

**For Global
Education
Offices**

ENGAGE

Terra Dotta Engage helps global education offices strengthen the student experience with personalized, automated communications.

Explore Engage

PERSONALIZE THE STUDENT EXPERIENCE

- ▶ Connect with students earlier in their global journey with customized communications through multiple channels
- ▶ Students can match their interests, ideal locations, major, and more, with your currently offered programs
- ▶ Students can view upcoming events hosted by your office and RSVP to attend
- ▶ Manage all program information with thorough and shareable reports

REPORT ON OUTCOMES

- ▶ Report on campaign performance such as opened messages, clicked links, and more so you know what's working and where to improve
- ▶ Observe audience growth and engagement on a customized level, from overall campaigns to individual student interactions
- ▶ Access reports and analytics for event registration and attendance
- ▶ Monitor student progress as they move step-by-step through their decision-making journey

AUTOMATE YOUR PRE-ADVISING CAPABILITIES

- ▶ Build communications with simple drag-and-drop tools and schedule them ahead of time
- ▶ Create individual communication blasts or build dynamic sequences with multiple touchpoints
- ▶ Launch preconfigured templates for quick access or customize communications from scratch
- ▶ Automatically add students to new lists as they engage with communications
- ▶ Create a full calendar of events such as on-campus fairs including locations, tie in current programs, create event brochures, and publish them to students
- ▶ Target specific students based on age, year, interests, and more

Learn how Engage can become the communications hub for your global education office.

Visit www.terradotta.com or email us today at info@terradotta.com to learn more.

