



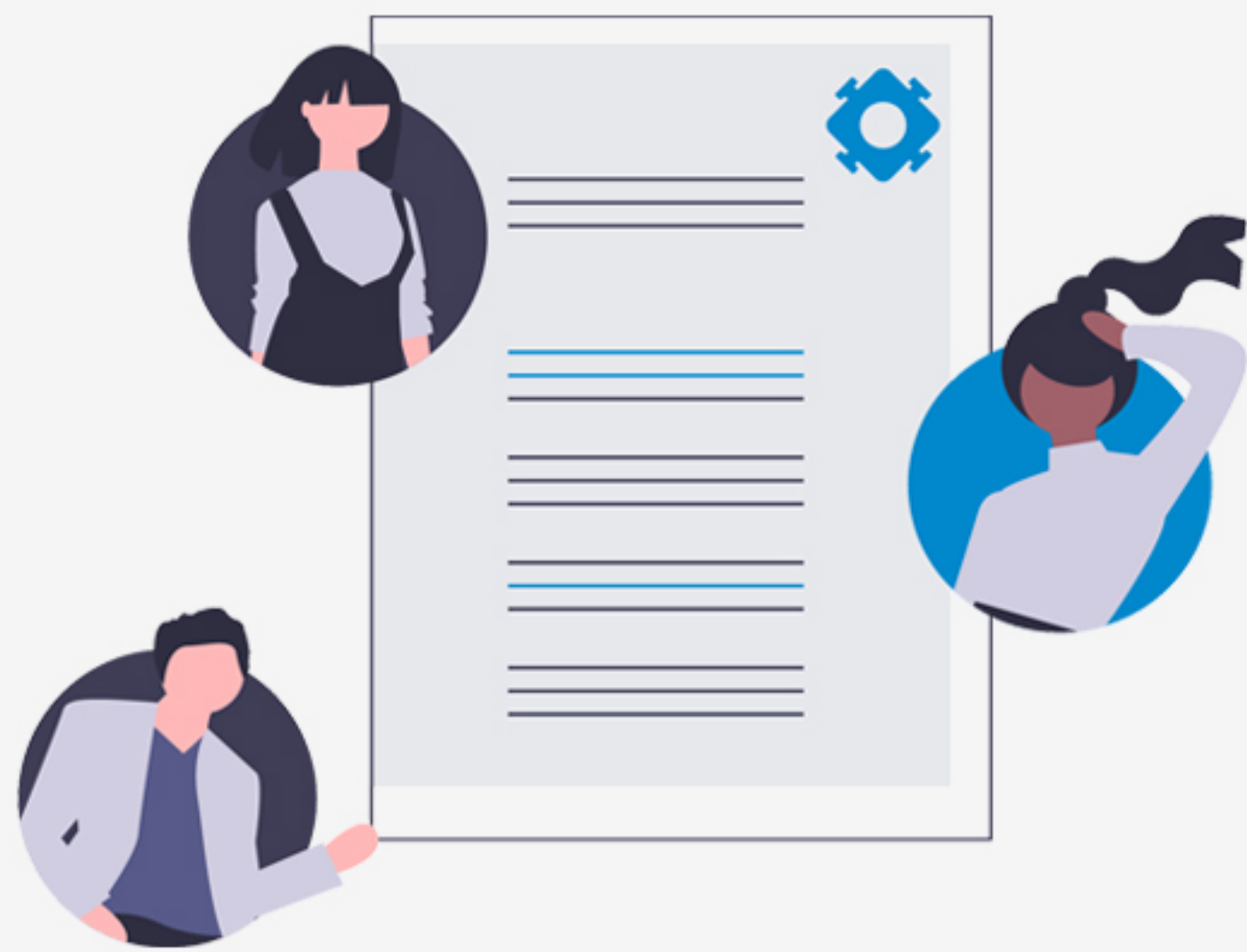
9 Ways



You Can Use The 360 SMS App

To Engage More Than

