

# HubSpot + Lupo Digital for RTO's



# Today's RTO Solution Team



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# Agenda

- 1 RTO Challenges
- 2 Why HubSpot + Lupo ?
- 3 Integrating LMS + SMS platforms with HubSpot + Lupo
- 4 Customer Impact



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# RTO Challenges





## RTO's Pain Points

- More Students
- Nurturing Alumni and the database for more sales



## Target Solution Key Objectives

- To convert people at the beginning stages of the customer or student decision making process, your website first needs to attract those people. This requires having content – in the form of webpages and strategically written blogs – addressing the specific challenges, and more...
- Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost. A lead nurturing programme plots a series of communications against a tailored customer or student buyer journey.





## RTO's Pain Points

- Integrating technology stack
- Customising CRM and Sales systems



## Target Solution Key Objectives

- Integrating your marketing automation system with your website, buyer journey and CRM system allows you to track leads' online behaviour and respond accordingly.
- Your CRM system is a platform for managing sales leads, and as such it should only contain qualified leads and should focus on managing customer relationships. Customising your platform help you tailor you needs to your specific business requirements.



# RTO's in Australia by Numbers

4,500

Total colleges and universities in the Australia.

259 Closures

In 2018 we had a massive 259 RTO registrations cancelled, that is a staggering 1263% increase on the 2014 figures.

\$85B

How much Higher Education spends on technology globally



**RTO's need deeper insights into  
the student's real journey**





Prospect → Inquiry → Applicant → Admissions → Student



Marketing

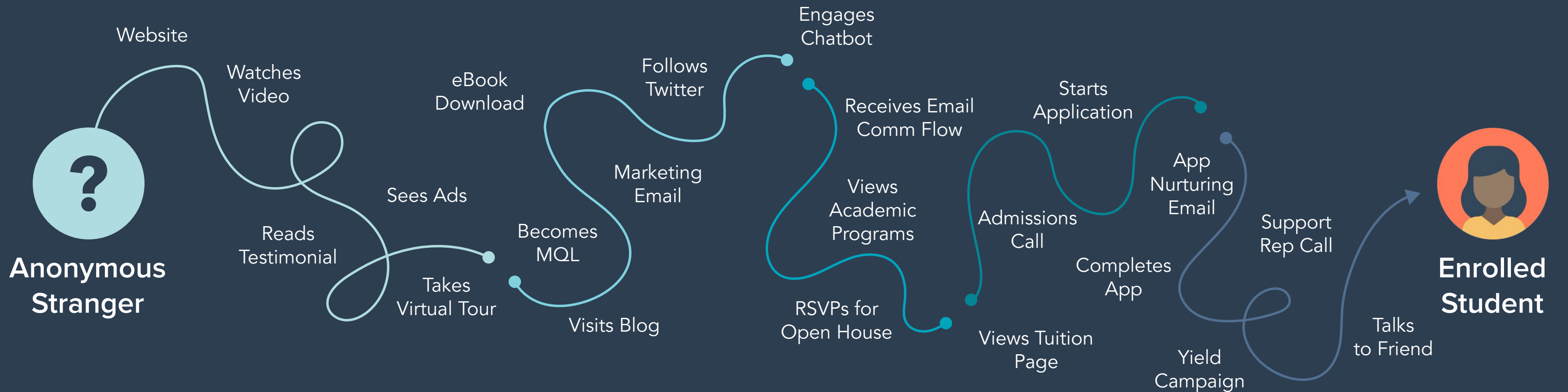
Enrollment Management

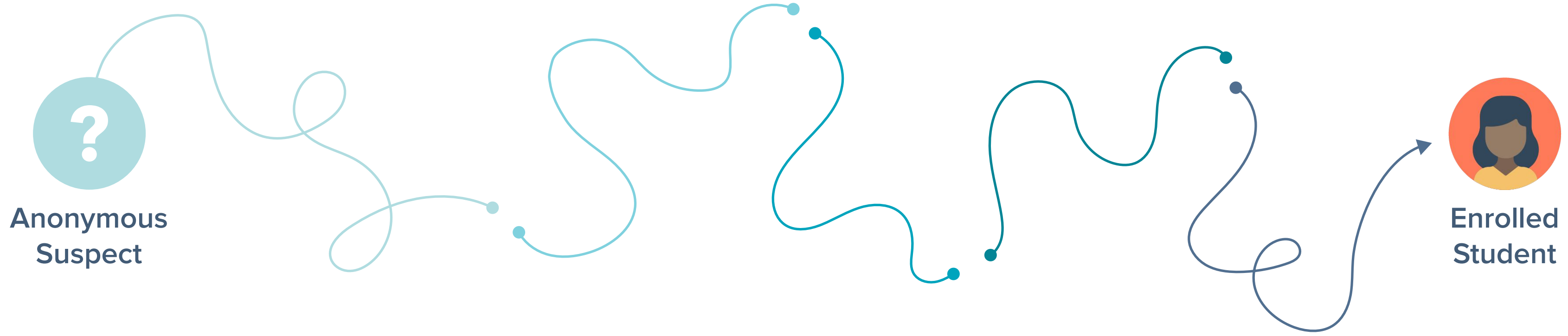


Diagram 1



Diagram 2





Content

Messaging

Automation

Reporting

Data



Every admissions department has an application tool.

