

SPARKASSIST

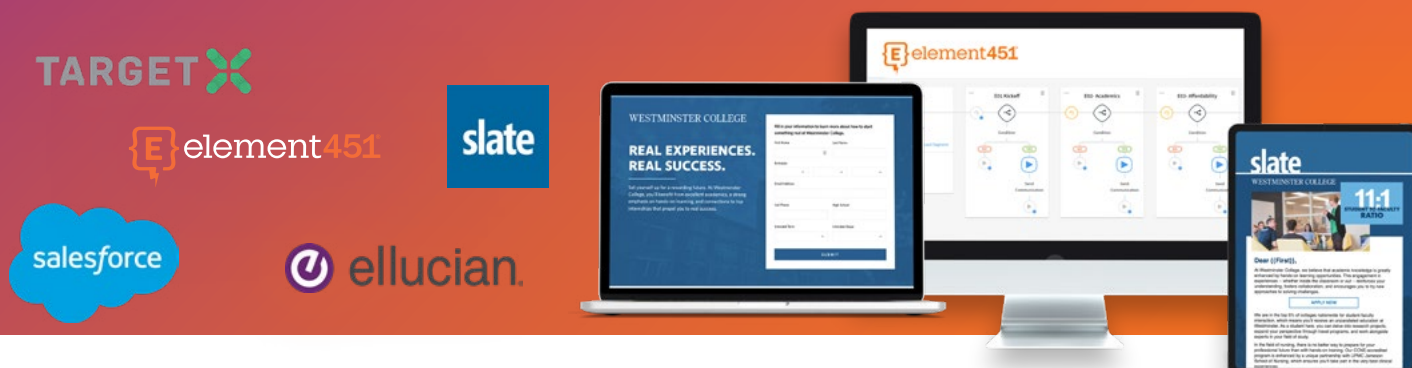
ENLIST THE SUPPORT YOU NEED TO GET THE MOST OUT OF YOUR CRM

Nearly every enrollment manager's desire to leverage the capabilities of their institution's CRM is at odds with the actual time and internal resources available.

Spark451's new SparkAssist service will help you tap into the full power of your CRM instance by picking up wherever you and your team leave off. We are well versed in all of the major platforms, including Slate, Salesforce/TargetX, Ellucian, Element451 and beyond, and we are prepared to develop a customized plan that meets your specific needs and budget.

Our experienced CRM administrators, content creators, and higher education marketing experts have the context, creativity, and technical expertise to deliver advanced solutions that will best support your goals.

Because we know every admissions office is different, we offer a wide variety of customizable subscription— and project-based models to ensure we're delivering as much—or as little—as needed to meet your team's specific needs.



UNLOCK YOUR CRM'S FULL CAPABILITIES

Expanded Capacity

Free up your team for important recruitment efforts, strategic communications, and relationship-building with prospective students, families, and influencers.

Increased Operational Efficiency

Make your system work harder for you in the long term by fully leveraging automation and workflows.

Flexible Subscriptions

Build a customized package with just the services that will support your goals. We can help you with a mix of specific tasks or skills, or we can handle the project for you from start to finish.

Extreme Personalization

Reach more students where they are with highly personalized communications that take full advantage of your platform's segmentation features. We can plan it, write it, and build it—whatever you need, we're here.

Compelling User Interfaces

Complement your existing brand and increase engagement through responsive, user-focused portals and email templates that are both on-brand and support your messaging needs. Take your content to new heights with professional imagery and motion graphics.

Expedited Timeline

Finish your projects faster, no matter where you are in the CRM implementation process.

SPARKASSIST: BUILD THE PACKAGE THAT FITS YOUR NEEDS

SparkAssist's flexible subscription model allows you to enlist experts who can deliver any combination of skills and services needed to enhance how you communicate with prospective students and utilize the powerful features of your CRM.

Start Planning



Communications and Campaigns

- Campaign creation
- Student search
- Graduate search
- Yield communications
- Non-traditional student search
- Dynamic content generation
- Snippets and Liquid Markup
- Communication and planning—storytelling
- Trigger-based messaging



Strategy and Analytics

- Predictive modeling
- Purchase modeling
- Persona modeling
- List building and lead generation
- Enrollment funnel reporting
- Digital media reporting and analysis
- Behavioral engagement analytics
- ROI tracking through UTM tracking



Data Architecture

- Custom queries and reports
- Configurable joins
- Integration support
- Data management
- Data audit and cleaning
- Data appending
- Parent record appending
- Ping implementation and optimization



Marketing

- Digital and social media campaigns
- Lead generation
- Landing pages
- Forms
- Student portals
- Digital brochures and viewbooks
- Slate print
- Video and photo shoots