

Universities



What they care about

1. Notify and alert students and faculty
2. Provide thorough communications for students and faculty
3. Rally school spirit
4. Keep alumni active
5. Engage prospective students

All-in-One Marketing Feature

1. SMS text blasts, appointment reminders, voice broadcasts
2. Email newsletters, SMS Texts, social media posts
3. Online sign-up pages, mobile keywords, text-to-screen
4. Text-to-screen, mobile voting, MMS messages
5. OSPs, mobile keywords, Facebook sign-up page, one database

Opening Statement

{Intro statement}

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

Questions

1. How are you making sure urgent notifications are being delivered?
2. What methods are you using to effectively communicate with students and faculty?
3. How are you instilling school spirit and pride into your students?
4. Are you keeping alumni engaged after graduation?
5. How are you engaging prospective students?

Benefits Statements

1. You can immediately alert students about last-minute changes and any urgent matters with SMS texts. You can also remind them of extended library hours during midterms and finals with appointment text reminders or voice broadcasts.
2. All-in-One Marketing allows you to provide in-depth communications concerning campus-wide news with email newsletters. You can use SMS texts and social media posts to increase awareness on university-related updates and even highlight specific achievements.
3. All-in-One Marketing gives you tools to rally school spirit with online sign-up pages and mobile keywords. Encourage students to join clubs and committees and make signing up for them effortless. You can even boost attendance at sporting events and job fairs with SMS text reminders.

4. Keep alumni active long after graduation by connecting them with university announcements. Send email newsletters that highlight Alumni Programs, donation opportunities, and alumni membership benefits. Invite them back to campus for job fairs or speaking forums with SMS texts and feature successful alumni stories on Facebook and Twitter.
5. Spark interest among recent high school grads and transfer students. Collect contact information through online sign-up pages or mobile keywords. Then provide them with detailed information about popular majors and programs with email newsletters. You can also send fun facts about the university and its culture with the 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]