**I N D U S T R Y B R I E F**

# Education (K-12)



Students and parents hardly ever check their email on time, but they always check their phones. So it's not surprising that text messages are almost 5x more likely to be read. This is why more schools are turning to texting as their key channel for connecting with their students and parents. SMS Marketing Services goes beyond simple mass text announcements by offering industry-leading automation and engagement tools that will help schools communicate throughout the entire process – from registration and student engagement to parent communication and college placement.

## USE CASES



# 01

**Send Announcements**
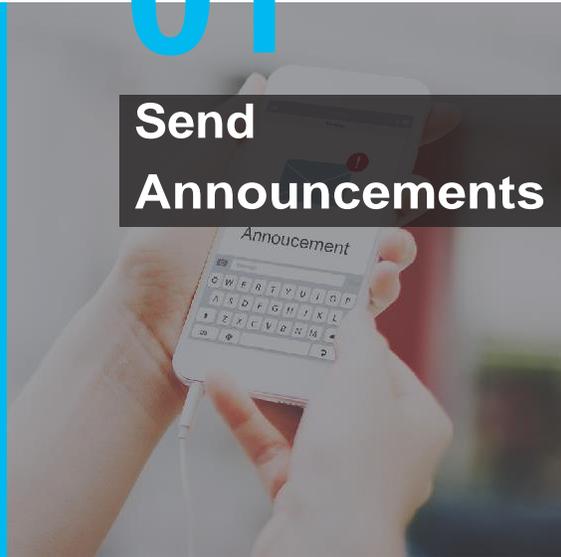
SMS Marketing Services offers a variety of ways to ensure your messages are seen.

- Text Alerts: Texting has a 98% read rate, so you can be sure to increase awareness of your programs and campus activities.

- MMS: Send picture messages via MMS, so you can send handouts and permission slips without worrying about them being lost.

- Omni-Channel: With SMS, email, social media, and voice notifications, you can be sure that your messages get through no matter the contact's channel preference.

# 02

**Answer Questions**
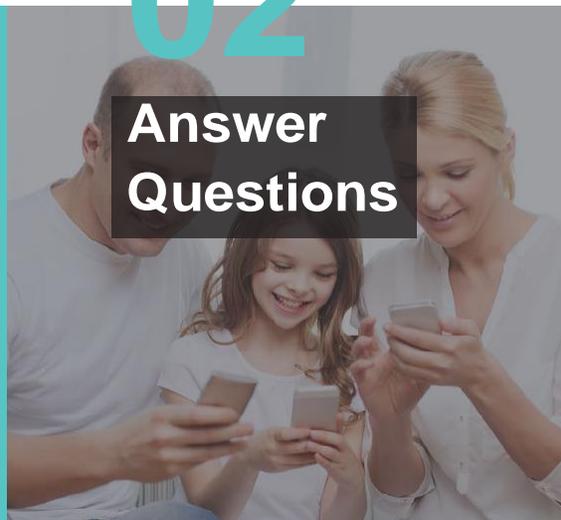
Being able to respond to student and parent questions quickly is paramount to ensure your school runs smoothly.

- Landline Texting: Faculty, administrators, and counselors can exchange text messages with students and parents using their existing phone number. This allows them to have text conversations with students without having to expose their personal phone number. Now, students can communicate with counselors quickly without having to play phone tag, or have their messages buried in email.

## USE CASES

## 03
### Get Students Prepared for College

It's vital to get students ready for college or trade schools. SMS automates simple tasks like sending reminders for application deadlines, and even more complex campaigns, like targeted scholarship offerings, saving your staff valuable time and energy. For example:

1. After a college fair, you can send a link to a form to learn more about the interests of those who attended.

2. Based on their response in the form, you can automatically send more information about your programs and course offerings that match their interests.

3. Then, schedule a follow-up message containing information about scholarships that are offered for that college or in that field, all automatically.

