Salesforce Mass Email Communication Solution for Higher Ed

presented by

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How **MassMailer** Helps Higher Ed?

- Student communication
- Student recruitment
- Donation Management
- Internal Employee communication
- Marketing Newsletters & Announcements
- Workflow Email Alerts, and tracking for example student application status alerts, support ticket email alerts

Some of the major advantages

- Easy to Use and Scalable
- Statistics to ensure emails are received and opened
- Ability to override opt-outs
- Drip Campaigns
- File Attachments (available via APIs)

Salesforce is the best CRM, but when it comes to mass emailing it has **limitations**.

- 5000 Daily email limits

- Limited Statistics and Email Events such as Opens, Clicks, Spam etc.,

- Emails going to Spam & Email Deliverability Issues

- No Dedicated IP

- No Tracking of Email Alerts through Workflows

- No Email Preferences/Subscription Groups Feature

- No Flexibility on the Sender Email

- No HTML Email Template Builder

- No Workflow Email Tracking

How to Send Above the Salesforce Email Limit

MassMailer overcomes all Salesforce Email Limitations and offers more.

- MassMailer is a 100% Native Salesforce App so that you can send emails to your existing database of leads and contacts

- MassMailer Developer APIs allow you to extend the functionality of MassMailer to better support your unique business needs and requirements

- Leverage Salesforce Native Email Templates and merge fields

- Leverage Salesforce Process Builder for Email Alerts,Tracking, Drip, Sequence emails

- Supports both Classic and Lightning

MassMailer Case Study

Susan Ulrich

Lead Solution Architect for Student Success

University of Colorado Boulder

University of Colorado uses **MassMailer** to help Advisors better support Students

BACKGROUND / CHALLENGE

UC has about 300 advisors who need to communicate with students on a regular basis to inform them about career fairs, deadlines around course registration, internship opportunities, etc, and Salesforce daily email limits was a problem

University of Colorado uses **Mass**Mailer to help Advisors better support Students

SOLUTION

CU chose MassMailer that meets all the requirements such as native Salesforce Solution, email signature, rich text, SF merge fields, easy to use editor, tracking, reporting, override the opt-out field and more.

University of Colorado uses MassMailer to help Advisors better support Students

BENEFITS

Now the student advisors at CU can use campaigns which allows them to target a specific user base and keep data longer while using less Salesforce storage space.

Reports can now be generated to show open rates, sends, etc which allows the university to ensure that students get messages, while also making sure advisors are not over messaging and are sending emails that are important, useful and relevant.

MassMailer uses out of the box SFDC templates that can be modified which makes it easy for advisors to use allowing them to focus more on student needs than the technical matters associated with mass emailing.

University of Colorado MassMailer Statistics

~225 unique mass emails sent per month

~ 80,000 unique recipients per month

~ 63% open/click through rate

~ 140 users sent emails in 2018

MassMailer Pricing Model

- **Number of MassMailer Users** (not the number of Salesforce users)
  - 1 to 5 Users   **$49.99** per user per month
  - 6 to 50 Users   **$39.99** per user per month
  - 51+ Users   **$29.99** per user per month

- **Number of emails sent monthly via dedicated IP**
  - 100K emails/month/per organization **$99.99**
  - 200K emails/month/per organization **$199.99**
  - 300K emails/month/per organization **$299.99**
  - 400K emails/month/per organization **$349.99**
  - 500K emails/month/per organization **$499.99**
  - 1 million+ emails/month – contact sales for quote

- **Add-ons** – Additional IP addresses, MassMailer Email Verify, MassMailer Email Monitor, MassMailer Support Packages
- **Higher Ed Discounts available; Annual billing discounts available;**

Thank You.

We are here to help!

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