



Combating Early Student Drop-Off with Conversational SMS Journeys in Marketing Cloud



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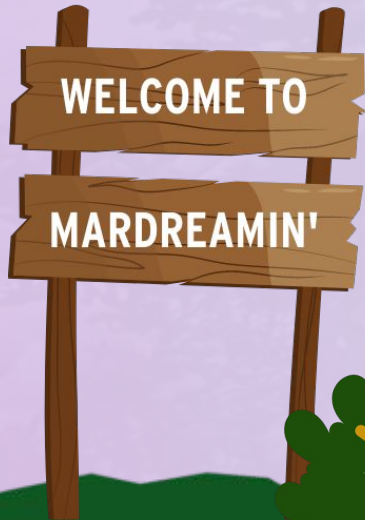
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Agenda

- Key Engagement Challenges
- Journey Objectives
- Solution execution
- Results
- Future Optimisation Opportunities



Campaign Goals

Creating Connection

Providing Motivation

Combating withdrawal

Providing feedback/support



Key Engagement Challenges



Key engagement challenges

- Sense of Belonging
- Adjusting to New Environments
- Self-Motivation and Discipline
- Understanding Expectations
- Time Management
- Access to Resources
- Communication Overload
- Technology Adaptation



Journey Objectives



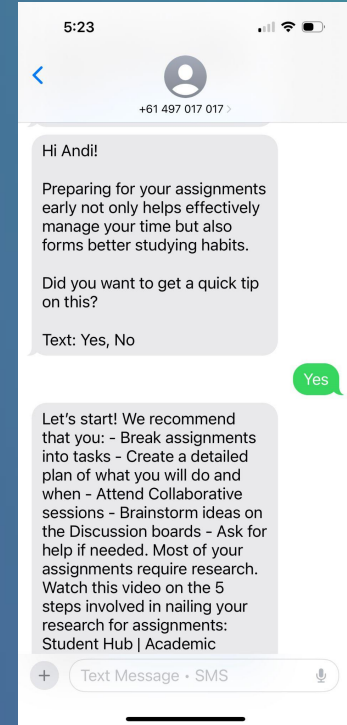
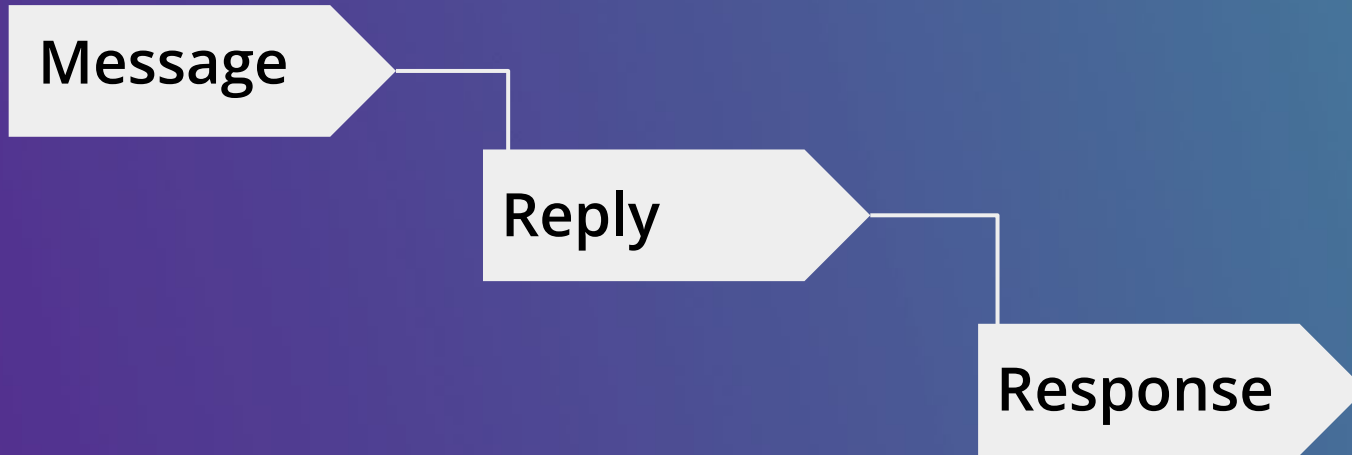
Journey objectives

- Reach students where they are
- Foster a sense of community
- Provide multiple touchpoints
- Highlight the students who are not engaged or struggling
- Collect data over time

