

# ADJUSTING TO **THE NEW NORMS** OF HIGHER EDUCATION

# Who we are



# GetResponse



GetResponse / YMS

# Agenda

- **GetResponse Introduction - why are we here?**
- **University of Dubai case study**
- **Your marketing challenge and how GetResponse can help you**
- **Combining webinars and marketing automation**

# We're local **experts** on growth markets

- **22** years of international experience
- **6** offices in key global locations
- Customers in **183** countries
- **350+** employees in the global team
- Platform available in **24** languages
- Full compliance with local **anti-spam** laws

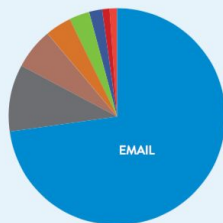


Our international offices provide **local** support to Customers

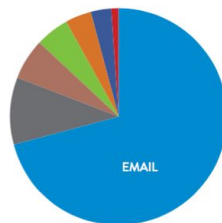


# Is email relevant to Millennials & Gen Z?

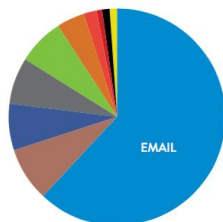
## BABY BOOMERS



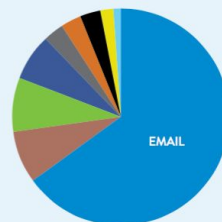
## GENERATION X



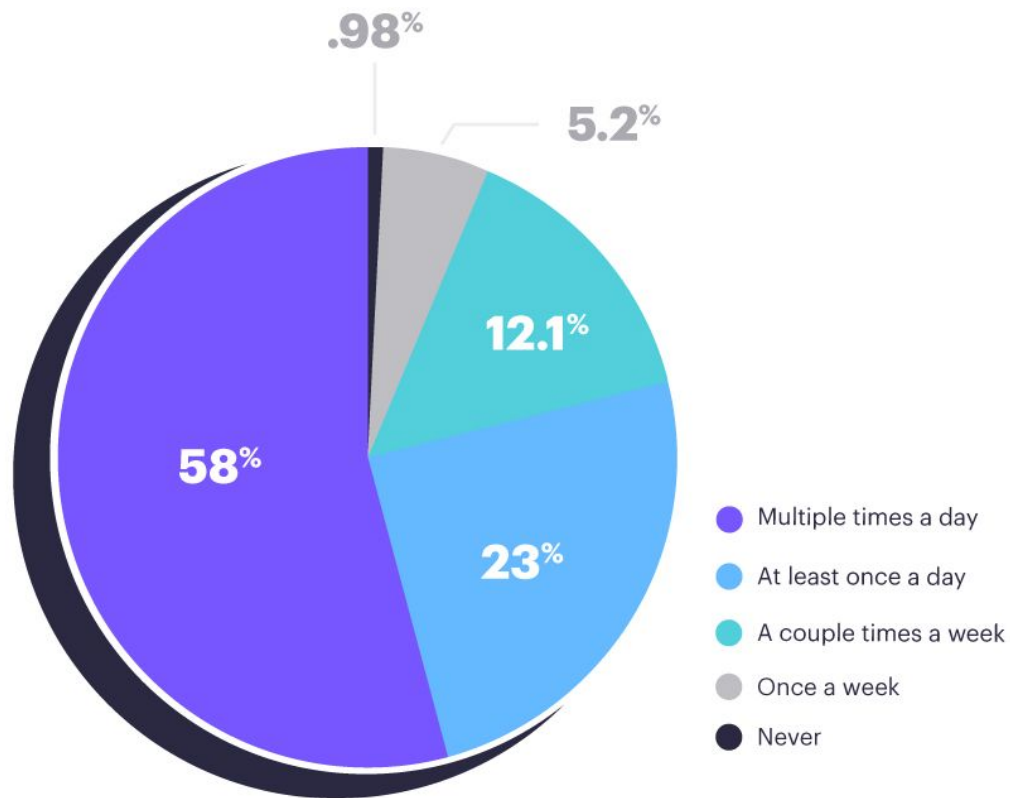
## MILLENNIALS



## GENERATION Z



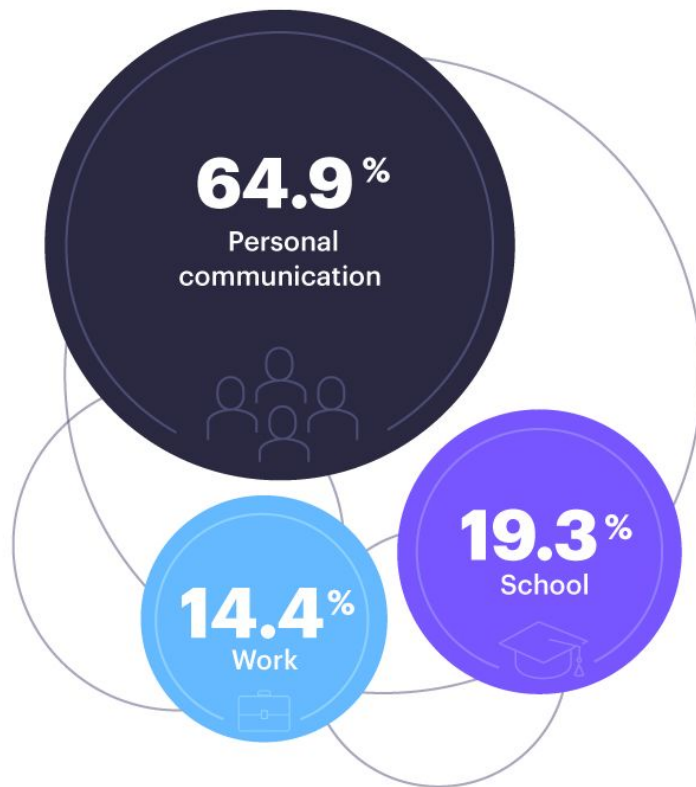
# How often does Gen Z check their email?