10 Times The Students

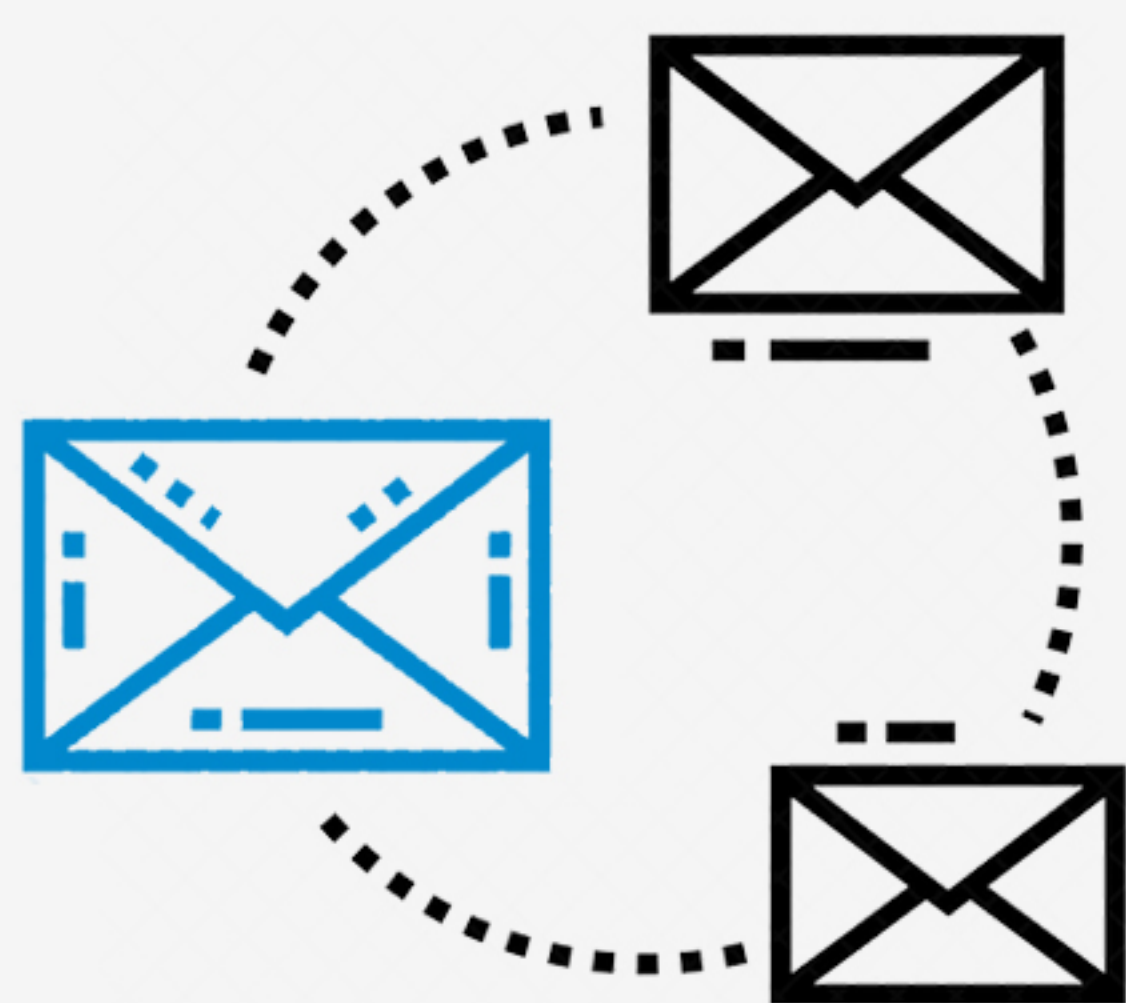
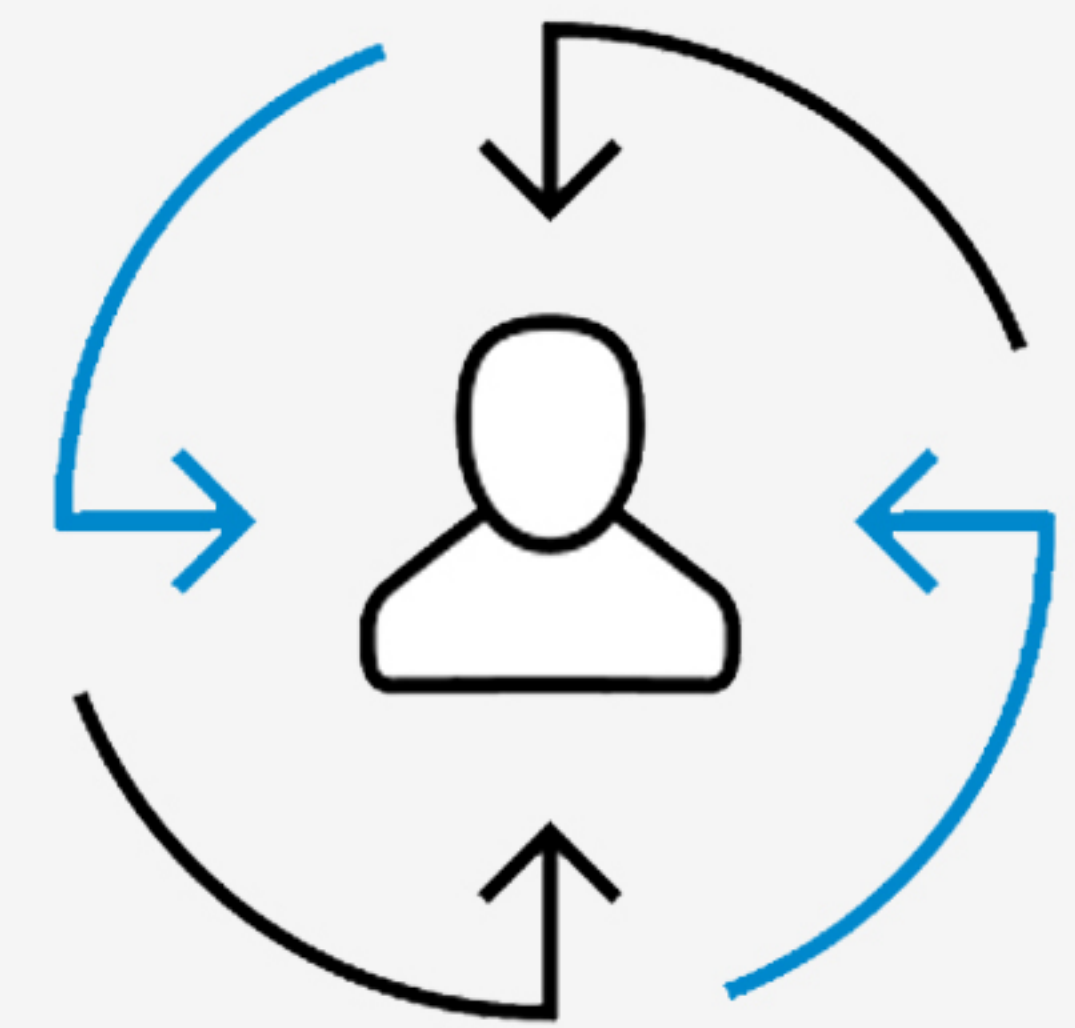


