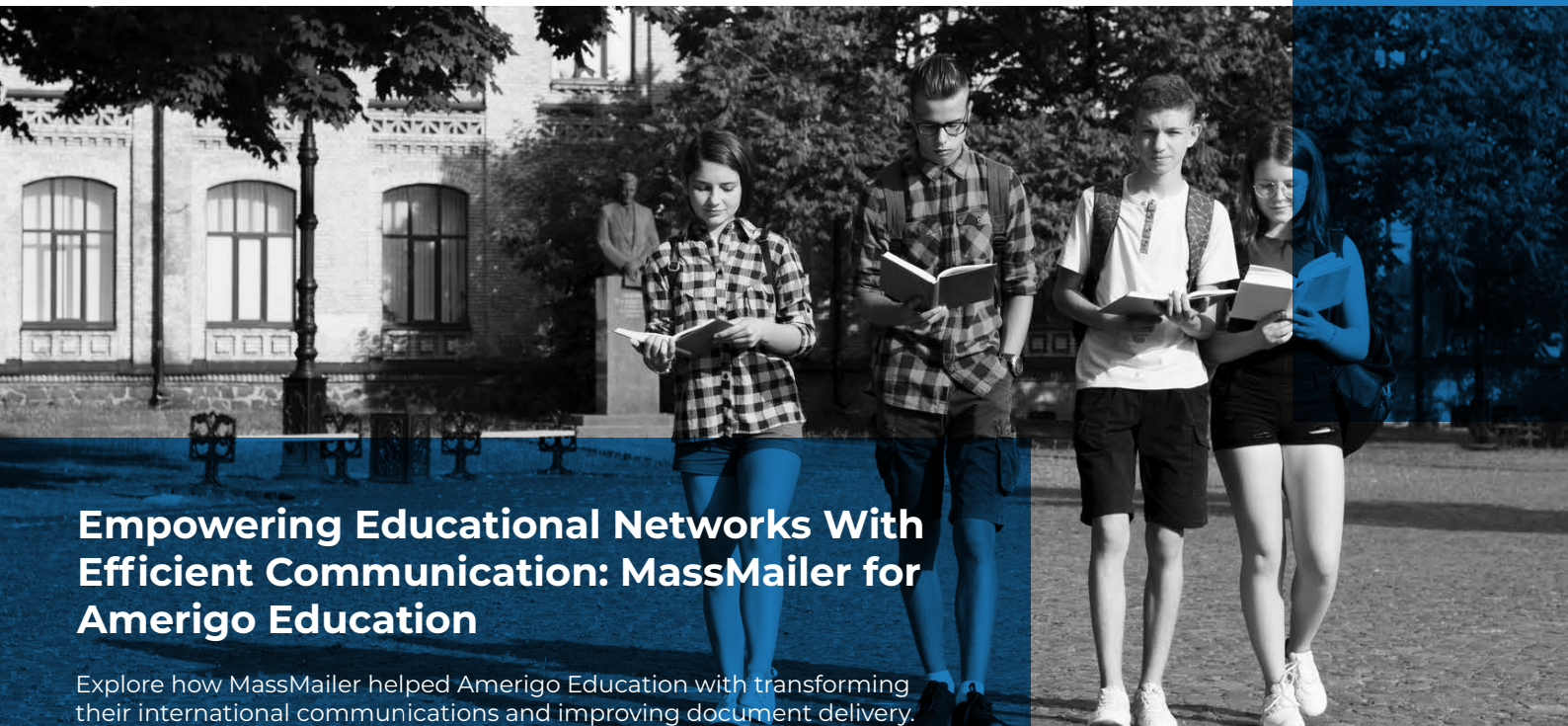




Empowering Educational Networks With Efficient Communication: MassMailer for Amerigo Education

Explore how MassMailer helped Amerigo Education with transforming their international communications and improving document delivery.

Overview

Amerigo Education, a leading international education organization, focuses on bringing international students to American high schools. They are partnering with global educational agencies and providing in-country and on-campus support.

Amerigo has to frequently deal with a growing student base, complicated administrative communications, and multiple stakeholders (like parents, agents, and students). This makes efficient outreach crucial to conducting business.

Let's explore how MassMailer helps them streamline these communications.

The Challenges

Several challenges hindered Amerigo's communication operations with large groups for critical notifications, updates, invoices, and other important information.

Fragmented Email Process

Amerigo needed to send timely, operational emails to a large group of parents, students, and agents. They previously relied on time-consuming manual mailing processes, particularly with the high volumes they were handling.

External email solutions like MailChimp could not be effectively integrated with Salesforce, creating data siloes that slowed them down. Furthermore, it created problems to send or link important documents (like invoices, enrolment notices, etc.) with such a large volume of emails.

Data Segmentation and Stakeholder Reach

Amerigo required rapid email scaling as their emails needed to reach multiple stakeholders simultaneously – the student, their parents, and the recruitment agent. This created significant problems with tools like MailChimp.

Additionally, they still had the colder leads stored in disconnected tools that complicated their workflows for both marketing and operations teams.





The MassMailer Solution

By adopting MassMailer, Amerigo Education solved all its challenges and improved the operational communications significantly:

Scalable Communication

MassMailer was integrated natively into Salesforce, allowing Amerigo to send large-volume emails directly from within Salesforce. They used existing lists without requiring any third-party integrations or exports.

They scheduled one-off and recurring emails like deposit reminders, seasonal updates, etc., which freed their staff from manual workloads.

Operational Efficiency and Ease of Use

MassMailer provided Amerigo with a list management system that allowed them to leverage CRM data and ensure that all recipients (parents, students, agents, etc.) received the right information automatically.

Using the drag-and-drop email builder, their process of creating templates was simplified. MassMailer's support for file attachments enabled them to share the correct documents efficiently, even at larger email volumes. This solved one of their major challenges – working with file attachments while scaling up emails.

MassMailer has a relatively shorter learning curve and is a code-free platform. Amerigo users did not have to have knowledge of HTML to use this tool, and the straightforward guidance of Email Wizard and drag-and-drop interface made the tool quick to learn.

MassMailer also offered a deliverability tracking feature that enabled the staff to monitor whether their recipients were actually receiving their communications.

MassMailer for Simpler, Impactful Emails

MassMailer helped transform Amerigo's manual, laborious email processes into an automated, efficient operation, featuring templates and native Salesforce integration. They were able to replace their fragmented, disconnected workflows with a seamless platform that consolidated all their stakeholder data.

As a result, they significantly improved their efficiencies, gained confidence in document delivery, and achieved better alignment with all their stakeholders.

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



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