

# Northwest University Sees Improved Student Engagement with SMS-Magic

SMS-Magic increases student engagement and saves advisors time at Northwest University.

**900+**

Leads Generated

*"Our email engagement rate (measuring started conversations) was between 0.5%-0.1%. After we implemented SMS [with SMS-Magic], our engagement rates with students went to 10-15%! SMS is now a crucial part of our communication plan and the primary channel we use to engage with our students."*

Melissa Eller | Assistant Director of Admissions Operations | Northwest University

**10%-15%**

Engagement rate  
with students



# With SMS-Magic, the Northwest University team was able to broaden their communication plan and reach more students

Northwest University advisors wanted to use a messaging application to help them generate leads, send reminders, schedule calls and tours, and reduce delays in responses to inquiries. They deployed conversational messaging to help them send personalized one-on-one or bulk messages to prospective and current students about important events. These events often strengthened prospective students' interest in the university, while others helped students prepare for the new school year.

## The Northwest University enrollment team increased campus event attendance with SMS-Magic

Throughout the academic year, advisors needed to send a variety of messages – from scheduling campus visits to sending reminders about required orientation dates and times. SMS-Magic easily handled it all. The university used automated messages to send reminders for events like Northwest Fridays, where students and their parents could visit campus for a day, attend classes, have lunch and ask the faculty questions. The university also sent messages to students to finalize their housing during the summer and reminders to attend orientation day. When university staff members had students' email addresses and mobile numbers, they sent text messages reminding students to check their email for their invitations to events. The messages helped to increase event attendance.

- SMS-Magic improved advisor productivity
- Advisors no longer sent messages individually from their phones.
- Advisors could send a bulk text through Salesforce and reply to the responses

### Automated Conversation

Hi Jane, Orientation day is tomorrow. Be sure to come to the Assembly Hall at 9AM.

Shane,  
Northwest University.

Hi George, we just sent you an important email. Please check your inbox.

Shane,  
Northwest University.



5%

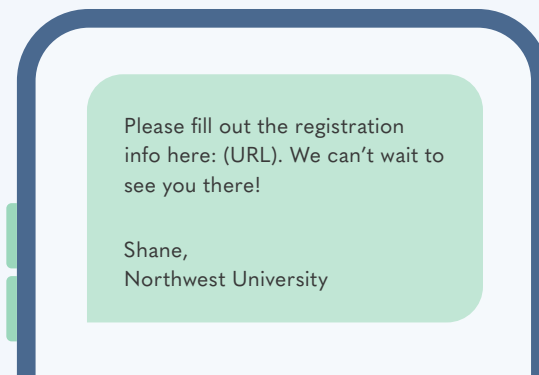
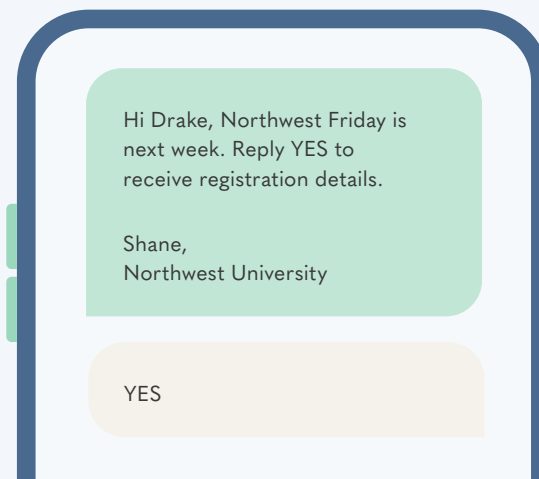
Decrease in communication opt-outs with messaging

95%

Reach with Messaging

## SMS-Magic was able to help advisors respond quicker to last-minute inquiries, which positively impacted enrollment retention

Northwest University advisors wanted to get students the information they needed to register. Often an influx of late inquiries would arrive, and the advising office struggled to process those students in a timely manner. There was such a delay with email and phone calls that they couldn't get them slotted fast enough. Once the university team integrated SMS-Magic with their CRM, the advising office sent one-on-one messages to students with information on how to register. For the team, messaging was especially effective at helping them schedule last-minute registration meetings.





## Northwest University used SMS-Magic to generate more leads

The Northwest University team used an opt-in messaging campaign to generate leads at education fairs. Their marketing materials encouraged students to opt in to communications from the university, including messaging. When students did, Northwest sent an automated message back providing a link to a giveaway. The campaign generated more than 900 leads during one event using this type of incentivized messaging campaign. Over time, SMS-Magic helped Northwest University analyze opt-out rates. The team found that communication opt-outs decreased by 5% with messaging.

**900+**

Leads Generated

**95%**

Reach with  
Messaging

**10% -15%**

Engagement rate  
with students

## About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic's commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



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