Source: CampaignMonitor

# What's Gen Z's primary use of email?

8





# GetResponse + University of Dubai



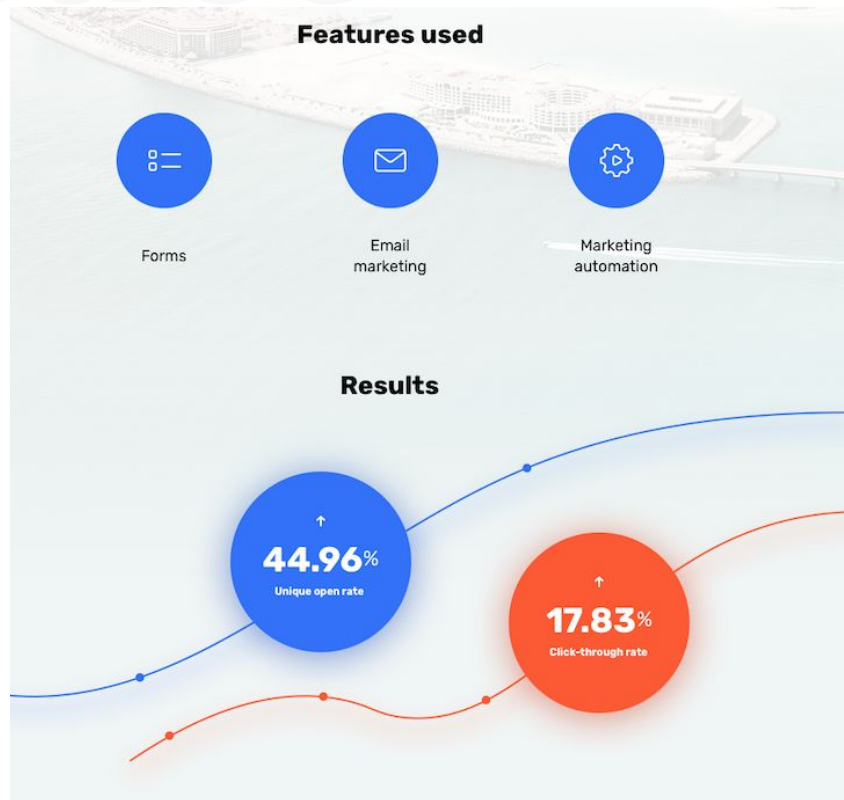
جامعة دبي  
UNIVERSITY of DUBAI

# Overview + challenges

- **Attracting** talented **students** from around the world
- **Target** audience: prospective + current students, staff, academics
- **Prior** to switching to GetResponse: in-house solution for **mass emails**
- **Challenge: attract** new prospective students, **build** effective communication with current ones, **automate** everything in ONE platform

# Combination of 3 key features

11

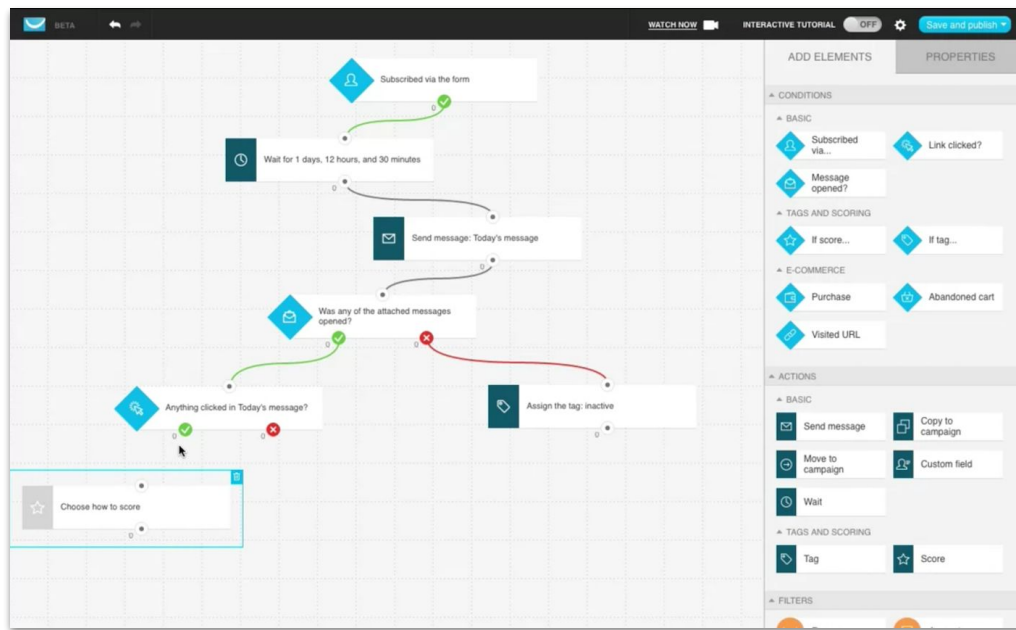


# How did GetResponse help?

- **Lead Generation: web forms + custom fields** to collect prospects' details including preferred course of study -> better **segmentation** & **personalization**
- **Automating Applications: marketing automation** workflows for individual communication scenarios + **tags**
- **Responsive templates:** email **editor** driving **open rates to 44.96%** and **CTRs to 17.83%**
- **5 star support** for consulting & optimization

# Hands on time!

## Build an automation workflow in 5 easy steps



# Meet your audience **where they are**

14



# Streaming on YouTube & Facebook

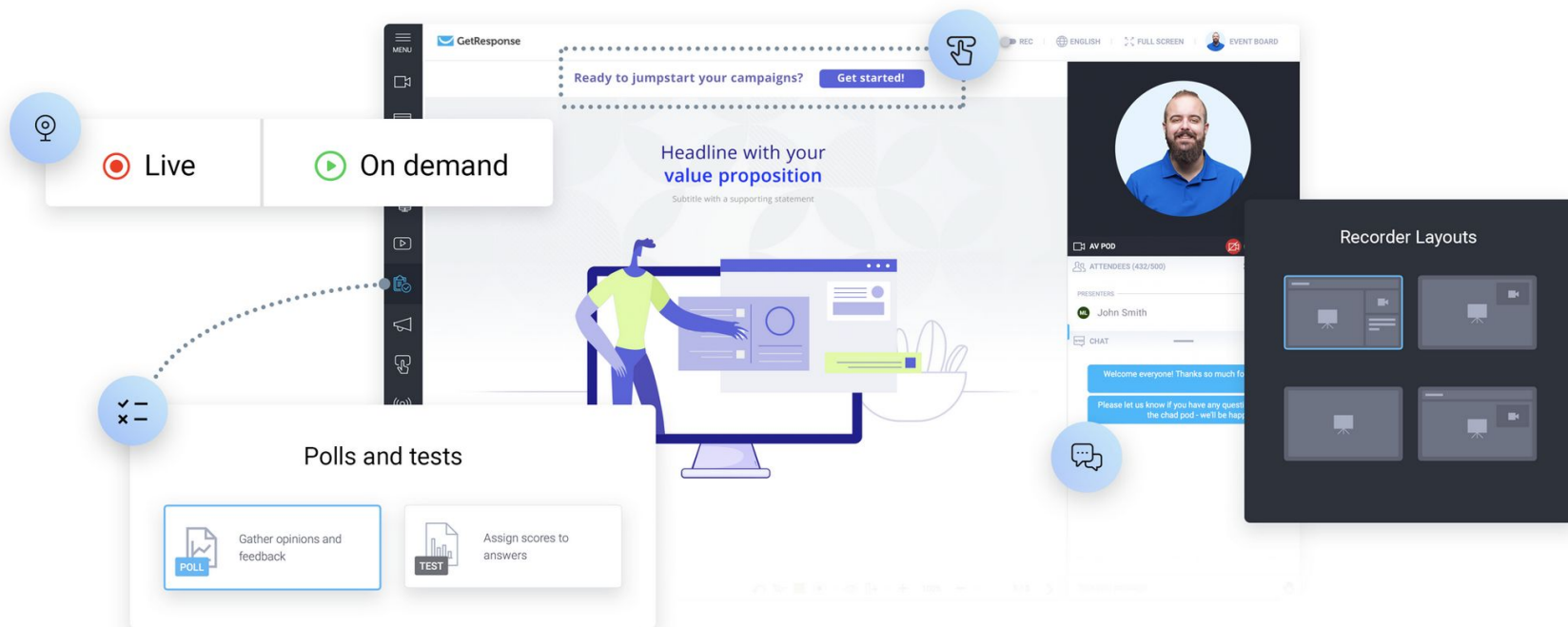
15

- Up to **62% of Gen Z** are daily YouTube users
- Facebook is still seen as the **overall most popular social media platform**