## Enrollment Management



For example



...But not one of those tools can do it all.



Content



Messaging



Automation



Reporting



Data



# Marketing + Admissions Technology Stack

## Siloed Tools

Make it harder to align

## Context-Switching

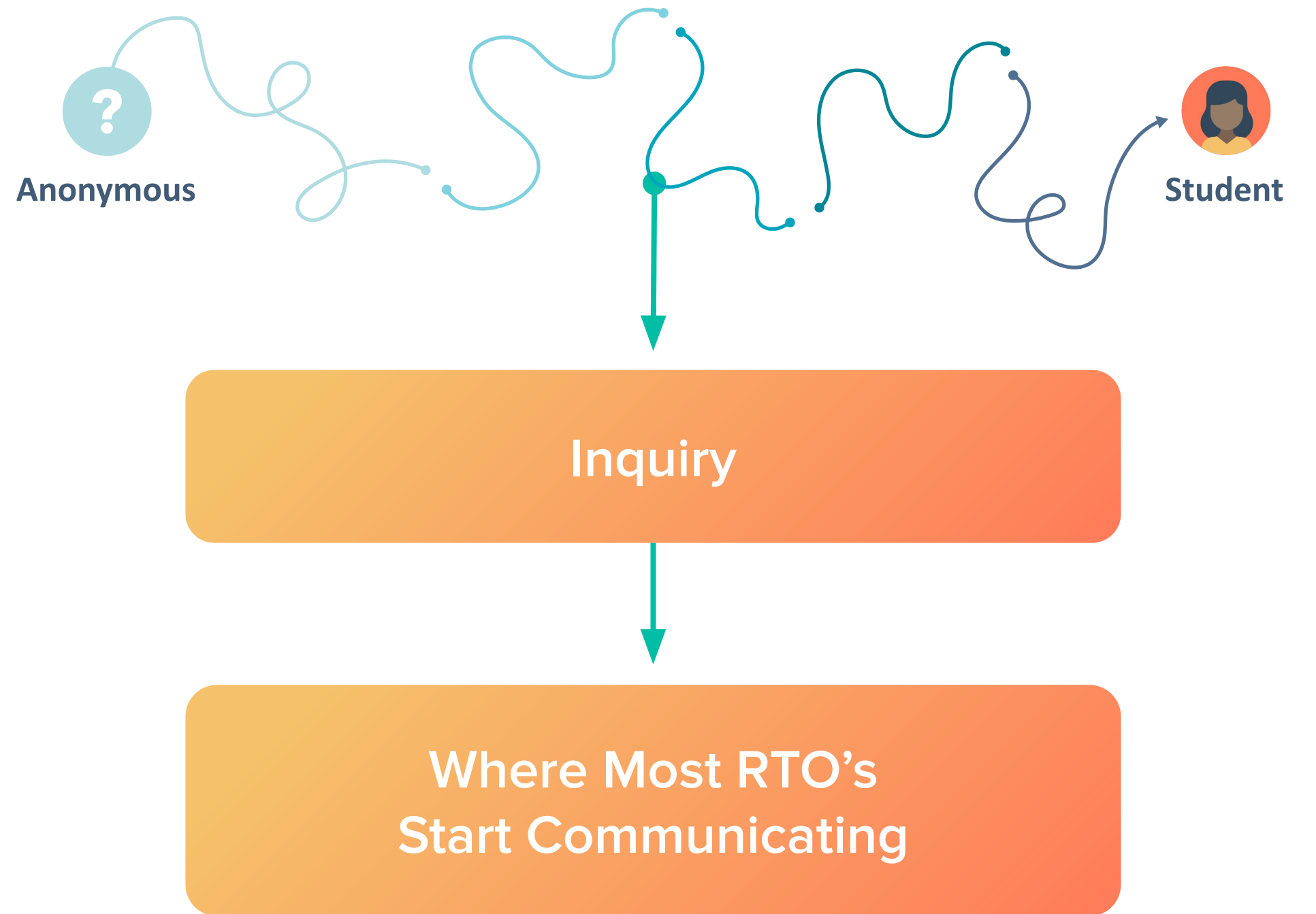
Makes it harder to adopt

## An Inflexible Stack

Makes it harder to adapt



Many RTO's don't know who their prospects are until they submit an inquiry form.



**Many RTO's can't connect  
top-of-funnel marketing efforts  
down to actual enrolled students.**



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# Why HubSpot?



# Take control!

With a single source of truth across Website, Marketing, Sales, CRM and Student Services plus integration of your SMS, LMS and core tech platforms.

- When did you last review the 'dead wood' tools, adding no value to your organisation?
- Is it time for an overhaul?