#1 Get nearly all texts opened and up to a third of them responded to

Your next batch of student intake could very well be from a promotional text you sent out for Program Marketing.

#2 Probe & Profile prospective students for interests

Use Progressive Profiling to find out what coursework, facilities, and metrics your young prospects look for when applying to a program to round-out their profiles for targeting.



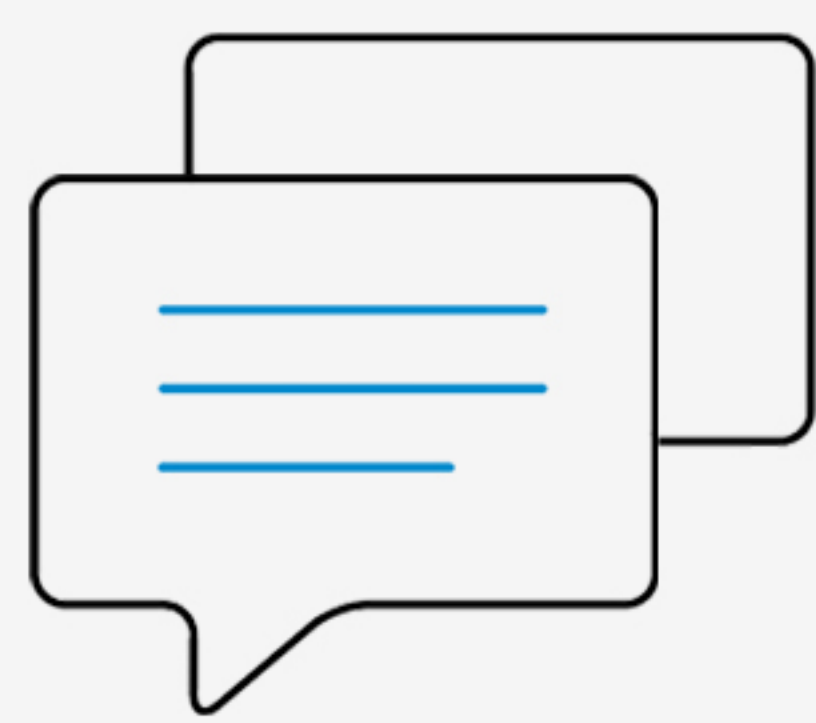
#3 Segment and Nurture Interest with Hyper-relevant Campaigns