Solution Execution



How Conversational SMS Works



Solution Execution - Components

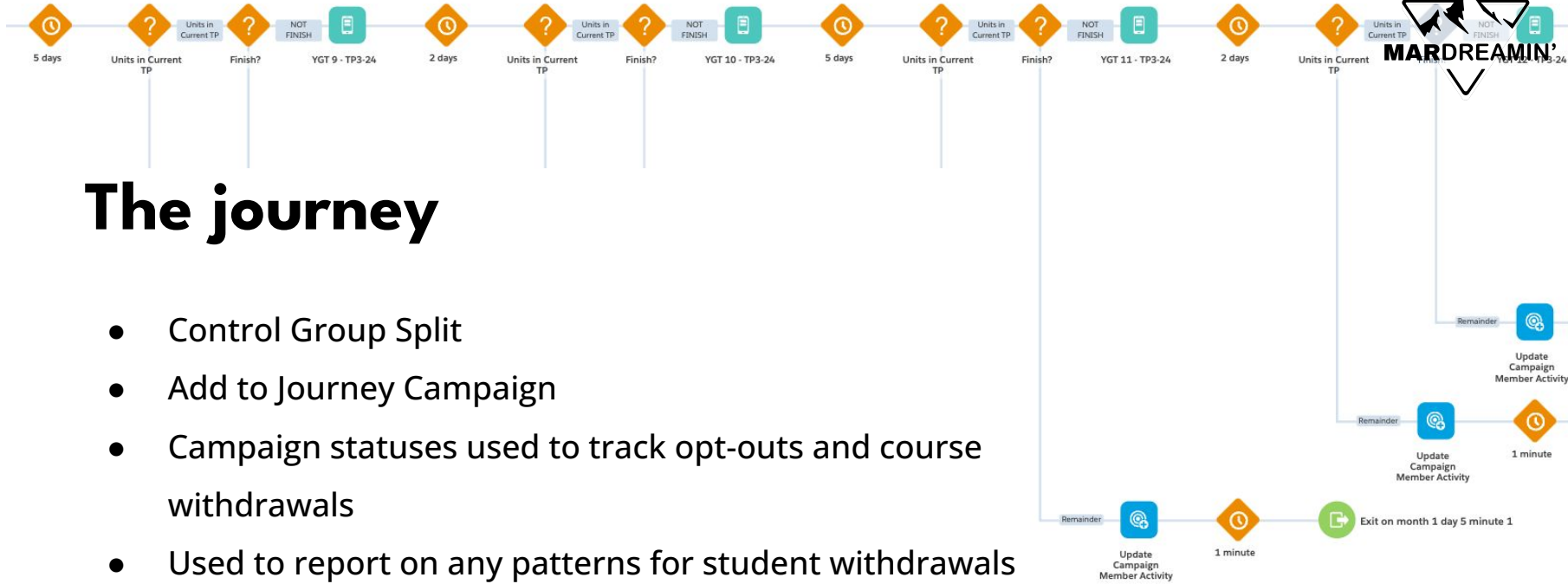
SFMC

- Multiple Data Extensions: Entry, Control Group, Reply variations
- The Journey
- SMS Content
- Next keywords with 24 hour response windows enabled
- AMPScript
- SQL

CRM

- Salesforce Campaign
- Team Actions (Cases) for Student Advisors
- Tasks
- Salesforce Reports on student responses



