Student Marketing & Recruitment

Enterprise CRM for education

Tribal's CRM solutions extend Microsoft Dynamics 365 with a suite of tools **specifically tailored to the needs of the education sector.**

Our solutions enable institutions of all sizes to thrive in an increasingly competitive market, ensuring data is tracked, processed, and analysed to deliver compelling personal experiences to students and potential students alike.

Nurture rewarding relationships with seamless experiences that increase lead generation, strengthen your marketing capabilities, and expand your horizons.

Fully cloud-native and accessible across many devices

Secure and compliant

Built on the Microsoft Power Platform

Challenges in student marketing & recruitment

Extremely competitive landscape

Global competition and international markets

Increased recruitment targets

A need to develop a brand

Downturn in demographics

TURN PROSPECTS INTO STUDENTS

Create exceptional experiences, nurture demand, personalise interactions, and build future student relationships – from initial engagement through to admission. Gain visibility over conversions and outcomes through rich analytics and reporting in line with SLA performance.

INITIAL ENGAGEMENT

At a fair, a school visit, an international trip, or even a conversation with a chatbot online - information is captured centrally where it can be viewed and processed.

MARKETING INTEGRATIONS

Connect with a huge infrastructure of marketing tools to deliver automated personalised marketing with consistent brand and messaging.

OUTREACH

Relationships with feeder organisations can be managed simply and easy from a central location.

ENQUIRY MANAGEMENT

Generate, capture, process, and nurture student enquiries across platforms, online, and in-person.

OPEN DAYS

Manage open days and other recruitment activities from virtual registration through to completion.

Greatly improved prospect capture

Personalised automated marketing

Consistent branding and messaging

Streamlined enquiry management

High-quality dynamic segmentation

Improved visibility over conversion activities and outcomes

Event management

Tribal's event management solution is a complete suite covering everything from registration and venue management to surveying and reporting.

Organise and facilitate open days and recruitment events with a complete event management package, integrated with your student records.

Gain complete control over venue management, breakout sessions, registration & attendance, distribution of joining instructions and feedback collection.

Surveying and rich analytics reporting gives complete visibility for post-event reporting.

EVENT PLANNING

Cater specifically for a wide range of event types, with expanded information, including type and venue, able to be recorded with both internal and external contacts responsible for various aspects of event organisation. Session details enhance the main event date and time information, giving the ability to specify the subject matter, location and date/time of these specific activities as part of a wider event. Event packages can be set for exhibitors and sponsors alike and all delegate types involved with the event can be recorded, including exhibitors, sponsors, speakers, press, VIPs and registered attendees.

Supports event specific functionality for open days, site visits, exhibitions and conferences.

Manage all event stakeholders, from delegates to sponsors and exhibitors, in one place.
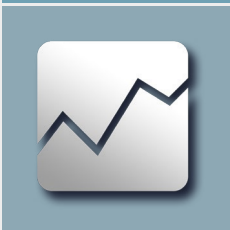
Provide viability assessments for each event through detailed cost, income and attendee tracking.

ONLINE REGISTRATION AND ATTENDANCE TRACKING

Utilise definable marketing lists to target potential delegates and support simultaneous posting of event information onto your institution's website and social channels. Attendees can express interest and register direct through these online channels.

For chargeable events, a sophisticated pricing engine enables multiple ticket types to be offered and both early bird booking and volume discounts can be applied. With costs able to be recorded against all event components and activities, the financial viability of events can be calculated either in terms of surplus generated or numbers attending.

REPORTING AND ANALYTICS

Extensive reporting (pre-event and in-person) alongside pre-built analysis of event cost, leads and conversion performance.

Other key features:

- ✓ **Online event registration**
- ✓ **Joining instructions including QR code support**
- ✓ **Full event and business process administration**
- ✓ **Session management**
- ✓ **Delegate management**
- ✓ **Waitlist support**
- ✓ **Venue management**
- ✓ **Sponsor and exhibitor management**
- ✓ **Attendance tracking**
- ✓ **Event feedback surveys**
- ✓ **Full reporting suite**

Gold

Microsoft Partner

Microsoft

Microsoft Gold Partner

Build a 360-degree view of the student relationship

Deliver personal brand experiences at the times and places potential students are most receptive

Harness workflows and advanced automation to streamline interactions

Drive efficiency

Automate business processes and reduce manual data entry

ABOUT TRIBAL

Empowering the world of education.

Tribal Group plc is a pioneering world-leader of education software and services. Its portfolio includes Student Information Systems, with added value solutions for Recruitment, Enquiries and Marketing, Business Engagement, Alumni and Fundraising, and the vital areas of Student Support Welfare and Disability Management, amongst others.

Working with Higher Education, Further and Tertiary Education, schools, Government and State bodies, training providers and employers, in over 55 countries; Tribal Group's mission is to empower the world of education with products and services that underpin student success.

GET IN TOUCH

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Cloud by design.