# Some ideas in HubSpot value proposition

- Single, 360 degree view of Customers
- Customisation - eg: Customer Properties and custom objects
- Contacts volume (marketing vs non-marketing)
- Integration API's - syncing info two way



HubSpot

is built differently

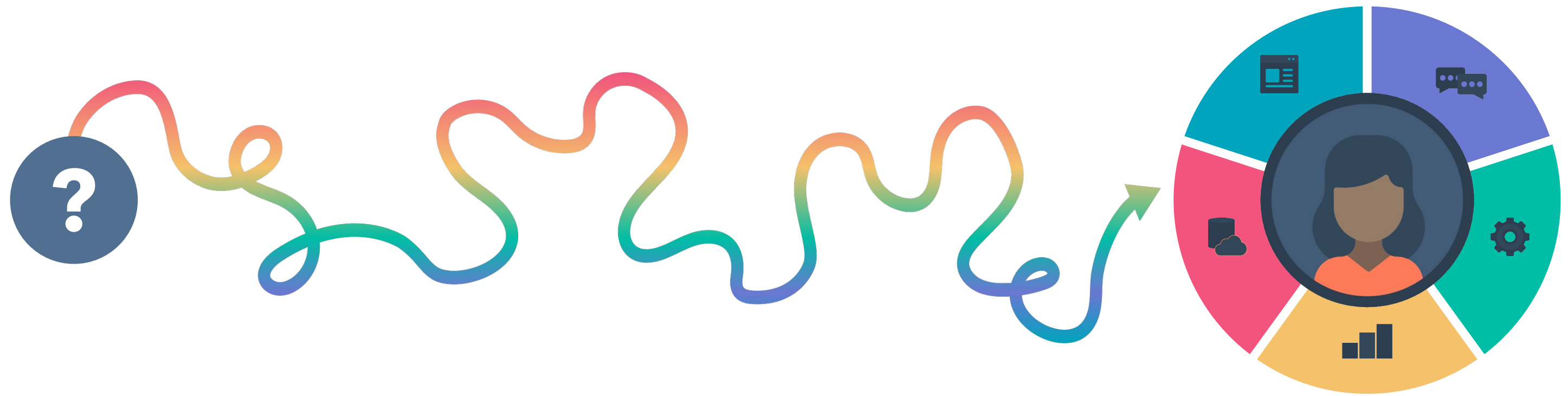


Anonymous



Student





Content

Icon representing content management, showing a central circle with three lines extending to smaller circles.

Messaging

Icon representing messaging, showing a central circle with three lines extending to smaller circles.

Automation

Icon representing automation, showing a central circle with three lines extending to smaller circles.

Reporting

Icon representing reporting, showing a central circle with three lines extending to smaller circles.

Data

Icon representing data, showing a central circle with three lines extending to smaller circles.