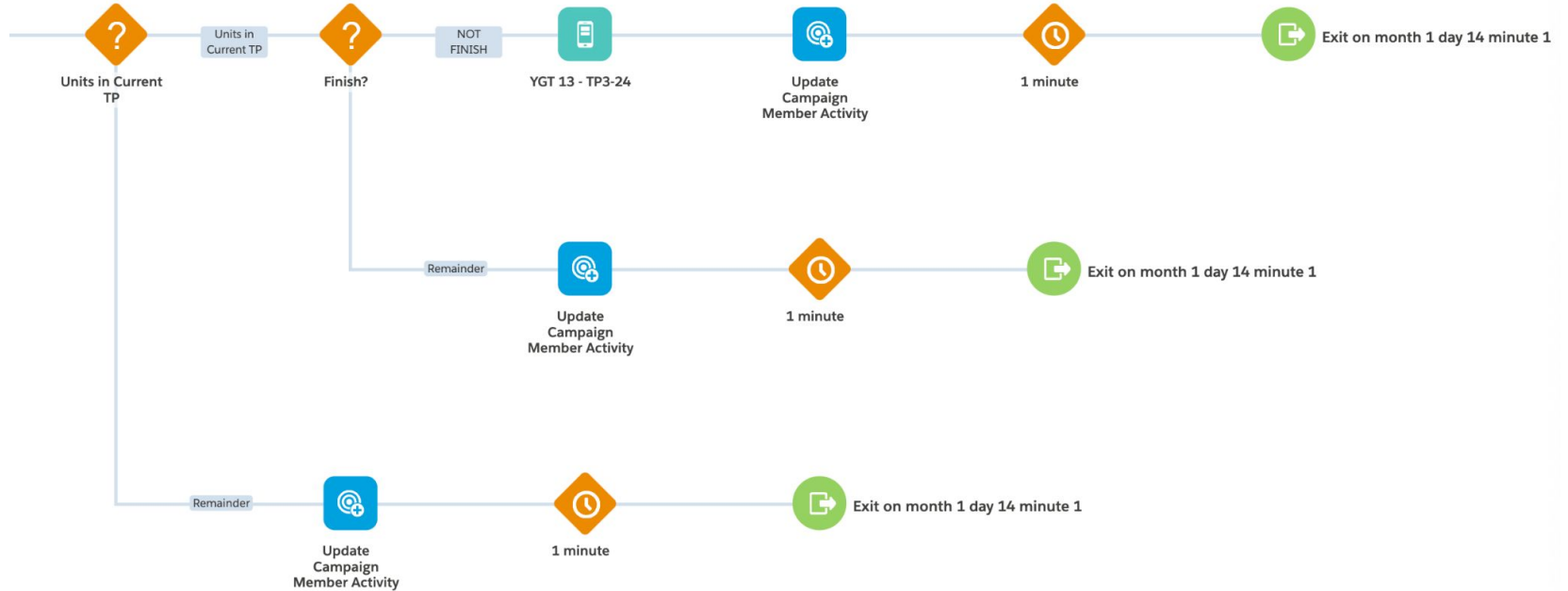


The journey

- Control Group Split
- Add to Journey Campaign
- Campaign statuses used to track opt-outs and course withdrawals
- Used to report on any patterns for student withdrawals
- Compared the results with the control group

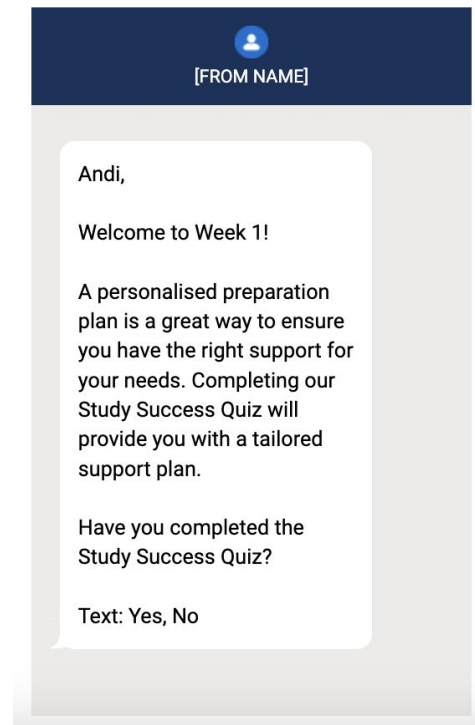


The journey



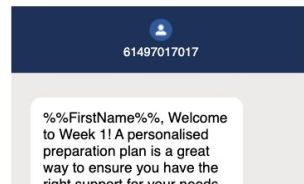
Solution Execution - Outgoing Message

- Content Builder
- SMS content of plain text and AMPscript
- Each message includes a CTA
- SMS response window
- Next



Solution Execution - Next Keyword

YGT 3 - TP3-24



MESSAGE PROPERTIES

Message Name: YGT 3 - TP3-24

Code: 61497017017

[Show More](#)

* Message Configuration

Short/Long Code **61497017017**

From Name **AU 61497017017**

Delivery Options

Subscriber Opt-In: **Subscribe all contacts to a keyword**

Keyword: **SMSYGT**

Blackout Type: **Do not use send blackout window**

Advanced Options

Next Keyword: **YGT_REPLY_3**



Solution Execution - Response DE

- AMPscript in each Next Keyword response
 - Cleans up text
 - Classifies the response
 - Creates a Task
 - Upserts into a Master Conversation DE
 - Retrieves the corresponding message
 - Sends only the reply message

YGT_REPLY_3

Summary

TEMPLATE TYPE	SHORT/LONG CODE
Text Response	61497017017
KEYWORD	NEXT KEYWORD
YGT_REPLY_3	SMS_YGT_ALREADY_REPLIED_1

Message

EXTERNAL SOURCE

Text 'YGT_REPLY_3' to 61497017017.

