

# BE WEB WISE

GET ACTIONABLE DATA. DRIVE CONVERSIONS AND ROI.

Identify the most qualified leads, engage them, and convert them to customers with LMD's WebWise marketing automation services.

## IDENTIFY

ANONYMOUS VISITORS



Capture actionable, qualifying data about each visitor

Convert visitors to leads

Generate a profile for each lead

## ANALYZE

LEAD QUALITY & CAMPAIGN IMPACT



Track leads' behavior, uncovering key insights

Score leads based on how qualified they are

Measure campaign ROI

## MAXIMIZE

EVERY SALES OPPORTUNITY



Prioritize pipeline

Focus sales efforts & resources

Automate outreach, notifications, & reminders

Optimize campaign spend & effectiveness



BE WEB WISE.

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## DRIVING CONVERSION FOR HIGHER ED: Case Study

### THE CHALLENGE

Our higher education client wanted to improve the performance of its digital marketing to raise awareness of their program, increase attendance to recruitment events, and generate qualified leads. The client also sought to improve its recruitment process with smarter, more efficient strategies—helping recruiters make more timely and meaningful connections with prospective students.

### OBJECTIVES

- **GENERATE LEADS** and event registrations from qualified members of the target audience
- **CAPTURE ACTIONABLE DATA** at key touchpoints up and down the recruitment funnel
- **STREAMLINE** the **RECRUITMENT PROCESS** with more efficient, data-driven strategies
- **OPTIMIZE MARKETING EFFORTS** to focus on the tactics driving real results

### THE LMD SOLUTION

#### Digital Campaign Tracking

- Single dashboard displays campaign metrics
- At-a-glance reporting on conversion rates

#### Lead-Gen with Real-Time Notifications

- Lead capture using optimized contact forms
- Automated workflows to instantly notify recruiters

#### Scoring to Determine Fit & Engagement

- Lead scoring based on qualifications and activity
- Ranking system for recruiters to prioritize outreach efforts

#### Automated, Personalized Follow-Up

- Automatic delivery of personalized emails
- High-touch approach ensures all inquiries are acknowledged quickly

#### CRM Platform Integration

- Lead data is dynamically synced with recruiters' Salesforce CRM platform
- Easily accessible lead information enhances the recruitment process

### THE RESULTS

For the first time, the recruitment function and the marketing function were able to synchronize their data to provide more meaningful metrics – tracking the ROI of advertising spend and demonstrating the impact on recruitment results.

With real-time campaign data from our marketing automation solution, the client quickly identified what was working, and what was not. This helped them create a smarter marketing strategy, prioritizing the tactics that were generating high quality leads, not just clicks. Recruiters were able to spend less time sending introductory emails, and more time connecting with prospective students.

### OVER A SIX-MONTH PERIOD:

**40%** increase in qualified leads

**14%** increase in attendance to recruitment events

**20** applications attributed directly to digital advertising