

Colleges, schools, universities

New student recruitment funnel ...



Increase open day attendance and applications from ideal students

What the marketing funnel system can achieve for you...

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- ➔ Better targeted communication with potential students.
 - ➔ Greater success in delivery of information to potential students.
 - ➔ Opportunity to provide targeted follow ups, build better brand awareness, loyalty and desire for the student / parent to attend your setting.
 - ➔ Better registration systems for your open events, with systems for follow ups and increased sign ups.
 - ➔ Use of existing digital technology that suits the demographic of your target students and parents (Facebook Messenger, Instagram, Whatsapp)
 - ➔ Increased conversions of leads
 - ➔ Better social media engagement
 - ➔ More data which can be used for analysis, targeting and to inform future marketing.
 - ➔ More results for your marketing spend.

Simple, easy, user friendly for students...



Great to see you at our college open day. Would you like to know your application deadline for our college courses?

Yes please can I have more info. 👍

Yes I have submitted it. 🎓

Yes but not done it yet. 🕒

No longer considering NAME college 🙅

Instant chat marketing, providing key information easily & increasing open day attendance


Track & report on open day attendance and much more.

QR Code




Guide & help more potential students attend open days and make applications

How can this benefit you...



Use push notifications to develop and maintain a relationship with potential new students ... and be GDPR compliant

How will using this system be better?



Guaranteed to increase number of student applications, keep them better informed, engaged in the application process and notified of deadlines.

Better communication using instant messaging



Students register for your open day easily. Message flow will verify attendance date and time.

Sent reminders and event details and QR code to register upon arrival

GDPR compliant follow up with post event thank you

Asked if they want guidance and help with application

Application deadline prompts

Use post event survey, competitions or college news letters to keep potential students engaged with college life.

Instant Messaging...

Instant Chat will be the primary form of communication within 2 years...

If you are under 35, it already is.

Inspires trust

Encourages immediate action

Builds relationships

Reflects your brand as forward thinking, innovative, modern and efficient.

Makes it possible for people to engage with you and your information 24/7.

Makes it convenient and easy to deal with you.



Use this system for your next open day event and
skyrocket your marketing for next year!

Contact helen@capture1.co.uk to arrange a free discovery call