The screenshot shows the YouTube Live Stream setup interface. At the top, there's a header with the YouTube logo and 'Live Stream' text. Below this, a light blue box contains 'Instructions for Live Streaming' with three steps: 1. Before you start, go through the YouTube Creator Studio verification process. 2. From the Creator Studio menu, choose 'Live Streaming' and click 'Stream Now'. 3. Scroll down to the Encoder Setup and copy the Server URL and Stream Name/Key and paste it in this window. Below the instructions, there are two input fields: 'Server URL' with a placeholder 'Enter server URL' and 'Stream name/key' with a placeholder 'Enter stream name/key'. Underneath these is a section titled 'Select stream layout' with the text 'Choose a layout for your stream. You can change it at any time.' There are two layout options shown: 'Presentation' (a screen with a video player) and 'Presentation, video, top bar' (a screen with a video player and a top bar). At the bottom, there are two buttons: 'Back' and 'GO LIVE'.

# Webinars as an engaging teaching tool

16





# Communicate and collaborate with remote teams



Share **files in many formats** and add **YouTube videos** to your presentation to enhance your webinar.



Use chat to boost engagement. Host **moderated discussions** or **private chats** with your attendees.



Share your screen during your presentation **to demonstrate processes** or to **show your products** in action.



**Brainstorm ideas** and **promote collaboration** using interactive whiteboards.

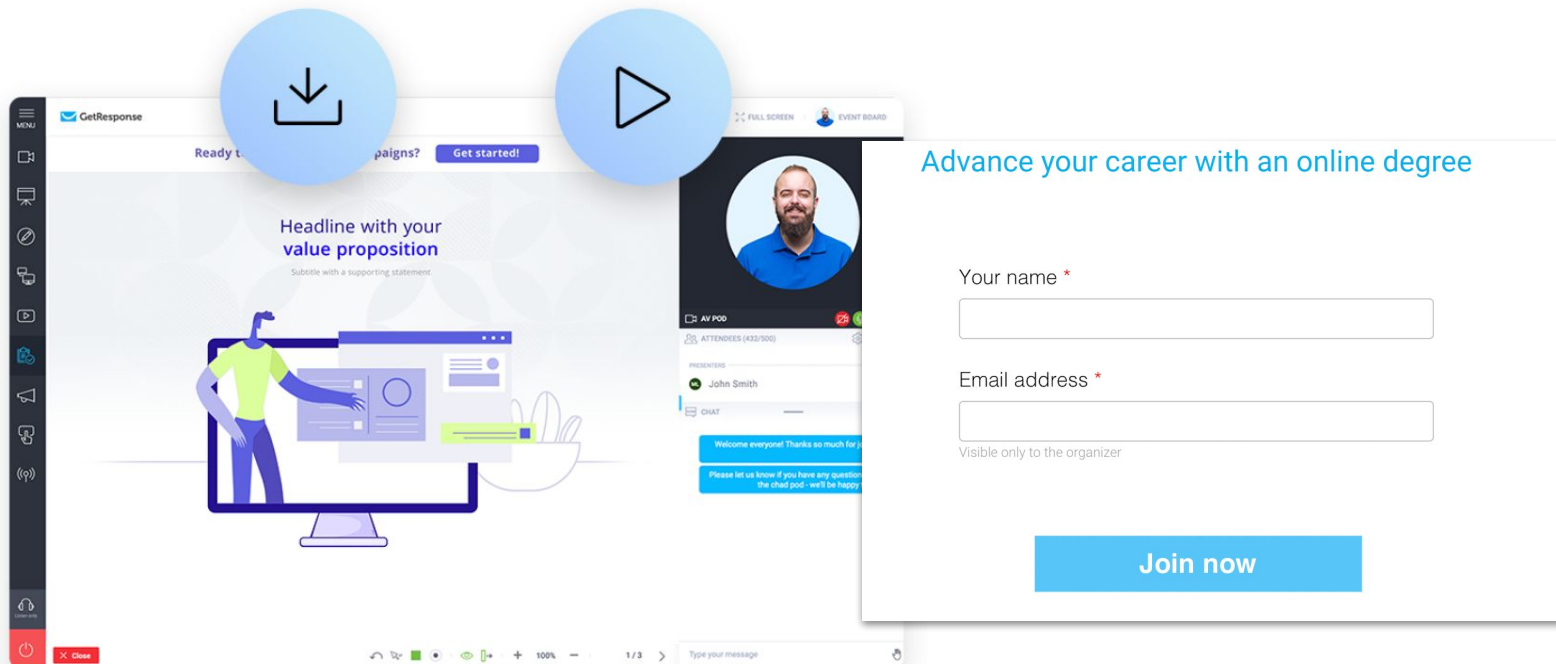


**Collect valuable feedback** and gather data on your audience with polls and tests.

# Webinars as an essential marketing tool

- An integral **tool to reach a wider audience and to generate interest**
- **They are a part of a comprehensive online marketing campaign**
- Are shown to generate more qualified leads **when recruiting for online courses and Gen Z students**

# On-demand webinars for ongoing program promotion



The image displays a GetResponse webinar interface. The main content area features a slide with the text "Headline with your value proposition" and "Subtitle with a supporting statement" above an illustration of a person at a computer. A sidebar on the right shows a presenter's profile (John Smith), an AV POC, and a list of attendees. A registration overlay on the right side of the screen contains the following elements:

- Headline: "Advance your career with an online degree"
- Form fields: "Your name \*" and "Email address \*", each followed by an input box.
- Text: "Visible only to the organizer"
- Button: "Join now"

Two blue circular icons are positioned above the webinar interface: a download icon (a square with a downward arrow) and a play icon (a right-pointing triangle).

Build brand awareness	
<ul style="list-style-type: none"> <li>• Paid Advertising</li> <li>• Social Media</li> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• SEO/SEM Campaigns</li> <li>• Direct Mail</li> </ul>
Generate leads & interest	
<ul style="list-style-type: none"> <li>• Educational Material</li> <li>• Email Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted Content</li> </ul>
Drive applications	
<ul style="list-style-type: none"> <li>• Lead Nurturing</li> <li>• Validation from Current/Past Students</li> <li>• Course Information</li> <li>• Campus Life</li> </ul>	<ul style="list-style-type: none"> <li>• Course Content Examples</li> <li>• Smooth Enrolment Process</li> <li>• Reactive Nurturing</li> </ul>
Generate higher yield	
<ul style="list-style-type: none"> <li>• Sales Collateral</li> <li>• Presentations</li> <li>• Concrete Statistics/Success Stories</li> </ul>	<ul style="list-style-type: none"> <li>• Enrolment Completed</li> <li>• Communications Maintained in the Build-up to Start Date</li> <li>• Referrals Create New Leads</li> </ul>

