Improving the Student Experience with an Enhanced Email Program

STRATEGIC EDUCATION INC + salesforce marketing cloud

salesforce PARTNER

Solution Overview

Email

- Emails built in SFMC, leveraging established framework
- Robust folder structure and newly designed content blocks introduced
- HTML code optimized

Data

- Data structure and automations built to support data flow
- Email content enhanced on a journey-specific basis

The Situation

Strategic Education, Inc., the parent company of Capella University, had recently implemented Salesforce Marketing Cloud—but they were struggling with the migration and optimization of hundreds of essential student-facing emails. Internal resourcing challenges were causing protracted timelines, while additional problems— branding inconsistencies, mobile rendering problems, and more— continued to mount.

Our Approach

Bold Orange followed a three-step process to drive desired outcomes for SEI. The first phase saw us take a deep dive into requirements for the transfer of code and functionality between Eloqua (the company's legacy system) and Salesforce Marketing Cloud—two platforms that don't speak the same language. We then used what we learned to design ideal-state content and data strategies. From there, we put our plan into action, connecting all the necessary pieces to bring differentiated student experiences to life.

The Impact

In fewer than six months, Bold Orange was able to get SEI's full suite of emails up and running in Salesforce Marketing Cloud— while also tackling other necessary improvements:

- Consistent Branding: Emails following outdated brand guidelines were refreshed during migration and necessary code updates were made to ensure continued adherence to current requirements.
- Rendering Issues Solved: Strategic updates fixed outstanding email display problems, including mobile responsiveness.
- Improved Automation: Newly created data manipulation processes allowed for the automation of 80% of emails that previously had to be managed manually.

"The more we did, the more we learned— and the faster we got."

Laura Scholke
BOCO Client Strategy Team

Bold Orange

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