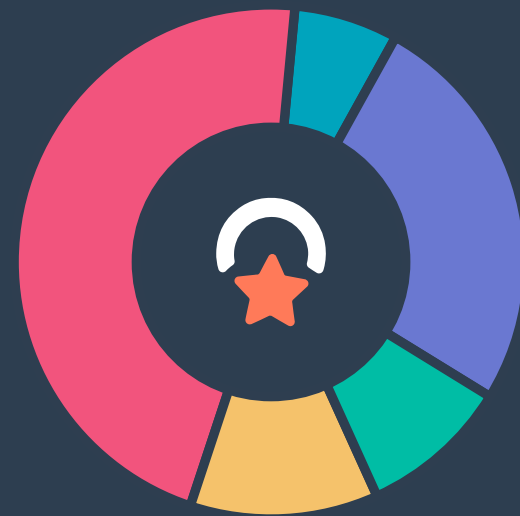
HubSpot  is a  
smarter CRM platform

▶ *Crafted, not cobbled*

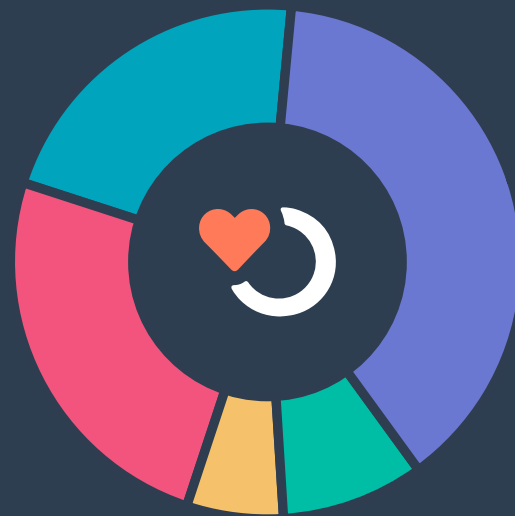
# HubSpot Platforms



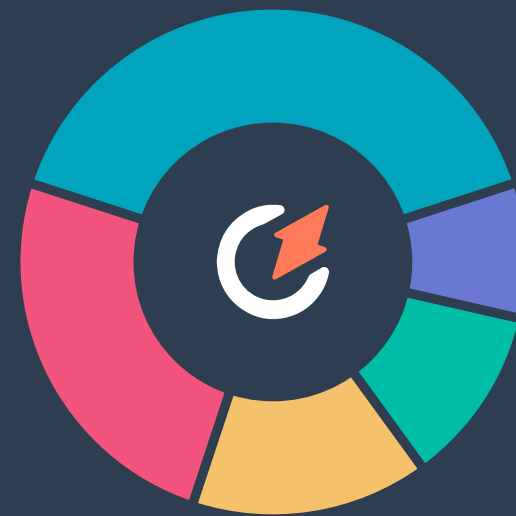
CMS Hub



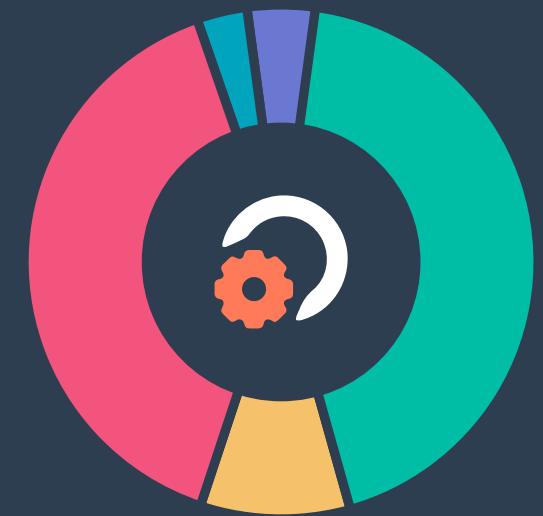
Sales Hub



Service Hub



Marketing Hub



Operations Hub

 Data

 Reporting

 Automation

 Content

 Messaging





SOUTH PAC  
international  
group



CBD College



TUM Asia



Marketing Hub



Marketing Hub



Sales Hub



Marketing Hub



Sales Hub



CMS Hub

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# Marketing Hub

A CRM-powered marketing platform with everything you need to get found, engage new prospects, and nurture them into inquiries and applicants that enrollment managers will love.



- Attract Attention
- ▼
- Convert More Leads
- ▼
- Report & Customize



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# Marketing Hub



## Attract Attention

- Blog
- Video
- Social Media
- SEO
- Ads



## Convert More Leads

- Email Marketing
- Marketing Automation
- Landing Pages
- Live Chat
- Conversational Bots
- A/B Testing
- Forms
- Smart Content
- Behavioral Targeting



## Report & Customize

- Campaign Reporting
- Website Traffic Analytics
- Attribution Reporting
- Custom Objects
- Partitioning



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# Marketing Hub

Because Marketing Hub is part of the HubSpot CRM platform, enrollment marketers can keep data at the center of everything they do, and develop content that aligns with prospective student journey stages.



## This means you can...

**Use data** to segment and target prospect audiences for each RTO/department.

**Leverage automation** to nurture prospects and handoff inquiries to enrollment teams.

**Create consistent content** without relying on a web developer.

**Report and optimize** on the ROI of your marketing efforts linked to applicants and enrolled students.

**Keep your messaging consistent** across email, live chat, and more.



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# Sales Hub

Time-saving tools that give enrollment management teams deeper insights into prospects, automate busy work, and help them generate more completed applicants, faster.



● Start Conversations



● Deepen Relationships



● Manage Your Admissions Pipeline



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# Sales Hub



## Start Conversations

- Email Tracking & Notifications
- Email Sequences
- Gmail & Outlook
- Integrations
- Calling
- Task Automation



## Deepen Relationships

- Meeting Scheduling
- Live Chat
- Tasks & Activities
- 1:1 Video
- Mobile CRM App



## Manage Your Admissions Pipeline

- Admissions Pipeline Management by Department/RTO
- Customizable Lifecycle Stages
- Admissions Rep Productivity Performance
- Applicant Analytics & Reporting
- Forecasting



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# Sales Hub

Because Sales Hub is part of the HubSpot CRM platform, it means enrollment teams can identify high-interest prospects and personalize hyper-relevant communications.



## This means you can...

**Use data** to prioritize your outreach and predict pipeline health.

**Leverage automation** and put prospecting on autopilot.

**Create sales** enablement content that's accessible and on-brand.

**Report on rep efficacy** with robust forecasting and sales analytics.

**Keep your messaging consistent** across all touchpoints.



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# CMS Hub



## Create Remarkable Website Experiences With Ease

- Drag-and-drop Editor
- Website Themes
- Membership-driven Content
- Interactive Web Apps (i.e. Payments, Event Registration)
- Local Website Development
- Dynamic Content with HubDB



## Optimize & Personalize Your Website

- SEO Optimizations and Recommendations
- Contact Attribution Report Builder
- Smart Content & Reporting
- Chat, Forms & Bots
- Conversational Bots
- Adaptive Testing
- Web Analytics



## Manage your growing digital presence

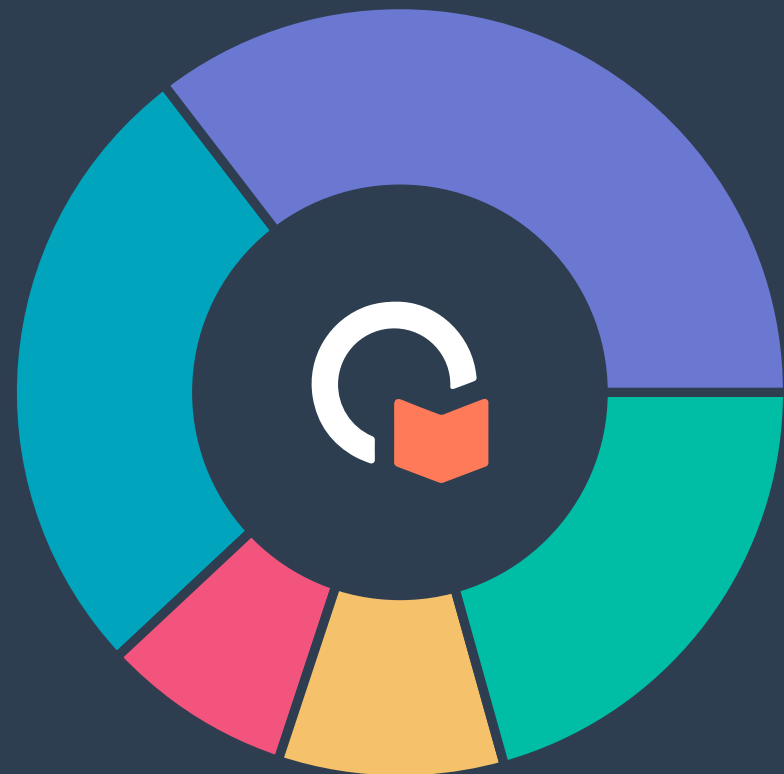
- Standard SSL Certificate
- Site Performance Monitoring
- Brand Domains
- Custom CDC Configuration
- Activity Logs
- 24/7 Security Monitoring & Threat Detection



