



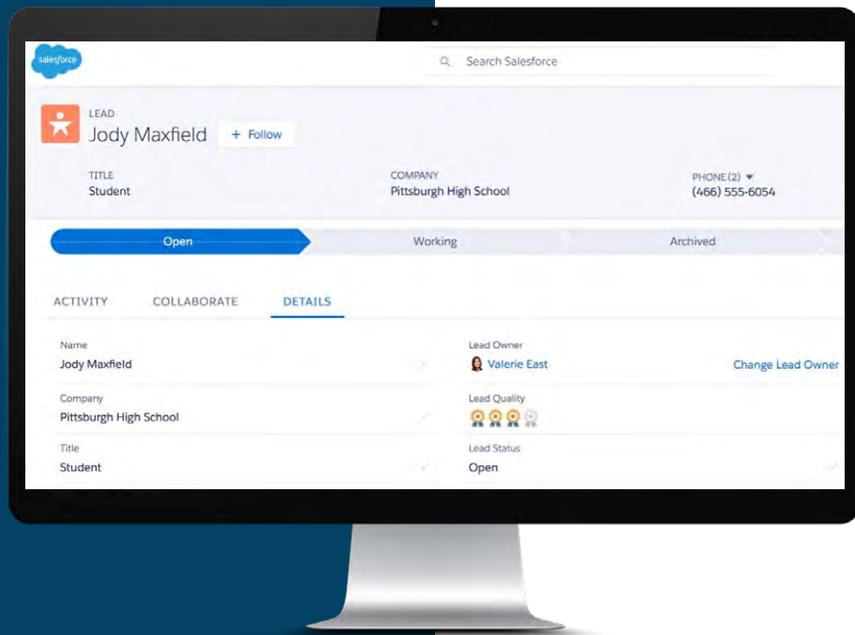
# Drive Yield With Proactive Engagement

## Bringing You Closer to Prospective Students

Listen. Engage. Support.

Successful institutions understand that today's higher education landscape is complex. Recruitment, admissions, and marketing professionals at universities around the world are responding by innovating around how to attract, engage, and welcome the right students to their institutions. Salesforce Education Cloud for Recruitment and Admissions supports these innovators with technology they need to deliver relevant, empathetic, and proactive outreach to prospective students.

**LET'S TAKE A CLOSER LOOK AT ENGAGEMENT**



## CREATE A 360° STUDENT ENGAGEMENT PROFILE

Imagine all of your prospective student data available in one place, anytime, anywhere. No more moving data between multiple systems to get your job done. Track engagement at each touch point, and gain insight into how to support each prospective student's next steps.



## PERSONALIZE MARKETING TO MEET PROSPECTS WHERE THEY ARE

Now you have the tools you need to engage prospective students on the channels they prefer, before you even meet them. Listen to what prospective students are saying on social media, and discover more about their interests as they interact with your website. Build personalized, relevant journeys that guide prospective students from inquiry to enrollment across channels, including email, advertising, SMS, and social.



## TAKE ACTION WITH REAL-TIME INSIGHTS

Monitor how you're doing against your yield metrics and empower recruiters to proactively engage in real time with AI-assisted help with their to-do lists. View a high-level dashboard showing your current enrollment funnel to see if you're on track compared to previous years, and provide reports to staff and stakeholders with ease.



## MOBILIZE RECRUITERS TO ENHANCE ENGAGEMENT

Your recruiters can update a prospect's file, make notes for financial aid, take application information on-the-spot – all while they're on the go. Respond to prospective student needs faster by giving every member of the team immediate access to the information they need, whether they are at home, in the office, or on the road.



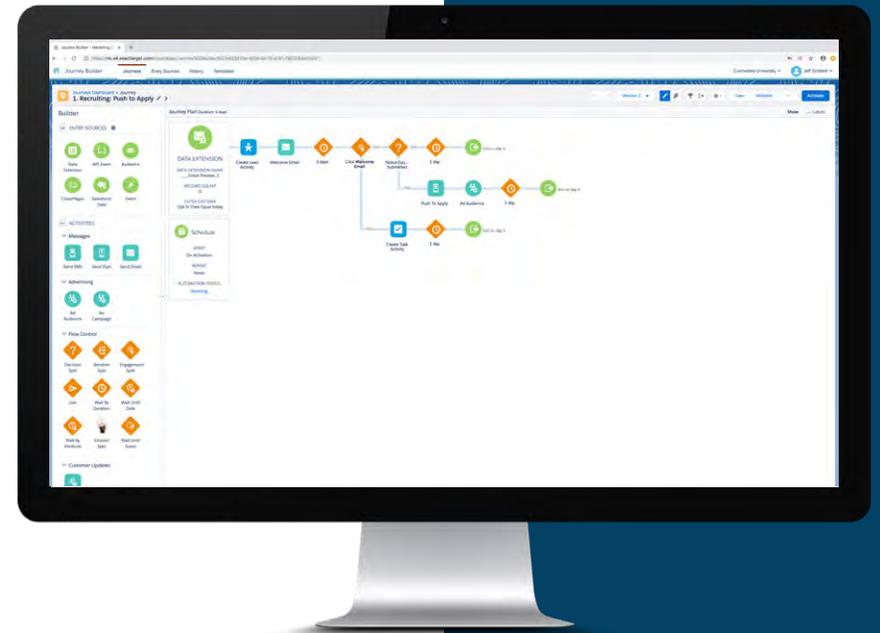
## CREATE AN ENGAGEMENT PLATFORM

Why use different systems for marketing and admissions when you can unify your data and collaboration into one? Salesforce.org Education Cloud is built on the Salesforce platform, so you get access to all of the latest innovations including pre-built templates to get you started faster.



## JOIN OUR AMAZING COMMUNITY

The higher ed Salesforce.org community is more than a user community – it's a family of passionate, engaged trailblazers. Every day around the world, our community is working together to help our institutions and students succeed.



## CUSTOMER SUCCESS

“Our prospective students want to be treated like people, and not like numbers. Salesforce gives Admissions offices and staff the ability to interact and engage with prospective students in a timely, flexible, and highly personal manner.”



**CARRIE TRENTAM**

Senior Director of Student Information and Systems Design,  
University of Nevada-Las Vegas



Want to learn more about Education Cloud for  
Recruitment and Admissions?

[CLICK HERE](#)