

# INTERNATIONAL ACADEMIC ORGANIZATION

## OPTIMIZING MARKETING AUTOMATION TOOLS



**Executive Summary:** The International Baccalaureate (IB) came to To The Point Marketing Agency (TTPM) looking to optimize the use of the Pardot software to help them build more effective automated campaigns. As a marketing agency with expertise in both salesforce CRM and Pardot marketing automation, TTPM was instrumental in improving IB's use of their software to drive more effective outbound and inbound lead generation systems.

**About:** The International Baccalaureate offers four international education programs for students aged 3-19 that are engaging both inside and outside of the classroom. Currently, these programs have been adopted by over 4,000 schools. All IB programs focus on developing learners holistically and encourage both personal and academic achievement.

### Challenges:

- 1: To maximize the performance of marketing automation tools
- 2: To build automated marketing systems that would outperform traditional sales methods
- 3: To build an effective lead scoring and grading model

T C T I L L E D R O I N T  
M A R K E T I N G A G E N C Y

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**How TTPM Helped:** When the IB switched from another agency to TTPM, the data was not organized, causing field mapping issues. First, field mapping was corrected, which not only assisted with data cleanup but also improved segmentation capabilities. Then, lead scoring, three-tiered grading, and grading profiles were built in to further improve lead generation. TTPM transformed the IB's marketing automation with data cleanup, website and lead tracking, and form configuration.

Previously, the IB was using an outdated version of a marketing automation drip campaign software with outmoded programs. Now, campaigns are moving to a more advanced and user-friendly tool within the Pardot system. In addition, TTPM has created modernized, results-driven campaigns to replace ineffective programs. Based on the transitions TTPM has made with the other drip programs and the incredible results that followed, the IB has decided to contract with TTPM for ongoing marketing support services.

**Here are some of the ways your university can recognize the IB**

- Recruitment** Actively recruiting DP Students
- Placement** Acknowledging the rigour of IB courses and establishing prerequisites for IB courses that are fair and equitable in comparison with those for state, provincial and/or other examination courses; understanding and acknowledging the English language proficiency of DP students who undertake the programme in English
- Admissions** The IB diploma is fully recognized in the admissions process, addressing it specifically in both documentation and publication
- Credit** The IB diploma is fully recognized in the admissions process, addressing it specifically in both documentation and publication
- Scholarships** providing scholarships or scholarship opportunities specifically for IB diploma students

Debra Von Bergen, Stanford University admissions Rep. discuss what makes IB students unique.

[Learn What Makes IB Students Unique](#)

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**Results:** The IB now has well-organized data that can be easily manipulated for use in emails, social media, and other automated tasks. With a new lead scoring and grading model in addition to new and improved campaigns, the IB has also become more efficient in interacting with qualified leads. From March 2016 to March 2017, visitors have increased 15,898%, prospects have increased 1394%, and marketing qualified leads have increased 767%.

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