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# CMS Hub

Make it ridiculously easy for each department to manage their own website pages — without sacrificing brand integrity.



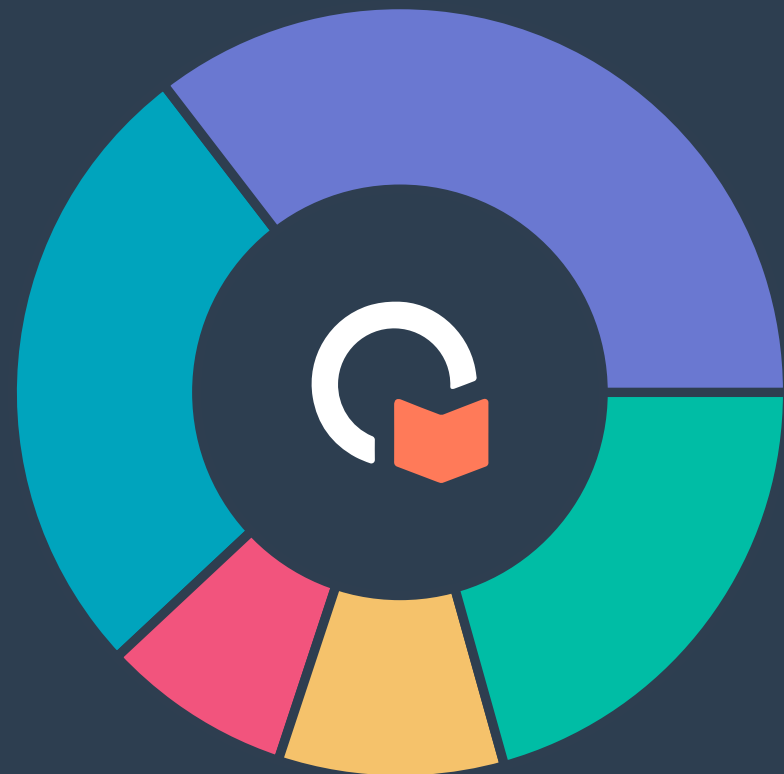
- Create Remarkable Website Experiences With Ease
- Optimize & Personalize Your Website
- Manage your growing digital presence



Crafted, Not Cobbled

# CMS Hub

Because CMS Hub is part of the HubSpot CRM platform, it means you can turn your website into a CRM-powered dynamic experience for prospects, students, faculty, and alumni.



