



**YORKVILLE**  
UNIVERSITY

# Yorkville University

CASE STUDY



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“Everyone on the team is very dedicated, if you want an agency to get the work done at a high quality and on time, you won't regret choosing the MAC team.”

**Carrie L, Director of Performance Marketing**

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## The **Client**

Yorkville University is a Canadian educational institution. With three beautiful campuses in dynamic cities like Toronto and Vancouver, their mission is to deliver flexible, rigorous, and career-focused degrees to individuals on a purposeful path.

**MARKETING  
AUTOMATION  
CANADA**

## The Problem

As a growing name in the education industry, Yorkville University was facing a few different challenges in marketing. Firstly, they struggled to effectively leverage the data being gathered throughout the student lifecycle, from initial registration to the point of graduation, in order to personalize communications. Secondly, as a newer institution, they were focused on building their brand and differentiating themselves from competitors - which is no easy feat.

Unlike most corporations, universities tend to work in a decentralized structure of departments. For instance, the admissions and alumni teams would be in different departments dealing with the same student but at unique stages of the marketing funnel, often years apart.

In addition, processing leads takes significant manual effort in a university setting - meaning the respective departments have a heavy workload to keep up with the current day-to-day demands of their roles, let alone timely following up with each new lead. Due to the segmentation between teams, achieving alignment on marketing goals and objectives and cleaning up data to be usable would be challenging and tedious, with days of simply reviewing historical data. Making time for this type of initiative was proving to be a challenge.

Finally, there are 50+ Program Advisors at Yorkville University who behave like Lead Owners. Each Program Advisor has their own process and cadence of communicating with prospective students as they go through the process of being admitted into the program of their choice. This wide variability in process posed a challenge to consistently collect data and insights, which would be valuable to leverage for marketing efforts.

## The Solution

In order to achieve the ambitious purpose of reaching out to the students in the most effective and personalized way, Yorkville decided to ramp up their marketing ops team and started working with Marketing Automation Canada. The Marketo experts at MAC knew right from the beginning that this was a segmentation task and that using snippets in the automation platform would make the tedious process into a click-operated, effortless procedure to save years of editing and work.

As the name suggests, segmentation is achieved by dividing the entire Marketo database into permanent personas. Each persona can have its own snippets, or in Layman's terms, personalized messages, which can be attached to the emails simply by selecting the appropriate segment.

Snippets are reusable HTML components that can be embedded in emails or landing pages on Marketo in order to access the dynamic content feature that the platform has to offer.

## The **Solution** CON'T

MAC experts created 50+ snippets for the lead owners at Yorkville University. The architecture of the snippets was a work of diligence, and it took several hours to be completed. On a larger scale, MAC's harnessed power of automation saved Yorkville University the days, months, or even years of its ambition of reaching out to students in a personalized fashion.

Overall, the MAC team also conducted an internal audit within the marketing automation platform so they could recommend changes to optimize the database. An organized and decluttered database can allow for your campaigns to run smoothly, and the MAC team was able to smooth out any kinks in the database.

## The Outcome

Yorkville University and MAC kicked off on a great note with the implementation of pure logic from the books of automation and the undeniable creativity of the Marketo experts within the organization.

Simply after a month of relationship building and aligning the marketing processes with the client, the university was able to showcase a form of structure within its marketing initiatives. Through segmentation and snippets, Yorkville banked a lot of hours to spend on bigger, more time-consuming projects.

Apart from the significant increase in the number of leads interacting with the emails, landing pages, forms, and webinars, Yorkville University has been able to actively engage with the internal teams and share the data & reports across the departments for inducing transparency in the business development process.

Yorkville has been working with MAC on regular Calendly & Zoom-integrated webinars, Unbounce and Salesforce integrations and troubleshooting, Email Blasts, and various template updates for landing pages and forms. Even though the university has witnessed exponential growth in its marketing activities, MAC still believes that perfection is a moving target and that getting better at what we do each day is the name of the game.

## Milestones/Key Highlights

- With the growing usage of the automation tools in Marketo, Yorkville University was convinced that getting a system into place for creating efficient marketing campaigns and processes overall is an ulterior motive of MAC's experts.
- The outsourcing of the marketing initiatives from an internal team of Marketo users worked in the university's favor. MAC ensured a smooth transition of Yorkville University with the help of highly skilled Marketo users and the ability to understand the client's pain points.
- The Program Advisors at Yorkville have gained momentum by using their dynamic content to book Calendly meetings with their respective students. Personalization never gets outdated, and even though technology tries to make it all generic, at MAC, we believe in a unique blend of strategy & software to achieve above & beyond.

