

How a Leading French Business University Created Sales and Marketing Alignment and Increased Enrollment with ClickDimensions



Case Study

Key Outcomes

- Significant time savings for sales and marketing team members with automated tools
- Improved organization and tracking of leads with integrated CRM and marketing automation
- Increased relevance of communications to potential students through prioritization and personalization, resulting in higher enrollment numbers

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. A leading French business university has been a ClickDimensions customer since 2018.

Challenge

A leading French business school used a well-known email marketing platform that lacked the marketing automation features their sales and marketing teams needed to succeed. In addition, without integration to Microsoft Dynamics, their existing marketing technology left the two teams siloed. The sales team could not effectively score, manage or engage with leads. They needed a way to work together with their marketing team to determine which leads should be prioritized and nurtured. The university's sales team also needed an automated solution that would save them time and give them the ability to track and tailor communications to prospective students.

Solution

Knowing that they needed to make a change in their marketing technology if they wanted to manage their leads effectively and attract new potential students, the business school began looking for other solutions. With Microsoft Dynamics already in place, the ClickDimensions marketing automation platform was the clear winner thanks to its native integration with Dynamics. The university didn't consider any other solutions, as ClickDimensions had all the essential marketing tools they needed, in addition to providing a way to align their sales and marketing teams. They knew that ClickDimensions would help them reach their objectives and save them time in the process.

Results

After implementing ClickDimensions, the business school saw the benefits almost immediately with increased efficiency for both the sales and marketing teams. Thanks to ClickDimensions' native integration with Microsoft Dynamics, the two teams could now work together to see all leads in one place and qualify them based on activity. This, paired with ClickDimensions campaign automation to automate their nurture campaigns, has provided the business school with a significant time savings, allowing them to focus on more strategic efforts. Additionally, the wide variety of marketing tools available in the ClickDimensions marketing automation platform has allowed them to generate more qualified leads and drive new enrollment. The university utilizes features like email marketing, forms and campaign automation within ClickDimensions to create targeted communications that are relevant to potential students. The business school has also improved the effectiveness of their online assets by instantly following up with interested potential students and providing them the information they need. With the ability to quickly create more personalized and compelling communications, the university is better able to connect with those who have shown genuine interest, which has had a positive impact on enrollment.