

Oracle Marketing Cloud for Student Engagement

“Since implementing Oracle Marketing Cloud, we’ve been able to convince more and more stakeholders that segmenting and targeting is much better than batch-and-blast. We’re now seeing average open rates of 39 percent — and we’ve only just begun.”

Jessica Stutt
Marketing Automation
Specialist
University of New Brunswick



Oracle Marketing Cloud for Student Engagement empowers institutions to overcome challenges around student retention, outreach, and engagement throughout the student lifecycle with enhanced solutions for orchestrated and personalized experiences across multiple channels.

EMBRACING STUDENT AND ALUMNI ENGAGEMENT

Student demographics continue to change, tuition costs increase faster than inflation, competition intensifies, all while more than a third of students do not complete their degree on time. In order to overcome these and many other challenges, higher education institutions need to embrace personalized student outreach and engagement using digital communications.

To achieve this goal, higher education institutions need holistic solutions that integrate with their existing student information systems to create one view of the student across all stages of the student lifecycle to streamline cross-channel communications. This is what it takes to create personalized student engagement. Oracle Marketing Cloud for Student Engagement offers an award-winning portfolio of solutions to:

- Reduce outreach costs by using data taxonomy and look-alike profiles on a data management platform that integrates all first-party, second-party, and third-party data.
- Develop deeper audience intelligence by combining online and offline data into a single source.
- Build a stronger student experience by managing every interaction in their journey across display, web, social, email, and mobile communication channels.
- Improve relevancy of communication by delivering content in context along with dynamic email and landing page content personalization.
- Listen, engage, and publish content across social channels that address student concerns in real time to enhance the student experience.

STREAMLINE OUTREACH COMMUNICATIONS

Students today use much more sophisticated decision criteria than before. As the pressure builds up on student recruitment budgets, higher education institutions need to better align cross-channel outreach based on individual student needs. This is where it becomes critical to align the right audience with the right message at the right time. When communicating to such a broad audience with individual interests, providing a single voice and consistent messaging not only helps establish strong relations, but also ensures students receive the personal message that matters most to them. Otherwise, students get bombarded with irrelevant communications, which increases frustration and reduces success.

By tailoring content and capturing Digital Body Language, higher education marketers can create highly targeted outreach to audience segments by using dynamic personalization mapped to criteria such as demographics, location, individual interests, programs, and application stage. The result is increased conversion and efficiency the way that they never could before.

STUDENT CENTRICITY

Using the power of modern cross-channel engagement solutions, higher education institutions can:

- Shift the focus from managing transactions to building student relationships, resulting in improved recruiting, retention, and student satisfaction.
- Engage students who feel that their institution knows them and cares about their success. Engaged students are more likely to stay enrolled, stay on track, and complete their desired goals.
- Improve operational efficiency and institutional performance by adopting automated solutions that streamline targeted outreach and engagement with personal messages.

INTEGRATED SOLUTIONS FOR INCREASED MARKETING EFFICIENCY AND REDUCED COST

Through deep higher education industry experience and powerful solutions, Oracle Marketing Cloud for Student Engagement enables institutions to take their communication efforts to the next level, equipping them with capabilities to do:

- **Audience analytics.** Track how marketing drives interest, engagement, and satisfaction with analytics. Produce high-level dashboards or drill into details by campaign to measure effectiveness.
- **Audience segmentation.** Align audience member interests, geographic location, channel, and other behavior and engagement related information. Build profiles that send the right communication to the right audience at the right time.
- **Audience nurture.** Use audience data and online behavior to build personalized and dynamic emails and landing pages to deliver an exceptional online experience. Automate sophisticated campaigns with relevant and timely information to ensure engagement.
- **Content marketing.** Scale content using a powerful content creation platform. Organize content across different internal and external audiences with a built in workflow capability to streamline content creation, approval, and publishing across multiple channels.
- **Data management.** Connect audience data on a single platform to build actionable profiles using

taxonomy and look-alike profiles. Increase the relevancy of communications and save on advertising costs.

- **Social listening and engagement.** A set of social apps is integrated seamlessly into the cross-channel communication platform. With the social features of Oracle Marketing Cloud, higher education marketers can reach broader audiences through shareable social content, improve community and student relations, and observe which social networks drive the most engagement.

ENHANCED SOCIAL INTERACTIONS

Social media offers extensive resources to reach a broad audience. Yet colleges and universities need to manage millions of conversations that occur across all social channels and engage in those that represent an interest to the institution. When social marketing is done well, it can:

- Keep the audience engaged with the institution.
- Align social interactions to individual needs.
- Develop sentiment analysis to gather deeper audience intelligence.

Only Oracle offers social media management solutions that provide listening, engagement, publishing, campaigns, and analytics that are integrated with cross-channel marketing.

VISIBILITY INTO AND MEASUREMENT OF MARKETING EFFORTS

Aligning marketing efforts with results can be difficult. Oracle makes it easier with powerful website analytics at your fingertips, giving you access to valuable information and easy-to-understand dashboards so you can quickly assess the impact of your marketing efforts. Key capabilities include:

- Automated event and cross-channel communications.
- Personalized audience communications with dynamic content.
- Campaign performance analytics.
- Tools for understanding the origins of your audience.

ONE-TO-ONE CONNECTION

Managing marketing activities can be complex and time-

consuming. Oracle Marketing Cloud for Student Engagement offers intuitive templates and workflows that automate segmentation, nurturing, and communications. Now you can run your small and large campaign processes by using a multi-touch approach across email, website, and display ad channels and draw attention by targeting students based on their online activity or inactivity.

HIGHLIGHTS FOR HIGHER EDUCATION INSTITUTIONS

- **Audience data management.** Audience data in a single source for audience profiles, data cleansing or appending, data acquisition, and inline/real-time data management.
- **Multichannel marketing.** Email, hypersites, SMS, recorded voice, direct mail, and RSS.
- **Personalization.** Dynamic/personalized content (such as emails, web pages, direct mail), email signatures, and personal URLs.
- **Audience relationship management.** Audience scoring, routing, nurturing, and real-time alerts.
- **Campaign and closed-loop reporting.** Reports and dashboards, web analytics, campaign performance, and email revenue calculator.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Account manager.** Responsible for the relationship between you and Oracle.
- **Expert services.** Anything and everything from helping you along the way to running all marketing programs for you.

- **Education.** Product and best practice knowledge with standard and customized courses.
- **Success coach.** Ten-week program led by a success coach who is a marketer by profession. The coach guides you step-by-step through a success plan with biweekly checkpoint meetings that include best practices education, homework, and campaign review.
- **Topliners community.** A growing community of thousands of forward thinking marketers using Oracle Marketing Cloud.

KEY FEATURES

- Cross-channel, content, and social marketing
- Data management and activation
- Audience segmentation
- Personalization
- Audience relationship management
- Campaign and closed-loop reporting

KEY BENEFITS

- Improve retention through targeted outreach and personalized, cross-channel engagement.
- Reach broader audiences through shareable social content.
- Provide your audience with an exceptional online experience.
- Demonstrate marketing's impact on the institution's goals with meaningful metrics.
- Tailor content to audience segments to ensure a positive student experience.

Learn more at: oracle.com/marketingcloud

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction. Visit oracle.com/marketingcloud.