



# Education Cloud for Marketing & Engagement

Deliver personalized engagement and an unforgettable constituent experience

Today's higher education marketers and communicators are facing an entirely different landscape than their predecessors. Achieving enrollment, retention, fundraising and other revenue goals isn't as automatic as it once was. And as connected experiences have become the standard for most constituents, marketers must expand beyond their traditional purviews, tactics, and toolkits to meet expectations. Marketing Cloud is the leading marketing platform that empowers institutions of all sizes and backgrounds to deliver an amazing constituent experience.

**LET'S TAKE A CLOSER LOOK AT EDUCATION CLOUD  
FOR MARKETING & ENGAGEMENT**



## **KNOW, PERSONALIZE & ENGAGE ACROSS EVERY TOUCHPOINT**

With Marketing Cloud, departments across today's higher education institutions can deliver seamless experiences at every lifecycle stage by connecting the right constituents with the right content at the right time. Connect known/unknown data across sources & devices to gain a unified view of the constituent. Teams can leverage data and AI to plan campaigns, react to constituents in real-time, and Chief Marketing Officers can measure/optimize total marketing performance and impact to maximize ROI.

## **BUILD A DIGITAL BRAND STUDIO & COE**

With Marketing Cloud, institutions can empower every marketer & communicator across campus. Central teams can develop institution-wide templates to maintain consistency of design, logos and messaging. Admins can manage appropriate access for all users and roles and encourage collaboration on campaigns with features for sharing, scheduling, and approval. Leaders can also gain visibility into performance across every user, school and department.

## **FIND & ENGAGE BEST-FIT STUDENTS**

Recruitment & admissions teams use Marketing Cloud to fill and nurture their pipeline with quality prospects, launch personalized campaigns based on interests and preferences that deliver results and gain deeper insight with robust analytics to measure marketing ROI & optimize every interaction.

## BOOST AFFINITY & DRIVE FUNDRAISING

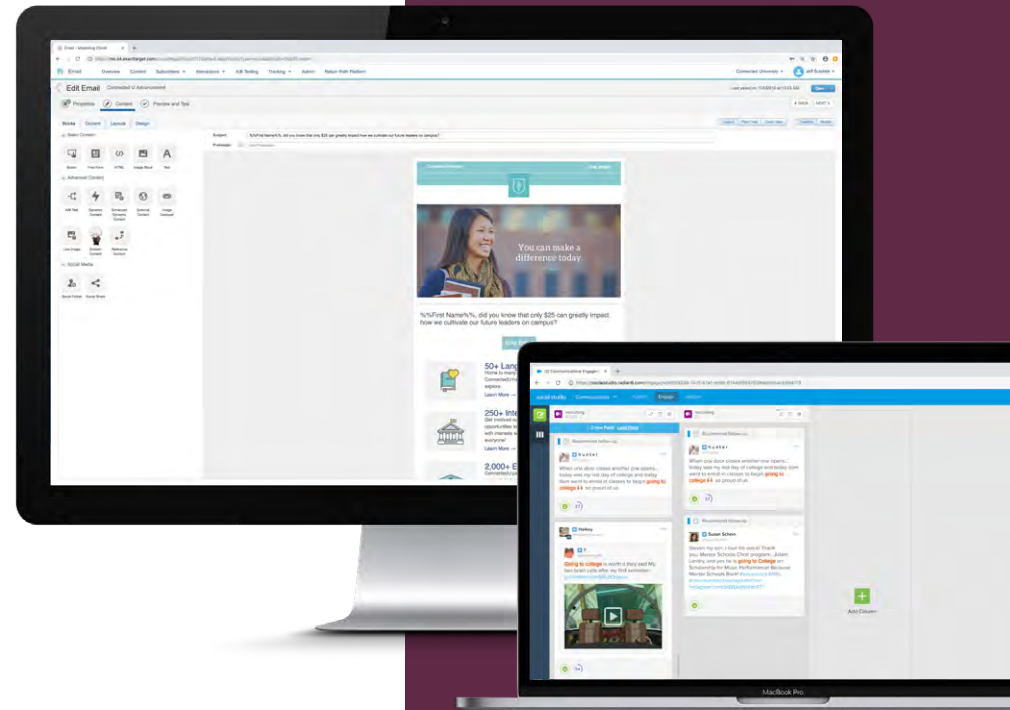
Advancement and alumni relations teams can use Marketing Cloud to launch campaigns that encourage constituents to get involved and give back. Meet alumni & donors across the channels they prefer, deliver relevant content, giving opportunities & volunteer activities based on interests and preferences, and drive deeper insights by leveraging data from multiple sources, apply robust analytics to optimize every interaction & measure ROI

## BUILD A SENSE OF BELONGING

Advising teams can use Marketing Cloud to ensure that students are given every opportunity to connect with the broader campus community. Discover what makes your students tick by keeping a finger on the pulse of social channels to learn what students enjoy & what they wish they could change.

## DELIVER AN AMAZING FAN EXPERIENCE

With Marketing Cloud, Athletics departments can promote the next big match up, fan-focused events and new team gear across the channels fans prefer. Segment fans & supporters and send them on digital journeys with personalized content that keeps them connected to their preferred sports & teams. And on game day, deliver a connected experience and amazing customer service by keeping a finger on the pulse of fan sentiment by monitoring and responding to interactions over social channels.





## CUSTOMER SUCCESS

“Our partnership with Salesforce is critical, and it’s one of the reasons why I decided to pivot to higher education and join Indiana University. IU’s use of the Salesforce platform will act as an enabler of our entire marketing maturity model and help us to progress in our capabilities and performance for the foreseeable future.”

**KAREN FERGUSON FUSON**  
CHIEF MARKETING OFFICER  
INDIANA UNIVERSITY





WANT TO LEARN MORE ABOUT EDUCATION CLOUD  
FOR MARKETING & ENGAGEMENT?

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