernise their admissions process, providing a personalised and engaging experience for applicants while boosting conversion rates. Our end-to-end platform offers a comprehensive suite of tools, including:

- Customisable application forms
- Automated workflows
- Personalised communication tools
- Data analytics and reporting

Don't settle for outdated admissions processes. Transform your recruitment strategy with Full Fabric and experience the benefits of a streamlined, efficient, and engaging admissions experience. Request a free personalised demo today and discover how we can help your institution attract and enrol the best and brightest students.

Trusted Worldwide



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