*The sweet spot for  
webinar  
and email  
marketing  
tools*

# Webinars as the cornerstone of a campaign

21

Launch  
promotion

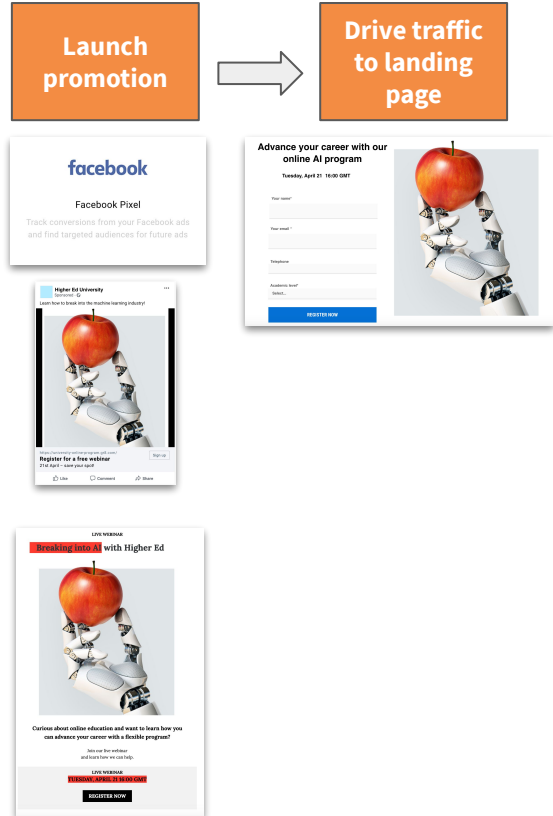
facebook

Facebook Pixel

Track conversions from your Facebook ads  
and find targeted audiences for future ads



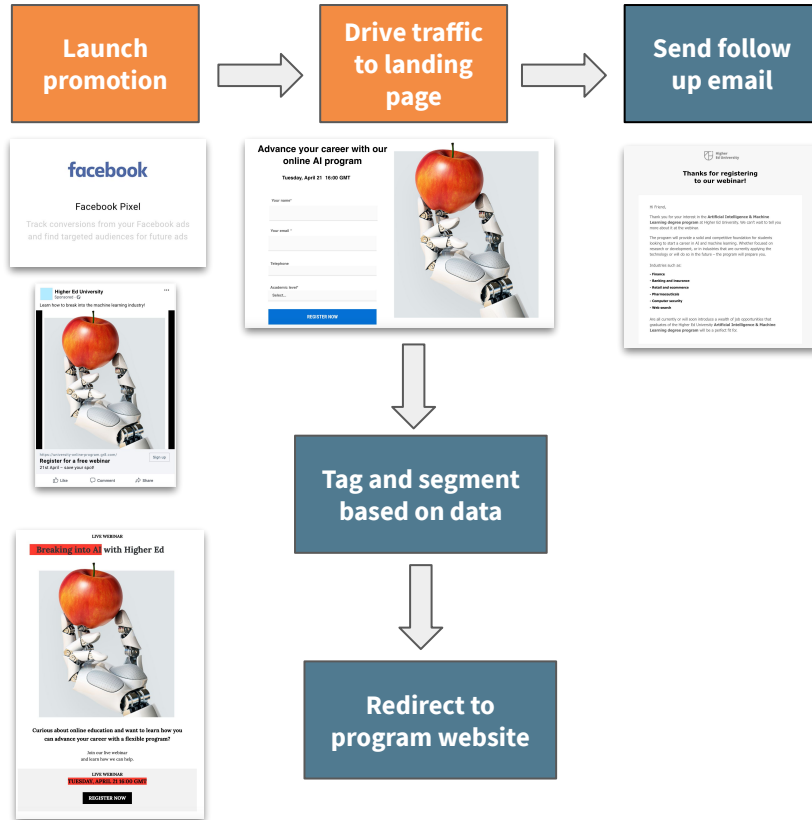
# Webinars as the cornerstone of a campaign



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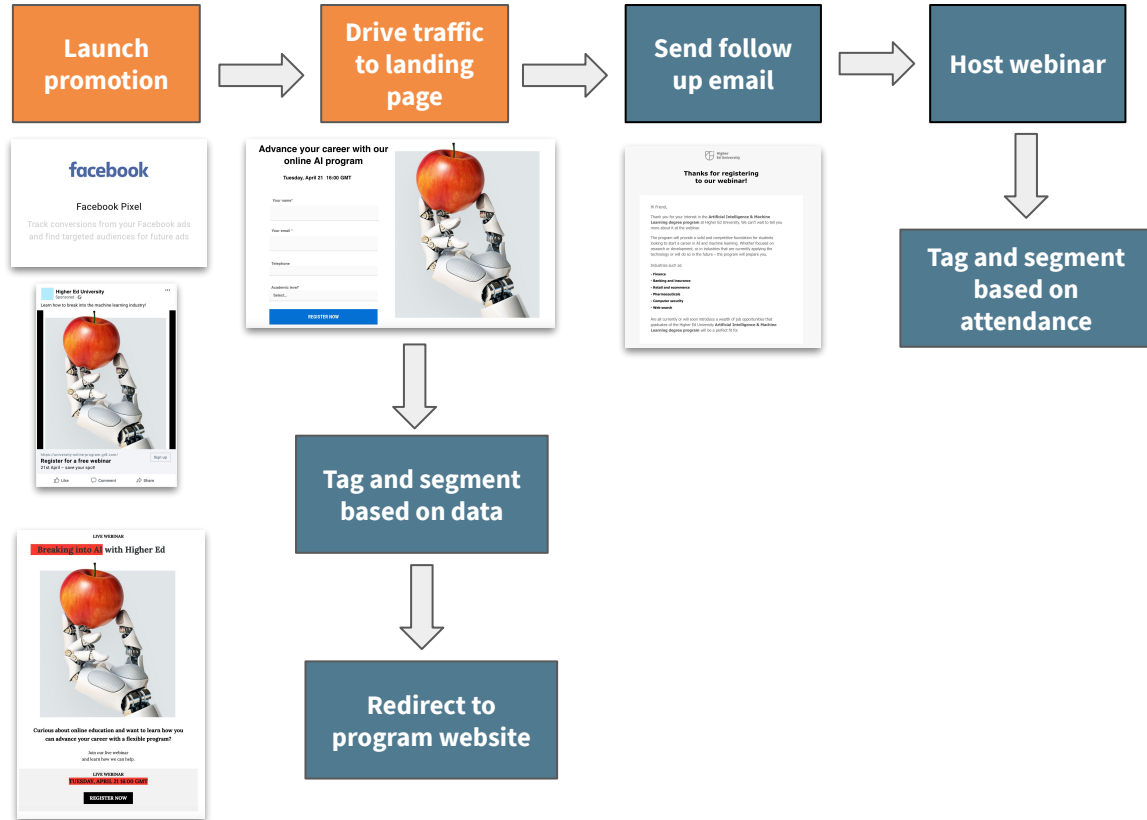


