

A group of people sitting on a bench, holding smartphones and coffee cups, with a green overlay. The image is semi-transparent, showing the people and their actions through a green tint. The people are sitting on a brick-paved surface. The text 'New User Training' is centered over the image in a white, sans-serif font.

New User Training

Are you ready to talk texting?

A photograph of two men in a meeting, overlaid with a teal tint. One man is on the left, wearing a striped shirt, and the other is on the right, wearing a light-colored shirt. They are sitting at a table with a white mug and a smartphone. The background is a blurred office setting.

Today's discussion

- > Brief Introductions
- > Considerations for Texting
- > Texting Etiquette
- > Overview of Features
- > Sample Text Messages
- > Q&A Throughout

- > Cadence Texting Platform built exclusively for higher education
- > Mongoose provides best practices guidance
- > Client love defines our success

mongoose
cadence

Introductions



That's me!



Mike Kochczynski

Client Success Lead

Email: mike@mongooseresearch.com

Text/call: 716.228.4780


A person is sitting at a desk, working on a laptop. The image is heavily overlaid with a teal color, making the details somewhat muted. The person's hands are visible on the laptop keyboard. There are several sheets of paper scattered around the laptop. The overall scene suggests a professional or academic setting.


Successful Texting

Timing Considerations

- Send texts at appropriate times of the day
- Mongoose “quiet hours” prevent overnight disruptions between 10 pm - 6 am YOUR timezone

Checklist

 **Recipients** - 6,679

 **Delivery Duration** - 2h 16m (now - 11:45 pm) ⓘ
Message sending is not allowed between 10:00 pm and 6:00 am to prevent disturbing recipients overnight. 🙊

Data

- Make sure data being imported into Mongoose is accurate and up-to-date
- Update segments and custom fields as needed

Targeted Outreach

- Messages that appear to be intentional and targeted will have a better response than general messages.

Happy New Year!!!



vs.

Hi Ashley, your financial aid form is due this Friday. Do you have any questions?



Confidentiality

- X Send confidential documents
- X Solicit confidential documents

Protect the Medium

- X Use texting as your only form of communication

General Tips

- > Identify yourself
- > Address students directly
- > Strike the right tone
- > Avoid robotic language
- > Ask questions to prompt action
- > Have a goal and a focus
- > Be concise
- > Build trust with your students
- > Be ready to respond
- > Have fun – show your excitement!

General Tips

Text Like a
Human
Being

Hi John, this is your counselor, Marie.
I see you have not registered for Spring
semester yet. Do you have any questions
about registration?

- ✓ Personal
- ✓ Concise
- ✓ Relevant
- ✓ Timely
- ✓ Actionable

Sample Text Messages:

The Good, the Bad, and the Ugly

Example 1

Hi John, this is Shannon from Mongoose University. You qualified for the MHS endowed scholarship, however I don't see a scholarship application on file. Are you still interested?



Yes Shannon I definitely am. I thought I had completed the scholarship application, though. I will look into it and get back to you as soon as possible. What do I need to apply for it?

Awesome news! The scholarship application can be found at www.mongoose.edu/scholarships



Example 2

Emily, Happy New Year from Mongoose University! As you make your resolutions, consider becoming more involved with MU! To help jumpstart your planning, we emailed you a calendar with special dates highlighted. If you didn't receive it, please text us back with your preferred email address.



LOL! I'm on your Alumni Board...

Example 3

HEY! Thanks for registering for #MUOH18!
Please review list of current attendees at
<http://bit.ly/3pj98FM> and encourage your classmates
and friends to register today! 🎉 🍂 🏈 🍺 😁 ❤️



No intro



Shortened link



Too many emojis



Hashtag

Who are you and what is #MUOH18?

The True Test

Example 1

Hello Julie, my name is Amanda Torrelli and I'm the campus visit coordinator at MU. I see that you're scheduled to come in tomorrow at 10 am. Please park in lot B (right in front of the admissions building). Let me know if you have any questions.



vs.

MU ADMISSIONS: Important information for your visit to MU tomorrow at 10 am. Parking is available in lot B, in front of the admissions building.



Example 2

Greetings, Kelli. On behalf of faculty and staff at Mongoose University, I offer my sincerest congratulations on your acceptance. Official acceptance letter to follow. Sincerely, Derek Brown.



vs.

Hi Kelli. Acceptance letters are being printed and will be mailed tomorrow, but I wanted to be the first to tell you - you have been accepted to MU!
Congratulations 🙌 - Derek Brown



Example 3

Cooper - financial aid award letters were sent out.
I'm available to answer any questions you may have.



vs.

Good afternoon, Cooper. Did you get your financial aid award letter? What are the biggest questions that you or your family have? - Andrew Fox, Admissions



A teal-tinted photograph of a collaborative workspace. In the foreground, a person's hands are seen writing on a notepad. To the right, a laptop is open, displaying a dashboard with various charts and graphs. Another person's hand is visible near the laptop, possibly pointing at the screen. The desk is cluttered with various items including a white mug, a smartphone, a pen, and some papers. The overall scene suggests a busy, productive office environment.

Let's Check Out Cadence!

A person is sitting at a desk, working on a laptop. The desk is cluttered with various papers, including a spiral-bound notebook and several loose sheets. The person's hands are visible, one near the laptop and the other near the papers. The entire scene is overlaid with a semi-transparent teal filter. The text "Let's Talk About You!" is centered in the middle of the image in a white, bold, sans-serif font.

Let's Talk About You!

A photograph of two men in a meeting, overlaid with a teal color. The man on the left is wearing a striped shirt and is looking towards the man on the right. The man on the right is wearing a light blue shirt and is holding a pen and a smartphone. There are papers and a white mug on the table in front of them. The text "Any Final Questions?" is written in white on the teal background.

Any Final Questions?

Resources

- > **Mongoose Cadence In-Product Training**
 - o <https://sms.mongooseresearch.com/>
- > **Mongoose Knowledge Base**
 - o help.mongooseresearch.com
- > **Mongoose Website & Blog**
 - o mongooseresearch.com/
- > **Contact Your Client Success Lead (Mike)**
 - o mike@mongooseresearch.com
 - o (716) 228-4780
- > **Contact the Support Team**
 - o support@mongooseresearch.com



Thank You and Happy Texting!