

# Reach Your Audience: Setting Up for Communication Success



## Presenters

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# Amanda

- + **Senior Slate Strategist, Communications**
- + **Former campus admissions leader + Slate power user**
- + **The Competitive and Strong Mentor**





## Presenters

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# Monica (Mo)

- + **Slate Portals Strategist**
- + **Former admission communications specialist + Slate power user**
- + **The Caring and Creative Searcher**



# + today's agenda

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1. Inquiry Forms (RFI)
2. Email Deliverability
3. Accessibility
4. Questions + Answers



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**Learn More...But about what?**

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## Today's Mantra

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The request for information headline should **communicate the value** of submitting the form. Show your lead how **you'll deliver** on what you promised.

Home / Undergraduate Admission

Underscore Higher Ed [Logout](#)

## All those other interest forms are mid.

But we know you're not. You're wicked smart. We want to hear more about that. Simply click the button below and we can put the *story* in *history*.

We're here to hear you share and even brag, too. Do you have a few extra minutes?

- Yes
- No

Would you like an occasional text message from us? If you select Yes, we'll opt you in.

- Yes
- No

When do you think you'll be starting college?

What's something you might want to study? You can always change your mind!

When you are all set, click the button below. Thanks for sharing with us!

**NO reCAPTCHA NEEDED. WE KNOW YOU ARE A COOL HUMAN.**

## Share Your Story with Us

Share...Connect...Engage...We want to know you.....Take one minute to tell us more...

Up Next...

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What happens after a  
prospective student submits  
your RFI?



## Slate Strengths

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- Form Communications - Pre-populating Forms Article
  - Segmented content specific to their record data and response
  - Behavior driven follow-up
    - Ping Query Suitcase ID (uses Message Track to see which specific links in a single email were clicked by who):  
ec8c74f4-388f-42f6-a890-7a06f0dc3755:usr
- Recruitment Strategy
  - Slate Reports
  - Collecting additional information
- One on One Connection
  - Continue collecting information...and use it!

How can we ensure students are receiving our communications?

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# Sender Reputation & Slate

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## What does Slate as an email service provider do to ensure a high sender reputation?

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- DKIM (DomainKeys Identified Mail) Capabilities
- Bounce Management & Suppression Lists
- Prompt Opt Out Functionality




## Email Deliverability

If you are experiencing difficulties sending messages to a specific email address, enter that address below.

Email

**Validate**

### Recent Activity (past week)

Timestamp	Event	Detail	Category
01/11/2023 03:35:45 PM	delivered	250 2.0.0 OK 1673469345 t36-20020a056a0013a400b0056e4c95266bsi17368549pfg.77 - gsmtip	bulk <a href="#">Display</a>
01/11/2023 03:35:43 PM	processed		bulk <a href="#">Display</a>
01/10/2023 02:48:26 PM	processed		bulk <a href="#">Display</a>
01/10/2023 02:48:26 PM	delivered	250 2.0.0 OK 1673380106 bh13-20020a05690c038d00b003bbf0c68accsi14829908ywb.54 - gsmtip	bulk <a href="#">Display</a>
01/10/2023 01:20:44 PM	delivered	250 2.0.0 OK 1673374843 6-20020ad45b86000000b004bbe7186fa2si6345643qvp.296 - gsmtip	bulk <a href="#">Display</a>
01/10/2023 01:20:41 PM	processed		bulk <a href="#">Display</a>

### Suppression Lists

Timestamp	Type	Status	Reason
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## Sender Reputation Data

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# 90%

Typically  
Technolutions  
IP addresses  
are in the upper  
**90th percentile**

Industry-wide  
sender  
reputations are  
in the 70-80%  
range

# Sender Reputation

- + WHAT CAUSES LOW SENDER REPUTATION?
  - + High numbers of spam complaints
  - + High hard bounce rates
  - + Poor data hygiene
  - + Lack of positive email engagement (clicks & opens)



## How can you better maintain your Slate data & record populations?

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- Keep up with Consolidate Records
- Create Audit Queries
  - Message Status and Message Status Detail
- Utilize the Email Deliverability tool

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# Accessibility Compliance

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## Why Care About Accessibility?





# Message Groups

slate  Amanda Johnson  Search... 

Database

message groups

Communications

Message Groups

**Edit Record in Message Groups** Prev [Next](#) X

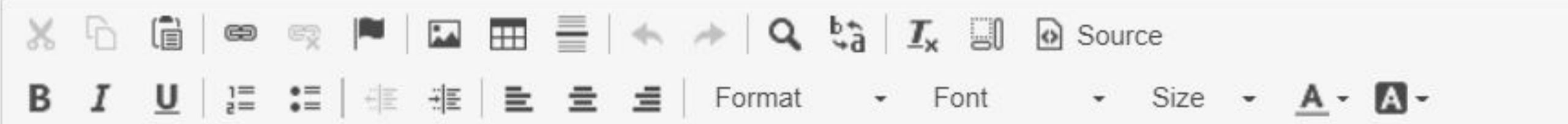
Status:

Folder:

Name:

Unsubscribe Name:

Unsubscribe Message: 





**Carnegie** <info@carnegiehighered.com> [Unsubscribe](#)  
to nporcella

1:23 PM (1 minute ago)



Příliš zluťoučký kůň úpěl d'ábelské ódy.

This email was sent to by "Carnegie" <[info@carnegiehighered.com](mailto:info@carnegiehighered.com)>. [Unsubscribe](#) from Carnegie, 220 North Ames Street, Matthews, NC 28105.

## Form Labels

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### Institution Name

### CEEB

### Slate URL

### Activation Password

# Input Types

## Edit Field

Status

Type

Label

**B** ***I*** **U** ~~**S**~~ | | | | Source

What's the best phone number to reach you?

Hide Label

Placeholder Text

System Field

Export Key

Data Type

**What's the best phone number to reach you?**

LOL NOPE

**What's the best phone number to reach you?**

+1 800-800-8000



# `<title>Accessibility and Code</title>`

- Title
- Language
- Presentation Roles
- Alt Text
- Line Height

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# Questions + Answers

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**Thank You!**



[CarnegieHigherEd.com](https://CarnegieHigherEd.com)

## Resources

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### Dive Deeper

Start with understanding the [Email Deliverability Tool](#)

### Learn More

[The Anatomy of a Higher Ed Landing Page \(That Converts\)](#)

### Explore

[Partner with Carnegie](#)



# Call in the Slate experts

Consulting on all aspects of Slate—we're here to help!

## + SLATE & COLLEXPRESS

Underscore can assist with setting up this important integration piece for your lead generation tracking and reporting. With custom source formats and data mapping, ensure all the data is in the right place for every student.

## + SLATE & DIGITAL

Whether embedding inquiry forms on landing pages or building out data feeds to load digital ad conversions, Underscore can provide the guidance to collect all the relevant data you need in your Slate instance.

## + APP TRACKING

The ultimate goal of any campaign is enrolled students. With Slate, and our technical experts, we can ensure we are tracking full application conversions to show true ROI with your digital and other marketing efforts.

## + SLATE TRAINING + WORKSHOPS

Underscore follows the Technolutions Implementation Road Map and will train your team to maintain your instance. We also provide on-campus and virtual workshops before, during and after an implementation - really we're here for you at any time!

## + PORTAL DEVELOPMENT

Our Slate innovators can build out user-friendly portals and other features of Slate to ensure your students experience all the benefits of your instance.

## + IMPLEMENTATION

We're here to help with new implementations or re-implementations; getting it right the first time or reinvesting in an optimized set-up - we'll help you maximize your CRM investment.