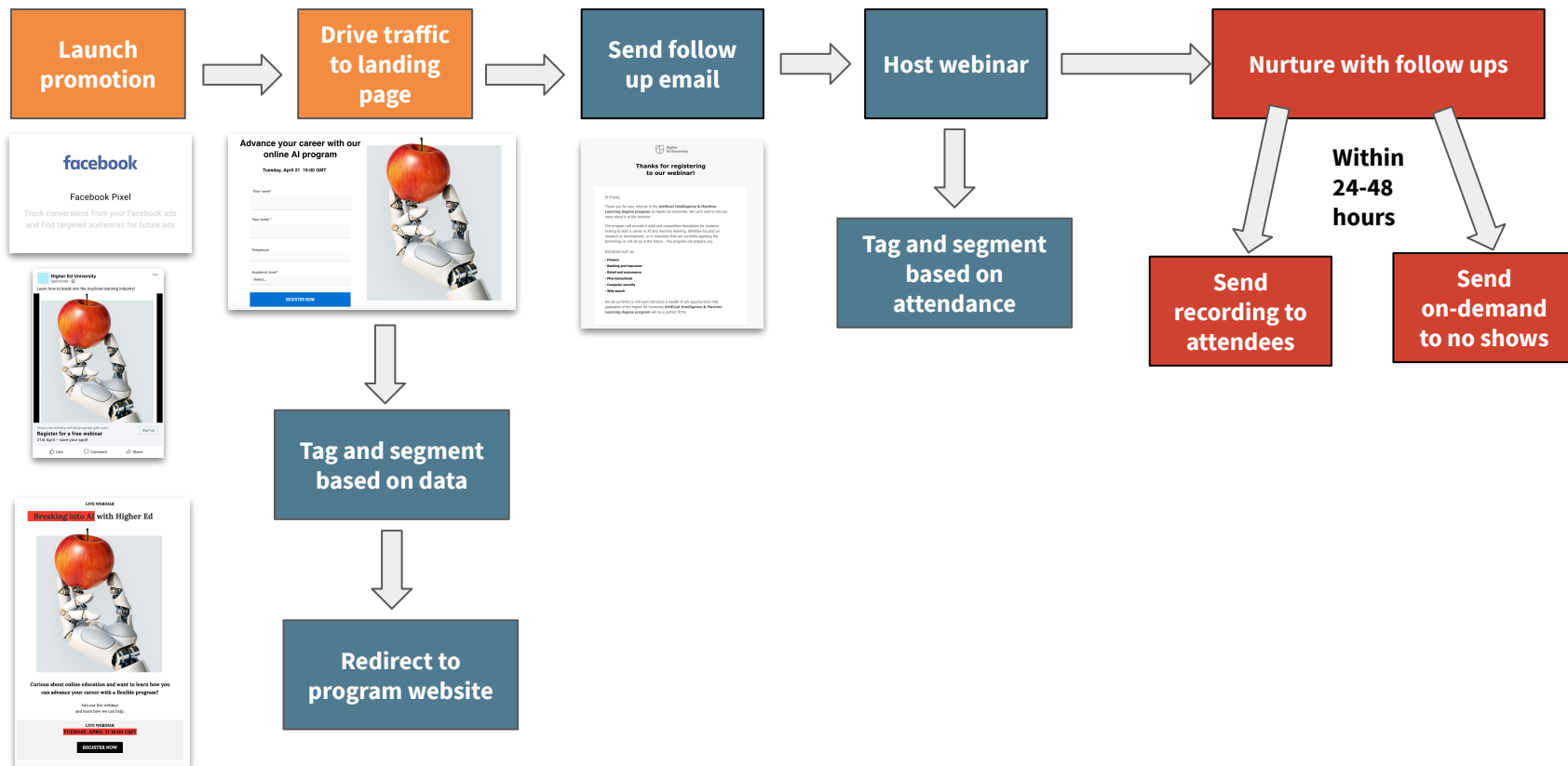
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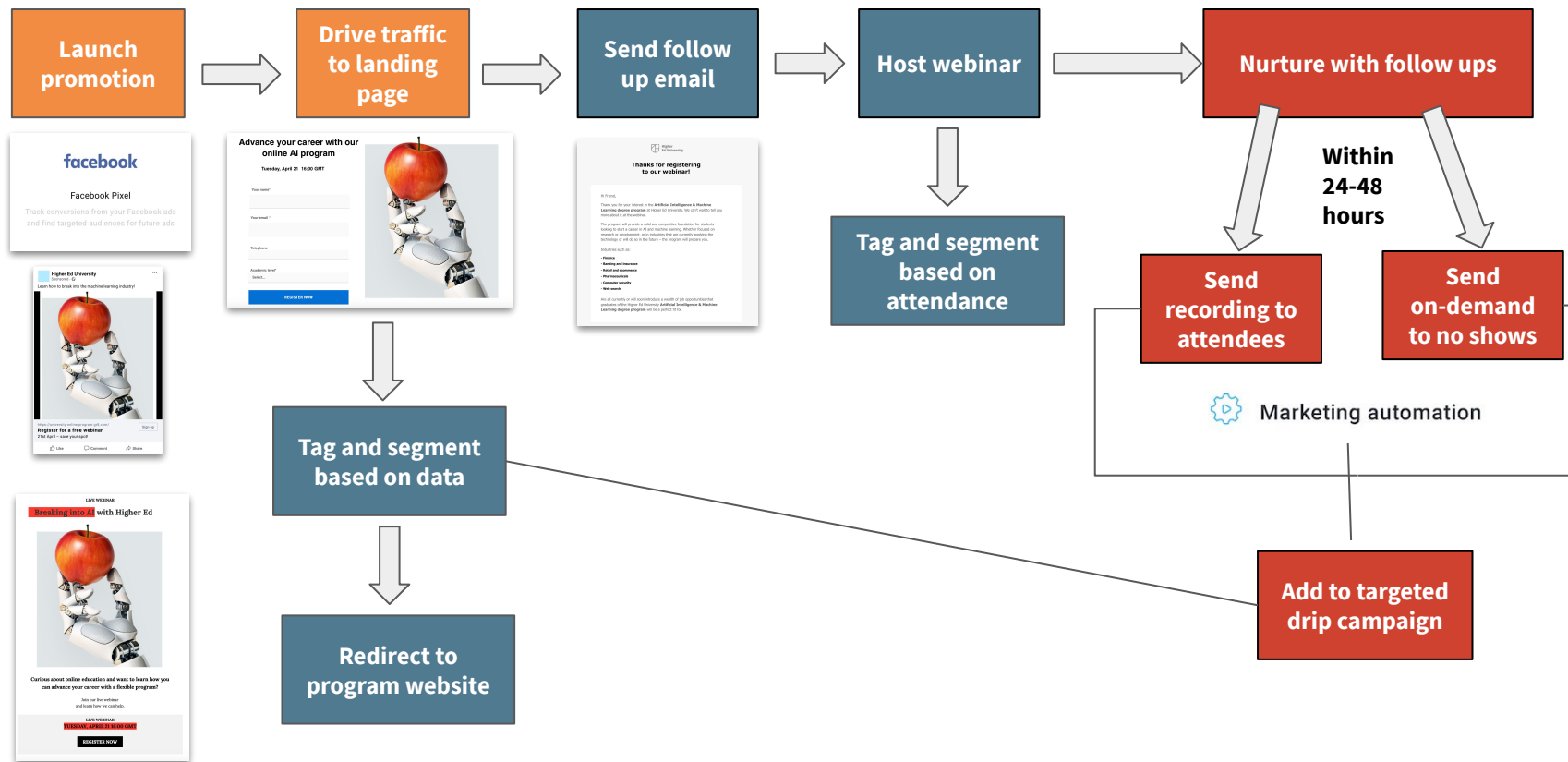


