

CASE STUDY

HubSpot

CLIENT:  **AUM**
AMERICAN UNIVERSITY OF MALTA

SECTOR: EDUCATION

BACKGROUND STORY

When the American University of Malta (AUM) approached NEXA in Q1 of 2022, we were tasked to help them increase sales at a contentious time for the university. We began working with the client in June 2022 and at that time, the university had only attracted 100 physical students on campus.

Without understanding the Salesforce platform and related platforms, the university had struggled to properly manage, track and nurture leads. We also discovered that the website and other assets had not been managed well and some accesses to lead generation were missing.

OBJECTIVES

- Increase awareness of different courses and programs being offered undergraduate, graduate & English for Academic Purposes and their respective courses.
- Generate quality leads who were likely to initiate their university application process.
- Integrate all of the different tools used by the university to maximise their technical capabilities and their sales and marketing performance.

CHALLENGES

- The university wasn't able to use Salesforce correctly and they did not implement any new tools in order to capture, track and monitor leads and enrollments.
- The native integration between Salesforce and Hubspot only allows data from the Opportunity object in Salesforce to sync with Hubspot; however within the client's Salesforce setup, the Opportunity object was not being used and instead their admissions process and payment were being tracked with the applications object

SOLUTIONS

- We connected with AUM's Salesforce support team to have certain fields, including Application Status (equivalent to Opportunity Stage/Deal Stage in HubSpot) mapped within their Leads object to identify leads who have started their application process and how far along in their application process they were.
- We were able to also sync this information back to Hubspot to be able to track conversions in the account.

RESULTS

1,173

leads were generated within 2 months of the campaigning

38%

from the leads generated went on to start the application process

22.5%

out of the prospects who initiated the application form process were in the final stages of their enrolment