



## Company Background

Nebraska Christian College (NCC) is an accredited bible college in Papillion, Nebraska. With students from at least 20 states, the college is committed to preparing its students for ministry work and programs.

## Target Market

NCC mainly targets their prospective students through the Internet; however, a large number of students are contacted through face-to-face, church-related events and programs. NCC attracts 15-20 percent of their students from a minority population.

## Business Challenge

Manual data entry and communication required too much time and money. To shorten their sales cycle and improve their marketing process, NCC wanted an online platform with the ability to mass communicate to a target audience, to provide data reports and analytics and to track marketing programs. Many software CRM services NCC examined were not easily adaptable for the university business model. NCC needed a solution that could be tailored to their specific needs as a small university.

## Solution

LeadMaster is completely customizable, which makes it an ideal fit for almost any organization. LeadMaster has clients from a variety of educational institutions, so tailoring the system to the needs of NCC was straightforward.

# Case Study



## Solution

LeadMaster offers marketing automation as an integral component of the LeadMaster Customer relationship Management (CRM) Solution, including functions like drip marketing, email marketing, surveys, newsletters, lead nurturing and tracking and ROI reporting for marketing campaigns. The email marketing, lead nurturing and drip marketing campaign functionalities allow clients to mass communicate to prospects with both consistency and efficiency.

LeadMaster's built-in analytics enable users to evaluate the effectiveness of the marketing campaigns. Clients can easily determine which campaign proved most successful.

## Results

LeadMaster's marketing automation solutions have allowed NCC to overcome their mass communication challenges, improving their marketing recruitment process, bettering their inquiry management and increasing their student prospect pool for next fall. Drip marketing and lead nurturing campaigns have filled their prospective student lists by communicating to potential students over a specified time period.

The report analytics allow NCC to evaluate their current communications messages and to better their decisions on how to market to future students. LeadMaster's workflow automation has saved time and money for the college, streamlining their sales cycle. In addition, NCC benefits from LeadMaster's service platform flexibility, as LeadMaster CRM experts implemented a solution that is completely customized to fit the college's needs.

# Case Study



## Summary

LeadMaster's marketing automation functions help customers like NCC to communicate efficiently to prospects through customized drip marketing and lead nurturing campaigns. Additionally, data and report analytics are key tools in evaluating which campaigns are most successful. These marketing functionalities have led to improved prospect communication and enhanced prospect tracking. The LeadMaster system was tailored to NCC's specific marketing needs, while remaining easy-to-use.