Campaign Performance

Any keen higher education marketer will know the rules regarding online marketing have changed. University and college marketing departments now need to be able to easily create and quickly turn around digital campaigns, monitor their success (or failure) and interject in a timely manner if needed, measure results and ultimately increase conversion and student engagement.

Giving marketing and communications teams' full control over their online performance is the cornerstone of our platform.

The Terminalfour digital marketing & web content management solution is designed to support every stage of your campaign performance. Terminalfour has every aspect of your university or college's digital strategy covered; allowing you to do everything from A/B testing to delivering winning email marketing campaigns to creating powerful landing pages.

Terminalfour Campaign Toolkit

- Easy landing page creation
- Integrated emails, newsletter, surveys and polls
- A/B and multivariant testing to drive higher conversion
- Marketing automation to execute complex and ongoing campaigns
- Create highly versatile and accessible forms
- Multichannel publishing including social
- Marketing KPI Dashboards for real-time
- Student recruitment
- Alumni fundraising

Benefits

- Fully integrated and smarter marketing campaign performance
- Greater lead nurturing from website visits, forms and email
- More effective campaign management
- Improved conversions through campaign testing and adjustments