ACCELERATE YOUR ADMISSIONS PIPELINE
with Marketing Automation

How Three Eminent Universities Scaled and Accelerated ROI with Marketing Automation Study
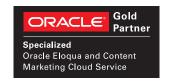
As a college administrator, you shoulder the particularly arduous job of attracting and retaining a robust student body. You must get the right students in the doors, ensure they matriculate with a quality education, care for them once they are alumni, and continually foster a healthy relationship with them in order to remain top of mind for donations. Traditionally, these processes have involved operating complex, manual, often inefficient strategies. Admissions staff from three colleges sat down with us to talk about how the marketing automation solution we assisted them in implementing is making their jobs easier and more efficient.

Complex Needs

Each staff member voiced precisely what they were looking for to enhance their marketing automation. Cheryl Zupec from the College of St. Scholastica was looking for "a lot of opportunities to simplify things." University of Texas at Austin staff member Rachel Swindle explained that her organization specifically needed something that would allow "people on our team to think about their effort in a more complete way." Finally, Clark Schafer from Newman University stated one of the most common problems with student nurturing: "Everyone did their own thing and would blast out messages to our database way too often."

Case Study | Oracle Eloqua | Higher Education

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Colleges are searching for a student relationship management tool that is simple, comprehensive and efficient.

An elegant solution

Each of these colleges independently arrived at a single solution: Oracle Eloqua. Oracle Eloqua is a marketing automation platform that can transform your approach to every stage of your relationship with your students, streamlining the processes and aligning your departments in order to effectively and efficiently tell the right story at the right time to the right people. Oracle Eloqua can help you maximize prospect campaign efficiency, minimize student dropouts, optimize alumni contacts, and incentivize donors. We asked all three colleges, each of which is at a different stage of Eloqua utilization, how they are using it to improve their student relations processes.

Scalable implementation

Newman University's Director of University Relations, Clark Schafer, describes his institution's implementation as "systematic." In the first year of their three-year plan, they focused on prospective students, using Oracle Eloqua for recruitment messaging and fostering leads at events. In their second year, they are expanding that in both form and function: ramping up automation and beginning to target undergrads as well. In the final year of their implementation plan, they will bring alumni and donors into the platform. The long-term goal at Newman is for Oracle Eloqua to oversee the entire student lifecycle: from "before they know us, to the time they choose us and enroll with us, to the time they come here, to the time they are alumni," Clark said. The university is starting small, with a weekly or monthly newsletter, then bringing additional contact points online as time goes on.

"Marketers in Higher Education face unique challenges with recruiting prospective students and engaging them during their admissions journey, as well as fundraising throughout the extended academic community. The Oracle Eloqua Higher Education industry solution is tailored to these challenges and offers a custom data model, pre-built best practice asset templates, and a community space for modern Higher Education marketers to exchange resources. "

- Pierre Custeau, VP of Product Management, Oracle Marketing Cloud

Oracle Eloqua implementation can easily be scaled according to the needs, budget, and experience of the university.

Scalable implementation

UNIFY COMMUNICATIONS

One of the hallmarks of Oracle Eloqua is the ability to mitigate the complexities of interdepartmental student communications coordination. The College of St. Scholastica is on the first step of their implementation, using Oracle Eloqua for prospective students. The school also reaches out to people through three other distinct entities: students through a general email server, alumni through the alumni office, and potential donors on an individual basis.

At Newman, prior to Oracle Eloqua, every department "did their own thing, and would blast out messages to our database way too often," said Clark. The segmentation capability built into Oracle Eloqua allows every student - former, current, and future - to be contacted from a single database; this minimizes redundancies, reduces expenses, and eliminates chaos.

INCREASE STUDENT RETENTION

Oracle Eloqua creates and manages embedded activity profiles for every student who interacts with your school, whether they do so by visiting your website, by receiving an email, or by being manually uploaded to your database. Those comprehensive profiles can be used to deliver specific campaigns and prompt student contacts at precisely the right time. For example, if a student is visiting a specific webpage to drop a class or withdraw from school, their digital body language can trigger messaging that can dissuade them from doing so.

ENHANCE USER SECURITY

According to Rachel Swindle of the University of Texas at Austin, the single best use of Oracle Eloqua - and one that amply demonstrates the core power of the software - is Contact Level Security (CLS). CLS ensures that only the right people can access the appropriate contacts. While it is not a feature that many clients utilize, Rachel says that CLS "saved us." Using CLS, the University of Texas at Austin was able to add a layer of security to their users' data by slicing and dicing their entire contact pool to indicate precisely who could be contacted by whom.

YIELD EXCEPTIONAL RESULTS

The ability to automatically send custom messages and content to individual students - and to know when they are listening - is a real competitive advantage for smaller colleges. Clark Shafer said he feels Newman offers "a unique experience, and to be able to present it with tools like Oracle Eloqua uniquely positions us." He explains that although they are a comparatively smaller university relations department at a smaller school, they are in the enviable position of being able to scale up some of their marketing methods to match those of larger schools with deeper pockets.

Oracle Eloqua's powerful, unparalleled ability to unify communications, increase student retention rates, enhance user security, and enable perfectly targeted messaging can transform your job from onerous to effortless.

A Worthwhile Endeavor

The Oracle Eloqua purchasing process for higher education institutions can take approximately 12 months. While unexpected speed bumps can contribute to a long process, they can also give the institution time to explore the extensive functionality of Oracle Eloqua and discover if it is the right solution for them. A protracted process may seem unproductive, but the results make it overwhelmingly worth the effort. Oracle Eloqua's powerful, unparalleled ability to unify communications, increase student retention rates, enhance user security, and enable perfectly targeted messaging can transform your job from onerous to effortless.

> "It has been very helpful...to look at how we will replace the third party that our department spent a lot of money on, and bring that into Oracle Eloqua so we can seamlessly work with each other."
>
> *- Clark Schafer, Newman University*

Your implementation partner

Tegrita can help you eliminate third party costs by implementing complex, effective marketing strategies directly in Oracle Eloqua. Rachel Swindle, speaking of Tegrita's work with her team, said they have **"knowledge that we have not seen anywhere else."** Peerless knowledge and combined decades of expertise are perfectly complemented by open access to the Tegrita team. Clark Schafer from Newman University appreciated that about Tegrita. **"If I get stuck on something, Tegrita is very responsive,"** he said. Regardless of how challenging your job may be at your institution of higher education, Tegrita will be there to ensure your Oracle Eloqua journey is as smooth and efficient as possible.