## 04
### Texting for Critical Situations
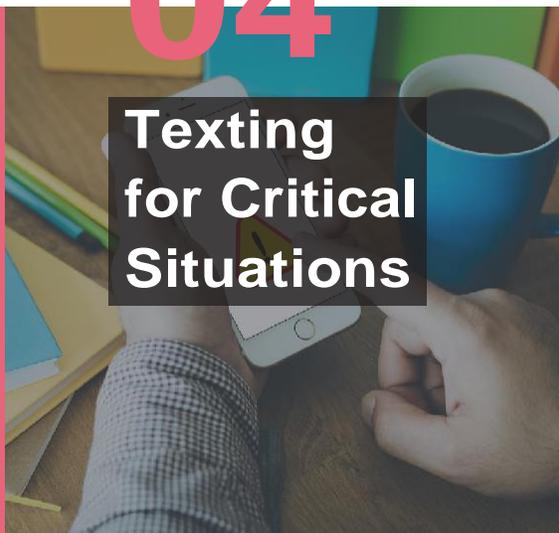
When a critical situation arises on campus, seconds matter. That's why texting is the best way to alert student, staff, and parents during events like dangerous weather or criminal activity.

- Yes/No: This offers a rapid way for students and staff to indicate whether they are safe or not. Your administration can then follow up with those who indicate they are in danger.

- Text Bot: SMS Marketing Services can also automate certain tasks, allowing you to focus on more demanding matters. (See example next page)

## USE CASES

### Intelligent Text Bot
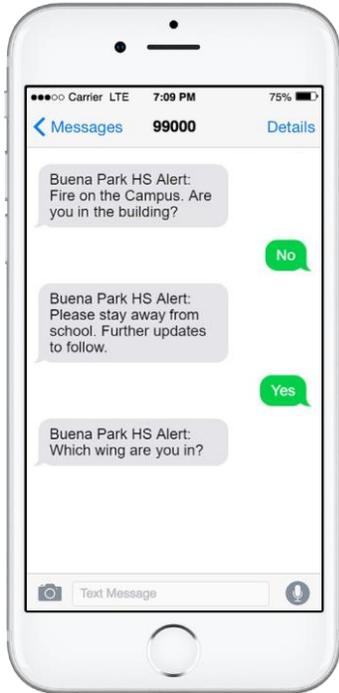
| | |
|---|---|
| **1** | Your administration would send an alert to students and staff, and ask if they're in the building: |
| **2** | For those who reply "No", they would automatically be told to stay away from school, and be sent updates. If they reply |
| **3** | Based on that answer, they would be sent the specific wing's evacuation route. |
| **4** | Replies would also be updated in our system instantly, so evacuation personnel can get a good idea where and roughly how many people are in need of help. |

Phone message screen (99000):

> Buena Park HS Alert: Fire on the Campus. Are you in the building?
>
> **No**
>
> Buena Park HS Alert: Please stay away from school. Further updates to follow.
>
> **Yes**
>
> Buena Park HS Alert: Which wing are you in?

# LIFECYCLE ENGAGEMENT

SMS Marketing Services allows you to communicate with students throughout every stage of their lifecycle with your school. For example:

**1**

Promote **mobile keywords** that enable students, parents, and faculty to sign up to receive alerts or more info like the cafeteria menu, event information, and school hours.

**2**

**Automatically sort** contacts by the kind of information they want to receive, so you send only relevant messages.

**3**

Send **automated reminders** for important dates like PTA meetings and big sporting events.

**4**

**Communicate** with parents about important milestones and during field trips to keep them informed.

**5**

Answer questions from student and parents by engaging in **two-way, landline texting** using your school's existing phone number.

**6**

Send **alerts during critical situations** like school closures due to inclement weather or criminal activity. Use our system to send texts (98% read rate), as well as email, social media, and voice broadcast so you reach 100%.

**7**

Send **links** to things like the syllabus or additional reading that augment the lesson plan. You can even **track whether or not** students click the link, and remind them to do so.

**8**

Send **pictures of lesson plans** or exam dates rather than handouts that almost instantly get lost after they leave the classroom.

**9**

Help college counselors by **automatically matching** students with alerts about universities that match their interests.

# UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.

**365-day**
**Technical Support**

**1-hour**
**Initial Response Time**

**9.5/10**
**Customer Service Rating**