

# School



## What they care about

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1. Engaging prospective students
2. Notify and alert both students and parents using different methods
3. Upgrade your communication technologies for teaching
4. Keep alumni engaged
5. Engage and interact with live audience

## All-in-One Marketing Feature

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1. Mobile sign-up keywords
2. Mobile text updates, email newsletters, social media posts, voice broadcasting
3. SMS, MMS, Email
4. Mobile text updates, email newsletters, social media posts, voice broadcasting
5. Text-to-screen, mobile voting, shuffle responder

## Opening Statement

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{Intro statement}

I'm calling today to discuss an all-in-one messaging service that many schools and universities are already effectively using to send out important notifications and engaging prospective students.

## Questions

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1. Today, how are you going about engaging new prospective students?
2. Today, what methods are you using to communicate with students and parents?
3. What communication technologies are you currently using to teach?
4. How do you currently keep your alumni engaged?
5. Are you making your events more engaging and interactive for your live audience?

## Benefits Statements

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1. All-in-One Marketing can bring in new students with mobile keyword campaigns, which engage and invite your potential students to learn more about your school. For example, students can text the word UCLA to 96362 and instantaneously receive info on courses, enrollment dates, and programs on their phone.
2. All-in-One Marketing allows you to send mass text messages, weekly email newsletters, post daily social updates and voice broadcasts helping you better communicate with students and parents.
3. All-in-One Marketing will upgrade your communication technologies to help you teach. By using today's most effective communication channels, you'll be able to send impactful messages and engage your students.

4. All-in-One Marketing allows you to send mass text messages, weekly email newsletters, post daily social updates and voice broadcasts helping you keep alumni engaged.
5. All-in-One Marketing allows you to make events fun and engaging with our suite of interactive features like text-to-screen, mobile voting, and shuffle responder.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]