## This means you can...

**Use data** to build personalized, sophisticated experiences.

**Leverage automation** to help scale your website.

**Create better content** by removing gatekeepers.

**Report and optimize** your web content effortlessly.

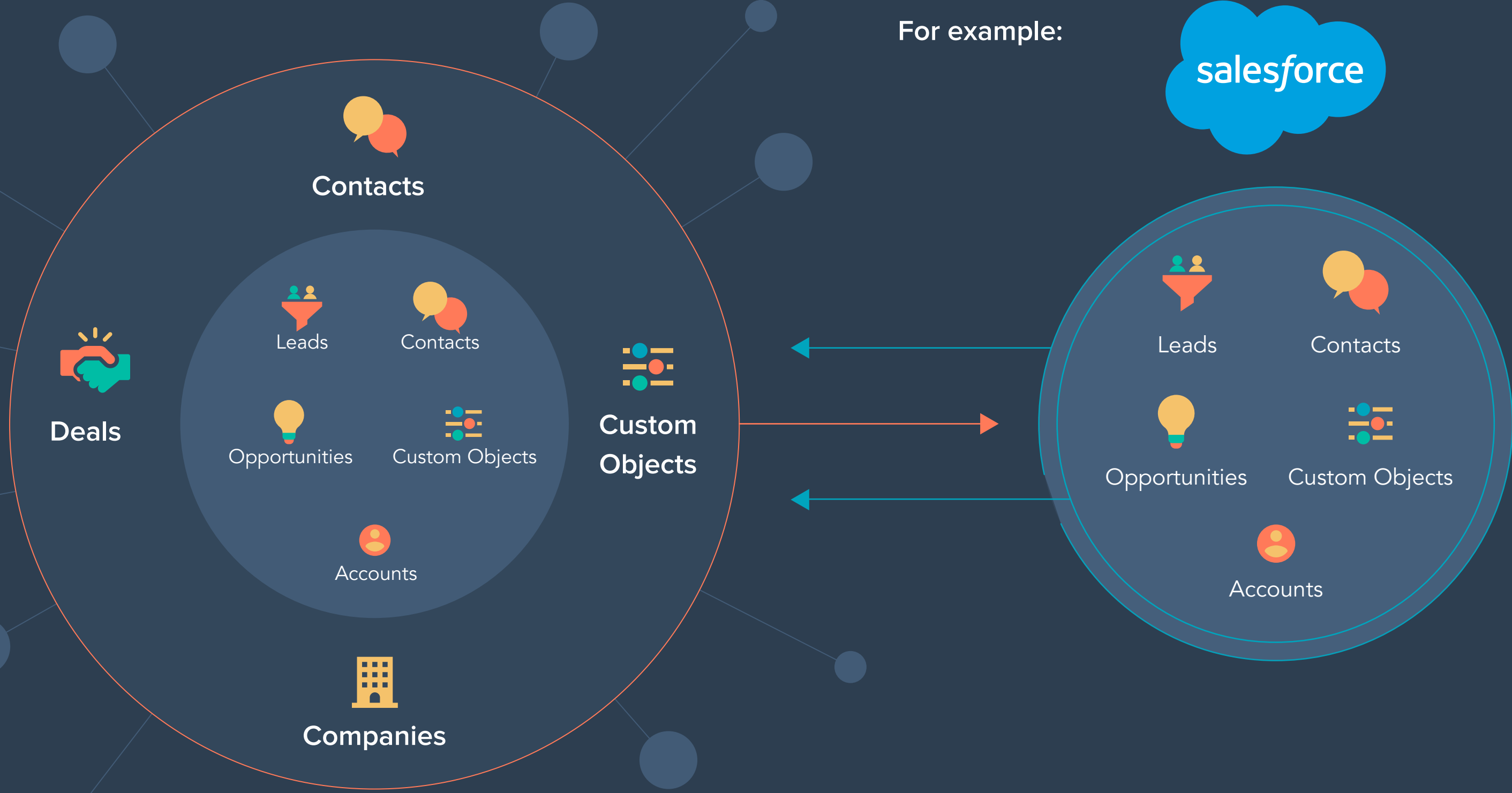
**Keep your messaging consistent** across all RTOs and departments.



# HubSpot

# Other Platforms

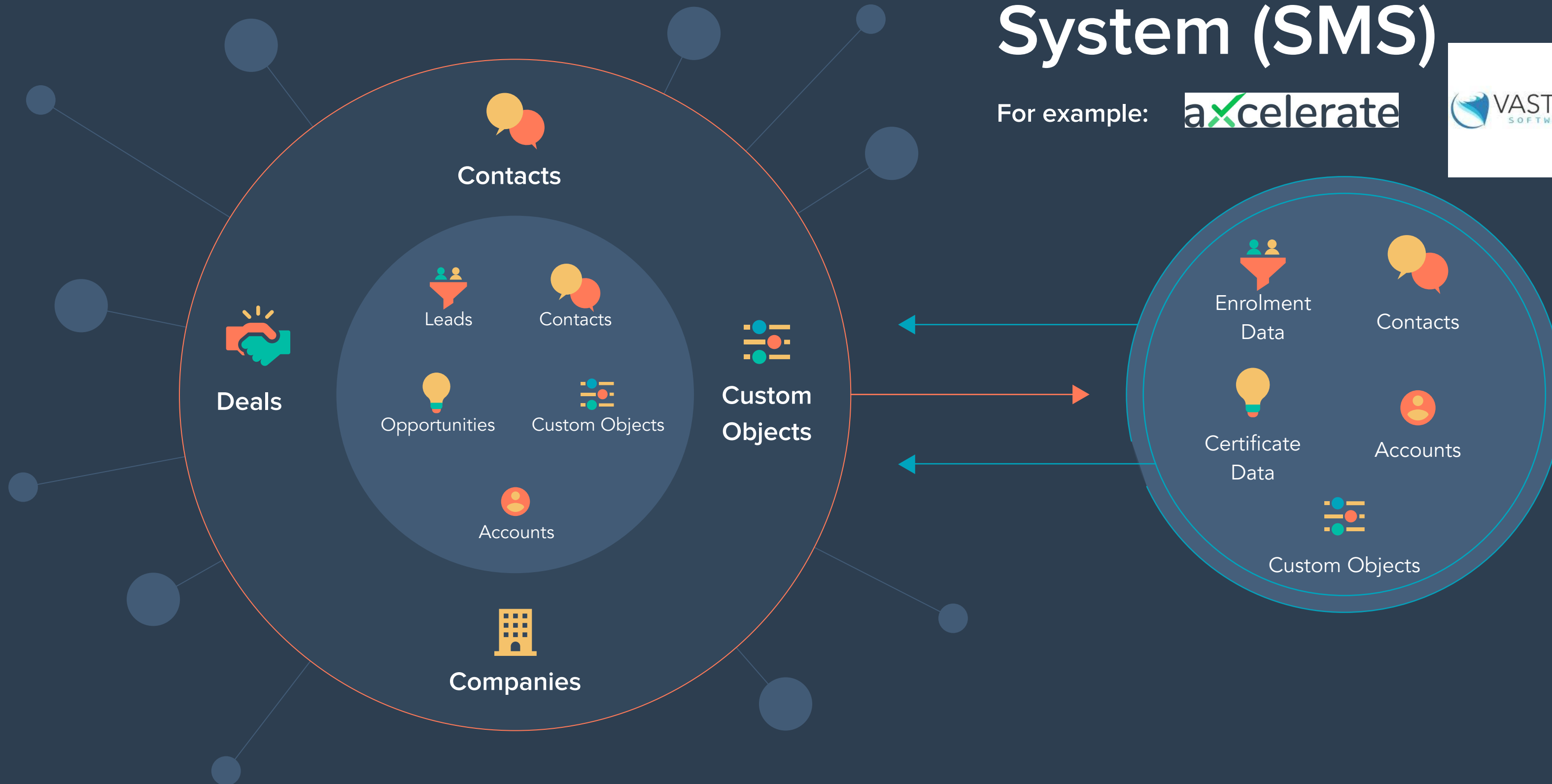
For example:





