

Modernize Your Campus (SaaS ERP)

Net New ERP Competitive Takeout Campaign | Higher Education

ABM Program Goal

- Partner with sales to ACTIVATE and ACCELERATE Net New ERP pipeline from competitive install base

Target Audience:

- 1,343 Total viable market: competitor accounts in North America
- 637 Target Accounts: accounts that have time sensitive market vulnerabilities
- Personas: CFO, CIO, President/Provost, Registrar, VP of Enrollment

Approach:

- Partnered with sales to identify and segment "at risk" competitor accounts
- Began 'always on' account warming & nurturing via account-based platform
- Drove engagement through targeted campaigns, strategic sponsorships, webinars, and events
- Surfaced accounts showing 1st party intent; aligned efforts with SDR function for outreach
- Deployed account-based analytics and attribution to optimize/ improve impact on revenue

ONE TEAM Activation Framework

Target

- ICP/personas
- Segmentation to identify 'best fit' accounts (based on institution profile and field knowledge)
- IP tracking via Terminus

Engage

- Warm the accounts with digital 'always on'
- Engage them where they're at
- Drive them to our events/webinars

Activate

- 1st-party intent data
- Weekly 'Engagement Spike' Report
- Account-level insights pushed into Salesforce
- Sales tools & templates

Measure

- Customizable Tableau dashboards
- Attribution to inform buyer's journey
- Shared definition of success

ENGAGEMENT STRATEGY

STRATEGIC MESSAGING MATRIX

Competitive Campaign Messaging Matrix

HIGH-LEVEL CAMPAIGN THEME AND POSITIONING

Modernizing your campus. Maximizing your future.

Your institution is at a crossroads. With changing student preferences, expectations to do more with less, and your reputation on the line in this intensely competitive higher-ed marketplace, you have to get this right. Competitive solutions don't have the deep understanding of how higher-ed works or could work, and fail to integrate the user experience across campus systems. And when it comes down to it, they can't show you a vision for the future that aligns with your needs. At Ellucian, we enable an empowered campus featuring flexible deployment options along with a comprehensive solution set created to help you sustain and improve operations while engaging your constituents throughout the student lifecycle. Leverage our higher-ed expertise, adaptability and proven value to modernize your campus, improve efficiencies and make smarter decisions to drive greater institutional success. The choice is clear. It's time for Ellucian.

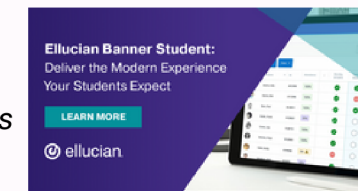


DEDICATED CAMPAIGN MICROSITE

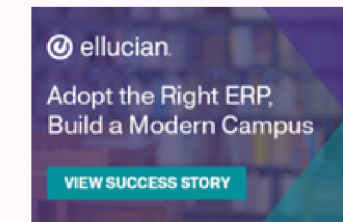


'ALWAYS ON' DIGITAL NURTURING

'High Intent' Solution Pages



Client Success Stories



BoF eBooks



STRATEGIC SPONSORSHIPS



INTEGRATED CAMPAIGNS

Analyst Webinars, Thought Leadership, Email nurture & SDR Outreach



VIP EVENT INVITATIONS & TARGETED MAILERS



RESULTS

ENGAGEMENT

- 1.75M ad impressions served
- 2,000 overall ad clicks
- 239 ad clicks to "high intent" pages
- 21k cumulative web visits
- 375% lift in engagement
- 614 webinar registrations
- 60 event session attendees

PIPELINE

- 61 opportunities created
- \$21M pipeline w/mktg influence
- 93% increase in product in net new YoY