Email Marketing Services for Brunel University

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| Service Name | Description |
| Lead Nurturing Campaigns | Keep prospective students engaged with timely, helpful emails after they show interest or start an application. |
| Course-Specific Drip Sequences | Send automated email series based on course interest—highlighting curriculum, faculty, success stories, and how to apply. |
| Open Day & Webinar Invitations | Promote events with personalized invites, automated reminders, and follow-ups to boost attendance and engagement. |
| Email List Segmentation | Target undergrads, postgrads, international students, and parents separately for more relevant and effective communication. |
| Behavior-Based Triggers | Send emails based on user actions—like abandoned forms or page visits—to re-engage and guide them forward. |
| Alumni & Donor Campaigns | Maintain strong alumni relations and fundraising efforts with personalized email storytelling and donation calls-to-action. |
| Newsletter Creation & Management | Keep your audience informed with beautifully designed monthly newsletters covering news, achievements, events, and updates. |
| Performance Tracking & Optimization | Get detailed reports on open rates, clicks, and conversions—and continuously improve emails for better results. |
| Design & Content Support | We design engaging templates and write compelling email content tailored to Brunel’s tone and academic audience. |