# Student Management System (SMS)

For example: **accelerate**



2

# Why Lupo?

Lupo Digital



# Lupo Digital

## The Lupo Digital Difference

At Lupo, we know the complexity and challenges your business faces managing the student buyer experience. We know RTO's.

Lupo seamlessly enable, support and integrate critical digital business functions across:

- CRM, Sales, Marketing, Customer Service, Website, SMS, LMS results at a fraction of the cost.

### Lupo help...

Increase Traffic

Increase in monthly lead generation and nurture including email open rates

Student surveys, testimonials and referrals



HubSpot  
Onboarding Accredited



HubSpot

SOLUTIONS PARTNER PROGRAM

3



+



# Integrating LMS + SMS Platforms with HubSpot + Lupo



# Integrating LMS + SMS Platforms

- Bio-directional native and custom integration with select SMS's including Contact, Company, Deal records, Certificates and Enrolments, empowering automated solutions:
- An Alumni campaign to upsell or cross-sell
- Student Satisfaction Survey (CSAT) for testimonials and referrals
- Student upsell i.e. Cert III to IV
- Student Help Desk including:
  - Customer Tickets
  - FAQ Knowledge Base
  - Customer Portal
  - Conversation Inbox

## HubSpot, Lupo and your Systems...

 accelerate

 VASTO  
SOFTWARE

 HubSpot

 moodle

 Lupo Digital



4

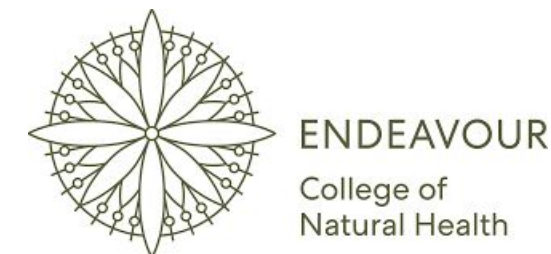
# Customer Impact



A growing number of **educational institutions** are choosing to use Lupo and HubSpot.



**DULWICH COLLEGE**  
| YANGON |



# Case Study

## Why **Lupo Digital** ?



**Kenvale**  
COLLEGE OF HOSPITALITY  
COOKERY & EVENTS

### Challenge

To compete with other Hospitality Management programs and allied courses:

- Generate and nurture leads online
- Revamp email comm flows
- Publish blog articles targeting organic keywords
- Develop landing pages with authoritative content
- Market and promote recruitment events
- Increase applications by at least 50%

### Solution

Embracing inbound marketing and HubSpot's Growth Stack allowed Kenvale to:

- Personalise messaging to align with prospect journeys
- Gain multiple first page rankings for popular keywords
- Attract highly qualified domestic and international students
- Increase attendance at major recruitment events
- Achieve enrollment goals and develop a wait list

Time on HubSpot

 **3 years**

Hubs

Marketing Pro, Sales Pro, Service Enterprise

Significant Wins

- **Page 1 on Google for primary Topic Clusters (Hospitality & Kitchen Management)**
- **Managing Student enrolment and reporting using HubSpot sales pipeline**
- **45% increase in time across the Enrolment to application process**
- **80% conversion using Facebook Paid Media to fulfil Short Course seats.**



Lupo developed a Student-first Strategy with Content and Campaigns focused around Kenvale's primary Course offerings and its' Student benefits.

Results from SEO resulted organic traffic increase over 6 months and highly targeted Paid Media Ads saw conversion from lead to content around 14.5%

**83%**

Increase in Organic traffic

**3-6 months**

Content Production

**79**

New Contacts

**10**

New Enrolled Students

Organic results emerged within 3-6 months producing 79 new Contacts and 10 Enrolled students.







