

 Cadence Texting Platform built exclusively for higher education

- Mongoose provides best practices guidance
- > Client love defines our success



Introductions



That's me!

Mike Kochczynski

Client Success Lead

Email: mike@mongooseresearch.com

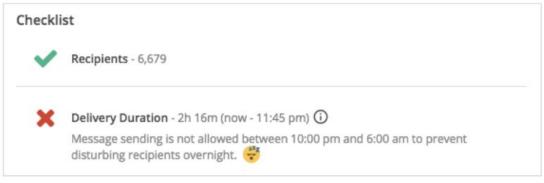
Text/call: 716.228.4780

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



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.

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

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



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...



No intro



Shortened link



Too many emojis



Hashtag

Who are you and what is #MUOH18?

The True Test

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.



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



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





Let's Talk About You!



Resources

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

