

MassMailer: Modernizing Recruitment with Efficient Communications

Explore how MassMailer helped an academic institution overcome obsolete CRM challenges and communication inefficiencies.

This is a case study of an academic institution. It is well known for its innovative student recruitment and global outreach. The institute has always been at the forefront of streamlining communication with prospective students, both for graduate and undergraduate levels. It focuses on adopting advanced tools for connecting with educational partners and high school counselors.

As the institute expanded its international recruitment efforts, the existing outreach tools proved to be obsolete, posing several challenges. Let's explore how MassMailer helped solve these difficulties for the academic institution.



The Challenges

Before they adopted MassMailer, the academic institution faced a few major obstacles with their existing CRM solution:



Outdated CRM and Email Tools

The gaps in integration created problems with automating recruitment tasks, uploading leads, and accessing timely support for campaigns. The email component was especially poorly integrated, making it time-consuming to create and deploy targeted campaigns and manage lists.



Limited Integration and Control

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Compliance/Privacy Issues

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List Management and Communication Inefficiencies

A lot of the recruitment and outreach processes were manual with the older communications tool. This created problems with audience segmentation, scheduling campaigns, and personalizing messages for diverse audiences. The institute was grappling with high unsubscribe rates because of email filtering and technical issues. It was highly challenging to track YoY engagement and conversions.

The MassMailer Solution

The Academic Institution chose MassMailer because of its Salesforce-native integration, adaptability, and responsive support. Here is how MassMailer helped them overcome the challenges:



Salesforce Native Flexibility

A seamless integration with Salesforce ensured that all the communications data could be managed in-house. They could now build flows and custom objects without using code. The recruitment manager could create new flows and segmentation rules himself according to the evolving needs of the recruitment process.

Enhanced Campaign Management

Lead capturing was quick and effortless. The staff could easily run batch campaigns, refine recipient lists using Salesforce standard fields, and use the advanced targeting feature in MassMailer. It was possible to measure the conversion campaigns and plan follow-ups effectively. This resulted in a 400% increase in captured leads from 400 to 1,600 for a single program.

Better Compliance and Global Outreach

MassMailer is inherently compliant with the academic institution hosting and privacy standards. This provided the institute with peace of mind that they were aligned with internal audit requirements and secure management of audience data. This made it possible to consider leveraging SMS and WhatsApp as future outreach channels.

Support and Learning

The institute was able to onboard to MassMailer quickly because of responsive support and easy troubleshooting. The tool provided them with access to analytics and suppression lists, giving them actionable insights that helped refine their outreach strategies for diverse demographics.



MassMailer: Modernize Outreach from Within Salesforce

An outdated CRM significantly stunted the progress of the academic institution.

MassMailer, by integrating seamlessly with Salesforce, enabled them to control their campaigns, ensure assured compliance and data security, and easily measure the outcomes and results of their outreach. They were able to achieve smoother operations and increase their lead conversions with MassMailer.

You can achieve the same results—integrate MassMailer directly into Salesforce!

Try MassMailer for **FREE** → www.massmailer.io



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