# Webinars as the cornerstone of a campaign

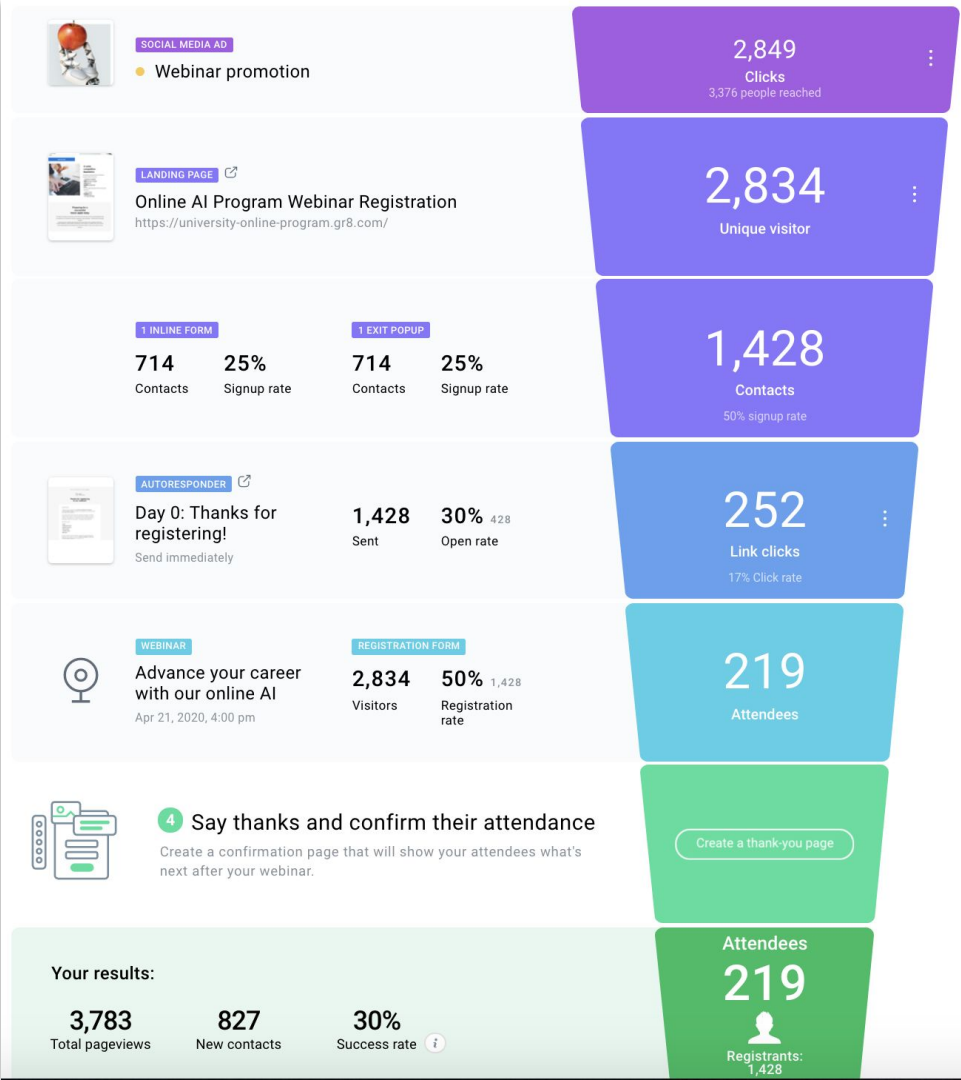




# Webinars as the cornerstone of a campaign



# Conversion funnels for simplified, visual campaign planning and execution



# Product

## Topic selection

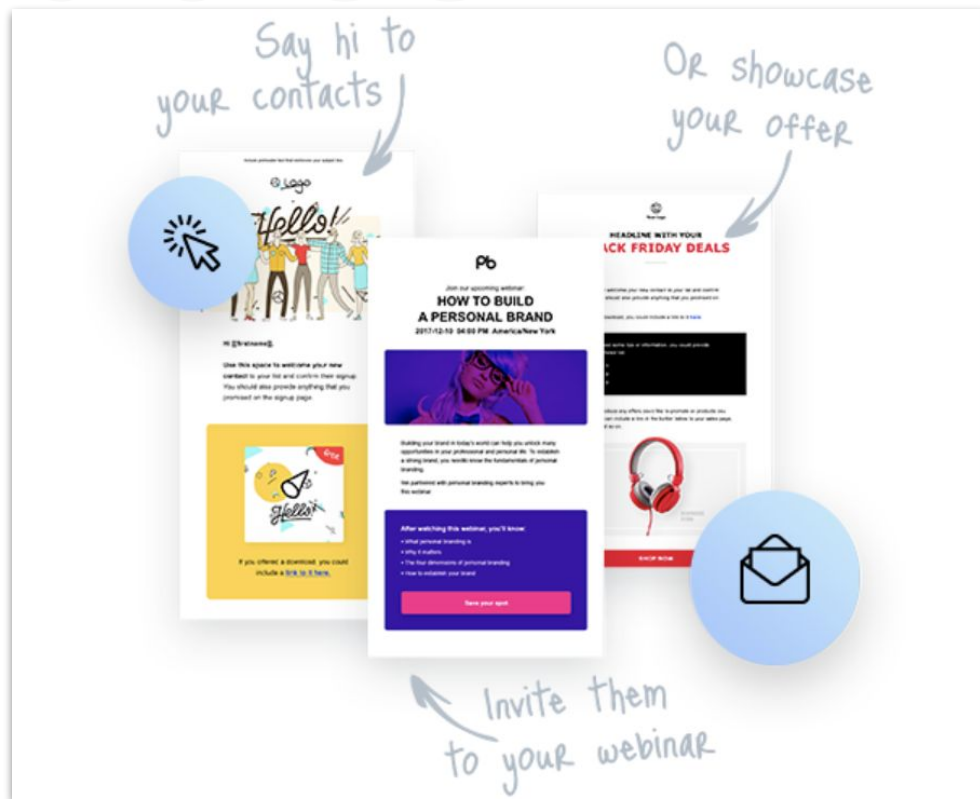


**Free webinar:**

# **Breaking into AI with Higher Ed**

Launch Your Career in Machine Learning

# Let's see how to set up the campaign



# Launch your paid promotion

facebook

## Facebook Pixel

Track conversions from your Facebook ads  
and find targeted audiences for future ads

**Higher Ed University**  
Sponsored · 

Learn how to break into the machine learning industry!



<https://university-online-program.gr8.com/>  
**Register for a free webinar**  
21st April – save your spot!

[Sign up](#)

 Like  Comment  Share

# Send email invites to relevant segments

## Subject line

✓ [Free webinar] Advance your career with our online AI program

64/150 characters. For best visibility, keep your subject line under 60 characters for mobile and under 120 characters for desktop.

[Preview text](#) -

Preparing for a successful future starts today

Add a brief and catchy summary to encourage people to open your email. It will follow the subject line in your recipients' inbox.