OUTBOUND RESPONSE

```
%%[
SET @IncomingReply = [MSG(0),NOUNS]
```

```
SET @trimresponse = trim(@IncomingReply)
SET @reply = lowercase(@trimresponse)
```

```
SET @msgkey = 'OtherMsg'
```

```
IF (@reply == 'finish') THEN
SET @msgkey = 'FINISH'
ENDIF
```

```
IF (@reply == 'o' OR @reply == 'O') THEN
SET @msgkey = 'Yes'
ENDIF
```

```
/* Check for "Yes" response */
SET @pattern_yes = "(?i)\b(yes|yealy|yeah|yep|sometimes|yes please|es|yes
lol|sure(?:ly)?|b|sure thing|yes?!|["'wly]"'w))\b"
SET @reply_yes = RegExMatch(@reply, @pattern_yes, 0)
IF @reply_yes != "" THEN
SET @msgkey = 'Yes'
ENDIF
```

```
/* Check for "No" response */
SET @pattern_no = "(?i)\b(noin|nup|nah|nain|nope|not vet|not sure|notvet|notsure|in|vet)
```

Salesforce Campaign Usage

Multiple campaigns are used:

- One captures message sent and the reply received
- One tracks journey statistics



Results



Student Retention

72% student retention to census for those in the journey, only 38% of the control group (not in journey) retained to census.



Student Feedback

receive valuable feedback



A survey provided at the end of the program indicates that students:

- Felt like someone was looking out for them and easy to reach out to student advisors
- Found it encouraging to have regular outreach
- Benefitted from the links to specialized resources in the student hub
- Enjoyed timely tips on what to do at particular milestones, for example if they needed to ask for an extension at the time their first assignment was due



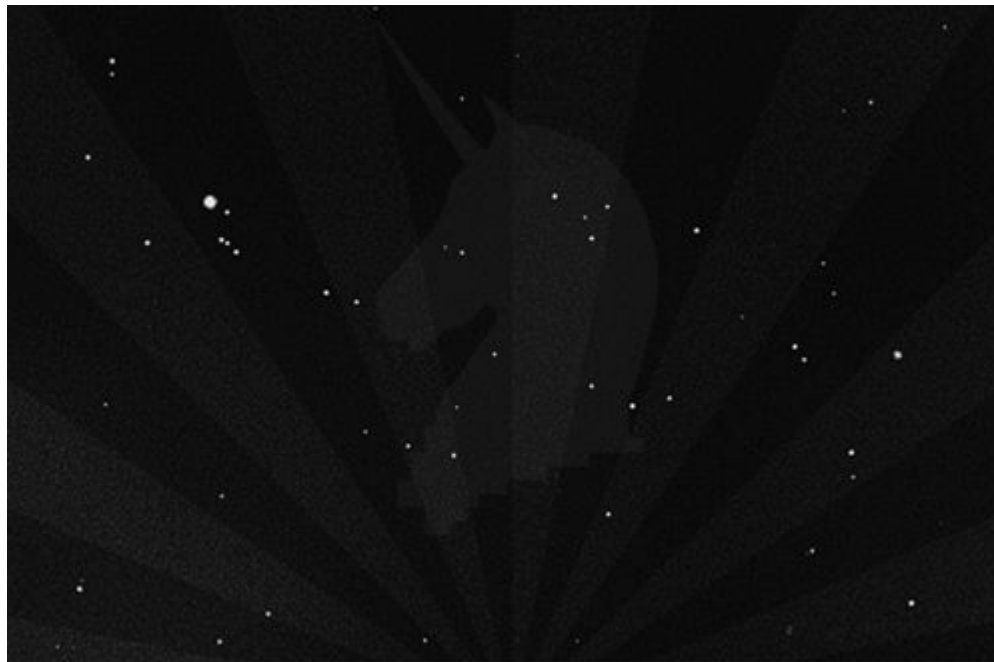
Optimization and Expansion



Optimisation/Expansion

Future improvements to journey will include:

- Add email/interactive content
- Send time optimisation
- Path optimizer
- Using path splits to see which SMS gets better responses



In Summary

- Conversational SMS helps provide personalized support
- Uses a combination of Marketing Cloud Engagement and Sales Cloud
- The results show a significantly higher student retention rate



Connect with us

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Thank You!

