

# Emerge Education

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## Enhancing Student Acquisition Through Salesforce

### Client Background

Emerge Education is a leading company specializing in student acquisition. They collaborate with educational institutions to optimize their recruitment strategies and student engagement.

### Challenge

The client's existing Salesforce implementation was inadequate in capturing leads and managing customer journeys effectively. They needed a sophisticated solution to refine their marketing campaigns and align them with their acquisition stages, while also automating communications to enhance efficiency.

### Solution

Our team rearchitected EmERGE Education's Salesforce environment, implementing Salesforce Marketing Cloud to introduce new customer journey mappings and lead capture workflows. We tailored campaign structures to better align with different stages of student acquisition and introduced automated messaging to streamline communication. Additionally, we integrated Rapid Insights and Power BI tools to assess analytics and the Academic Matrix. This allowed for more precise alignment of marketing budgets with financial aid distributions, optimizing the client's resource allocation and campaign effectiveness.

### Outcome

Emerge Education experienced a transformative enhancement in their operations. Lead management became significantly more efficient, allowing the company to identify and nurture prospective students with greater precision. The implementation of automated messaging facilitated timely and personalized communication, greatly improving student engagement and satisfaction. Enhanced analytics tools empowered EmERGE Education to develop more targeted and effective marketing strategies.

This data-driven approach led to a notable increase in enrollment numbers. Additionally, the optimized use of marketing resources resulted in better alignment of marketing budgets with financial aid distributions, ensuring that every dollar spent contributed to their strategic goals. Overall, these improvements not only boosted their recruitment outcomes but also streamlined their administrative processes, setting a strong foundation for sustained growth and success.