## Recipients

2,489

[Update recipients](#)

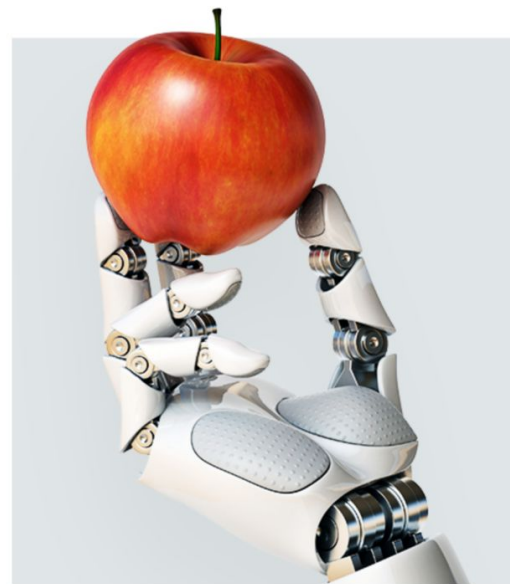
✓ Who do you want to reach with this message?

Lists:

computer\_science\_prospects

LIVE WEBINAR

## Breaking into AI with Higher Ed



**Curious about online education and want to learn how you can advance your career with a flexible program?**

Join our live webinar  
and learn how we can help.

LIVE WEBINAR

**TUESDAY, APRIL 21 16:00 GMT**

**REGISTER NOW**



# Convert page visitors to registrants

## Advance your career with our online AI program

Tuesday, April 21 16:00 GMT

Your name\*

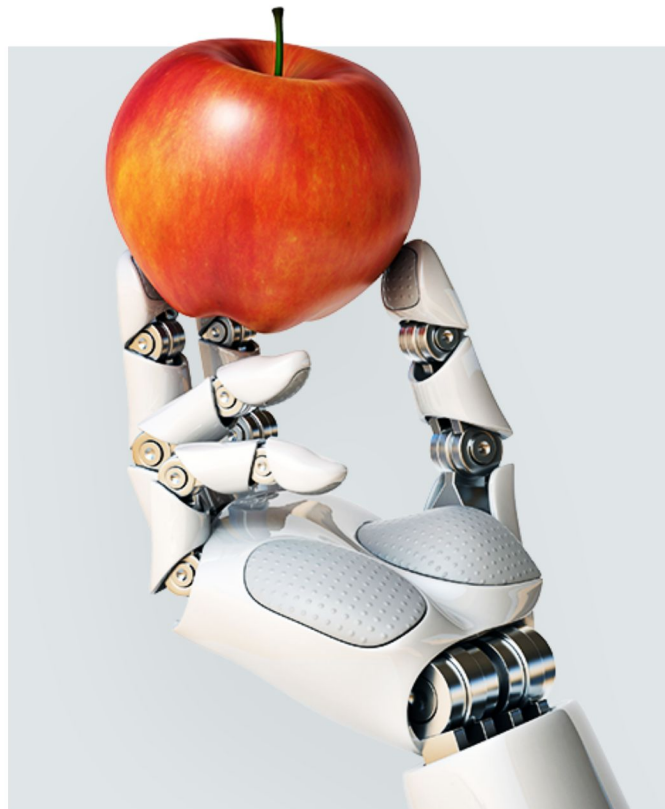
Your email \*

Telephone

Academic level\*

Select...

REGISTER NOW



# Include detailed takeaways



## A solid, competitive foundation

The Machine Learning & Artificial Intelligence program includes classes like:

- Introduction to Probability Models
- Advanced Topics in Computer Vision
- Probability and Algorithms
- Machine Learning & Data Mining

And offer additional opportunities for practical experience:

- Summer research fellowships
- Capstone projects
- Off-campus internships

## Join our webinar

The webinar also includes information on:

- Scholarship and financial aid opportunities
- 20-year career projections
- Internship and mentoring programs

When you register for this webinar, we'll also keep you up-to-date with news and information related to the enrollment process.

**REGISTER NOW**

# Optimizing signup and registration forms

- The foundation of any communication strategy is **the ability to segment audiences.**

Your name\*

Abby Hehemann

Your email \*

abby@getresponse.com

Telephone

+48 507 98 4210

Academic level\*

Graduate

Program interest

Cybersecurity

REGISTER NOW

# Let registrants know what to expect

Thanks for signing up for our webinar!

## Breaking into AI with Higher Ed

Tuesday, April 21 16:00 GMT

Your registration confirmation is on its way to your inbox.



Ready to get a head start? Visit our program website to learn more.

[Learn more](#)

Thanks for registering  
to our webinar!

Hi [[firstname]],

Thank you for your interest in the **Artificial Intelligence & Machine Learning degree program** at Higher Ed University. We can't wait to tell you more about it at the webinar.

The program will provide a solid and competitive foundation for students looking to start a career in AI and machine learning. Whether focused on research or development, or in industries that are currently applying the technology or will do so in the future – the program will prepare you.

Industries such as:

- **Finance**
- **Banking and insurance**
- **Retail and ecommerce**
- **Pharmaceuticals**
- **Computer security**
- **Web search**

Are all currently or will soon introduce a wealth of job opportunities that graduates of the Higher Ed University **Artificial Intelligence & Machine Learning degree program** will be a perfect fit for.

[Learn how we can help](#)

# Keep it interesting and engaging

MENU

📺

🖥️

✎️

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GetResponse

Advance your career with an online degree

📶 | 🔌 REC | 🌐 ENGLISH | 🖥️ FULL SCREEN | 👤 EVENT BOARD

Ready to kickstart your career? [Learn how we can help](#)

0 01:48 Close

Advance your career with an online degree

Kickoff your new career with Higher Ed University

Live Stream

YouTube LIVE

Stream on Youtube

Stream on Youtube

Facebook LIVE

Stream on Facebook

Stream on Facebook

Abby Hehemann

AV POD

ATTENDEES (0/500)

PRESENTERS

Abby Hehemann (host)

CHAT

PUBLIC Q&A MODE

Welcome everyone! We're excited to have you here today!

Text question and answer mode has been enabled

Type your message

Close

100%

# Developing personas and segments

Match **all** ▼ of the following:

