THE STUDENT JOURNEY

1

ZMOT: "Which universities shall I put on my longlist?"

campusM offers consistent messages and campaign execution on mobile, tablet and desktop browser to engage potential applicants and generate enquiries

2

Prospect: "Why should I choose your university over any other?"

campusM develops relationships via an immersive mobile app that delivers personalised content and communications promoting your brand and your Open-day experience

3

Open-day Visitor: "What will life be like if I come here?"

campusM enhances the Open-day visit experience to maximise conversion rates with personalised tours and virtual guides

4

Applicant: "How can I make a successful application?"

campusM supports and streamlines the application process and increases completion rates by targeting messages and sending deadline reminders

5

Fresher: "Where do I go? How do I build a social network? What do I need to know?"

campusM provides pre-registration engagements. Registration and orientation support enhances the Freshers week experience with targeted messages, invites and deadlines

6

STUDENT: "How do I succeed? What help can I get? Who knows the answer to…?"

campusM creates a frictionless learning experience. Integration with campus system and learning and support services help to create successful outcomes, while you build brand loyalty and affection via personalised communications

7

Alumni: "How do I pay back? Why should I contribute?"

campusM maintains loyalty and fondness and increases propensity to donate via optimised personalised communications

ExLibris
campusM

The mobile app that converts applicants to alumni

Email emeainfo@exlibrisgroup.com to start enhancing your students' journey