Once you're past a critical mass of profiles to start operations, you could use segmented SMS campaigns to share more information about academic offerings.

#4 Replicate 1-on-1 counseling.

Spend time understanding what your students need to make students feel taken care of as a sign of things to come after Student On-boarding.



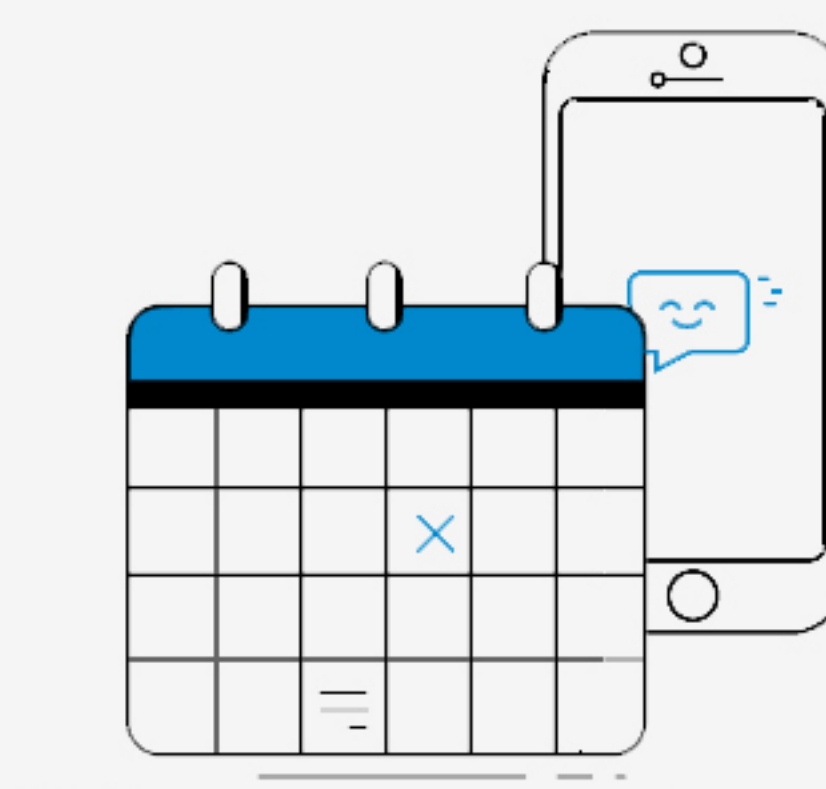


#5 Let prospects see more people, less paper.

Keeping up with enrollment paper is, in most cases, the most overwhelming part of admissions, and can get out of hand quickly if you let it. Find your way out of drudgery to help out students and counselors alike with 1-on-1 conversations.

#6 Make Face-2-Face appointments less overwhelming

Simple scheduling requests, appointment confirmations, preparatory reminders, alerts for document pre-requisites, and agendas can reduce a lot of pre-meeting friction to keep meetings more productive than administrative.



#7 High-school graduates have lots to say. Get feedback.

Your prospects are energetic and responsive. Cash-in on that and use automated text to survey, engage, improve processes, and let them experience greater control over programs.

#8 Juggle more queries, engagements, and responses over a text-based help desk.

Dramatically up-scale personalized response capabilities to answer student requests by 10-fold for your best chance at meeting enrollment season targets.



#9 Connect students to dedicated guidance and mentorship early

When it comes down to word of mouth, nothing beats enabling mentor availability when and where your students need it most. Let your prospects know they'll always have help.