Tags ▼

is assigned ▼

graduate\_program ▼

Tags ▼

is assigned ▼

AI\_cybersecurity ▼

Geolocation ▼

Country ▼

is ▼

Poland



Tag

Tag is

AI\_webinar\_reg\_only ▼

AI\_cybersecurity

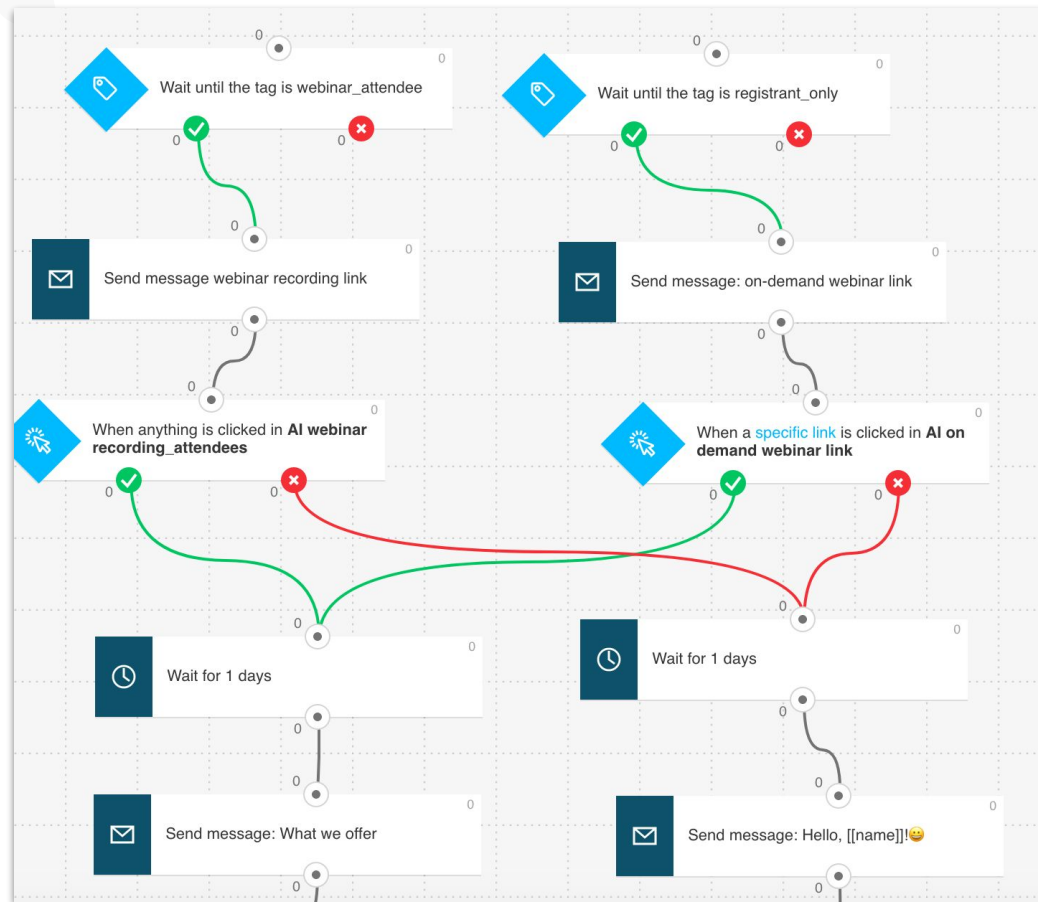
AI\_webinar\_attendee

AI\_webinar\_reg\_only

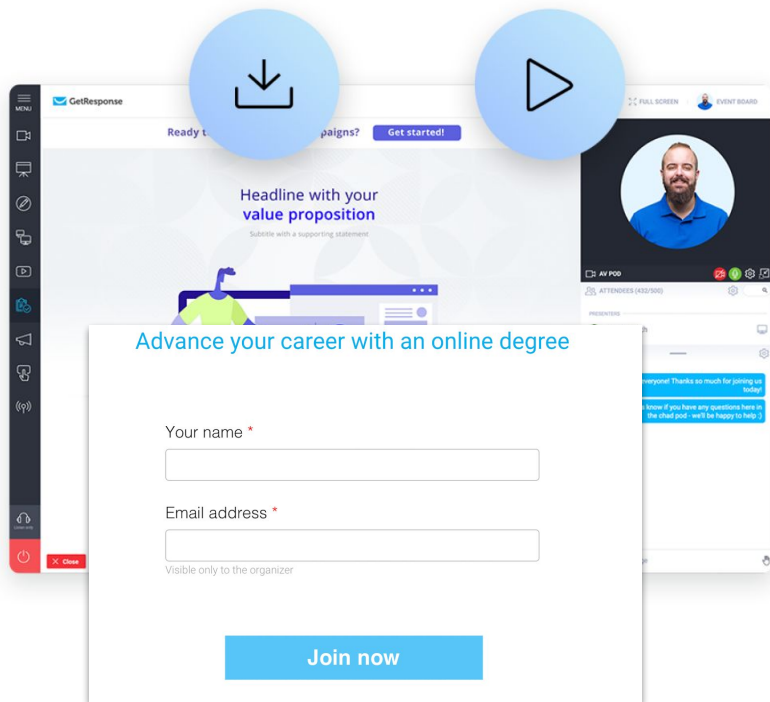
# Nurturing registrants and attendees

39

- **Follow up within 1 day**
  - Send different follow-up to registrants only and attendees
- **Develop drip email sequences**
- **Tag your registrants based on their interests**, and then segment them
- **Tag webinar attendees who apply** during or immediately after the webinar



# Keep generating interest after the webinar



- Create a **blog post** from the webinar Q&A
- Send traffic to your **gated, on-demand webinar**



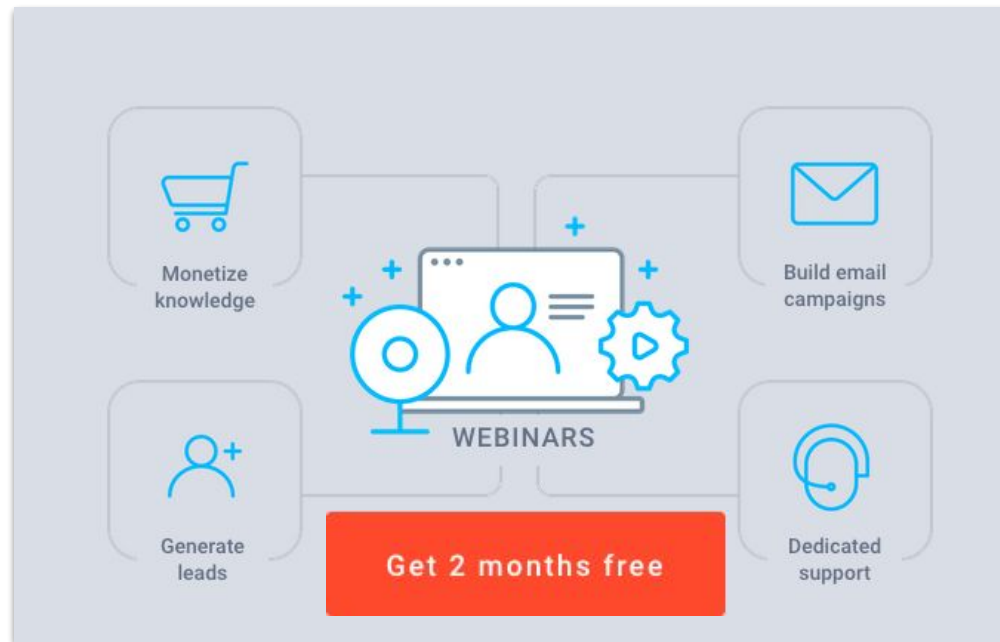
## To summarise

- **GetResponse Enterprise enables you to reach your target audiences effectively by tapping into the channels where your target audiences are**
- **The platform's functionality allows you to run webinars and marketing automation campaigns in one place**
- **Dedicated account management and support teams help you make the most of what's on offer**
- **Industry leading data compliance & flexible business terms**

#InThisTogether

## Let us help you weather the storm

- We're running a **two-months free** offer



# Thank you!



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