Thank You



# Appendix





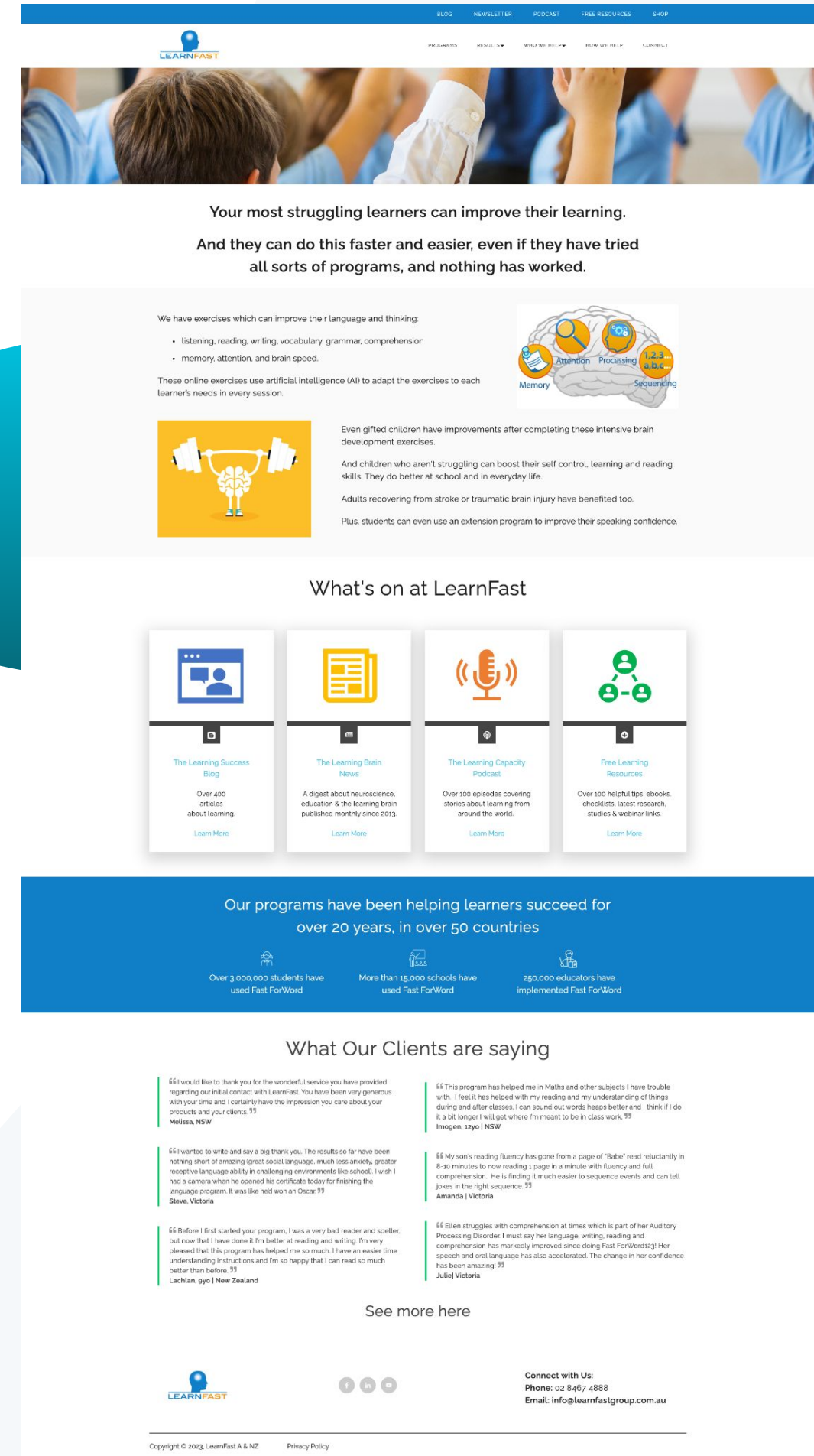
# LearnFast Increases Leads 4X through Inbound Marketing

LearnFast was seeking an automated platform to serve their lead generation goals, and they implemented HubSpot after years of unreliable service from point solutions vendors.

**9 X**  
Increase Traffic

**4 X**  
Increase in monthly lead generation

**23%**  
Increase in email open rates



# Why HubSpot?

## Challenge

Previously LearnFast used a variety of point solutions including AdWords, Silverpop Engage, and Constant Contact for about three years. Integrations between these tools and their CRM were not seamless and data often was lost due to manual or duplicate processes.

- build and scale content via a blog.
- Get prospects to convert on more program-specific content resources
- growing the business from both new products and applications, but also a revenue perspective.

## Solution

Embracing inbound marketing and HubSpot's Growth Stack allowed LearnFast to:

- Market and promote their events more quickly and effectively
- build and scale content via a blog. Post include content about neuroscience and learning difficulty research.
- created a seamless integration of their HubSpot portal with Salesforce CRM.

Time on HubSpot

 **2.5 years**

Hubs

 **HubSpot Marketing Hub Enterprise**

 **HubSpot Sales Hub Pro**

Significant Wins

**In the first 18 months using HubSpot, Learn Fast published 158 blog posts.**

**10X** increase in event registrants

**3X** increase in annual inquiries

**3X** increase in annual applicants

**2X** increase in annual enrolled students

Large RTO



## Australian Education Company Boosts Leads and Sales Efficiency

Australian Training Colleges (ATC) is a leading education and career pathways organization that equips people with the knowledge necessary to land their ideal job. ATC turned to HubSpot's all-in-one marketing and sales software to streamline their operations and improve sales performance.

**10X**

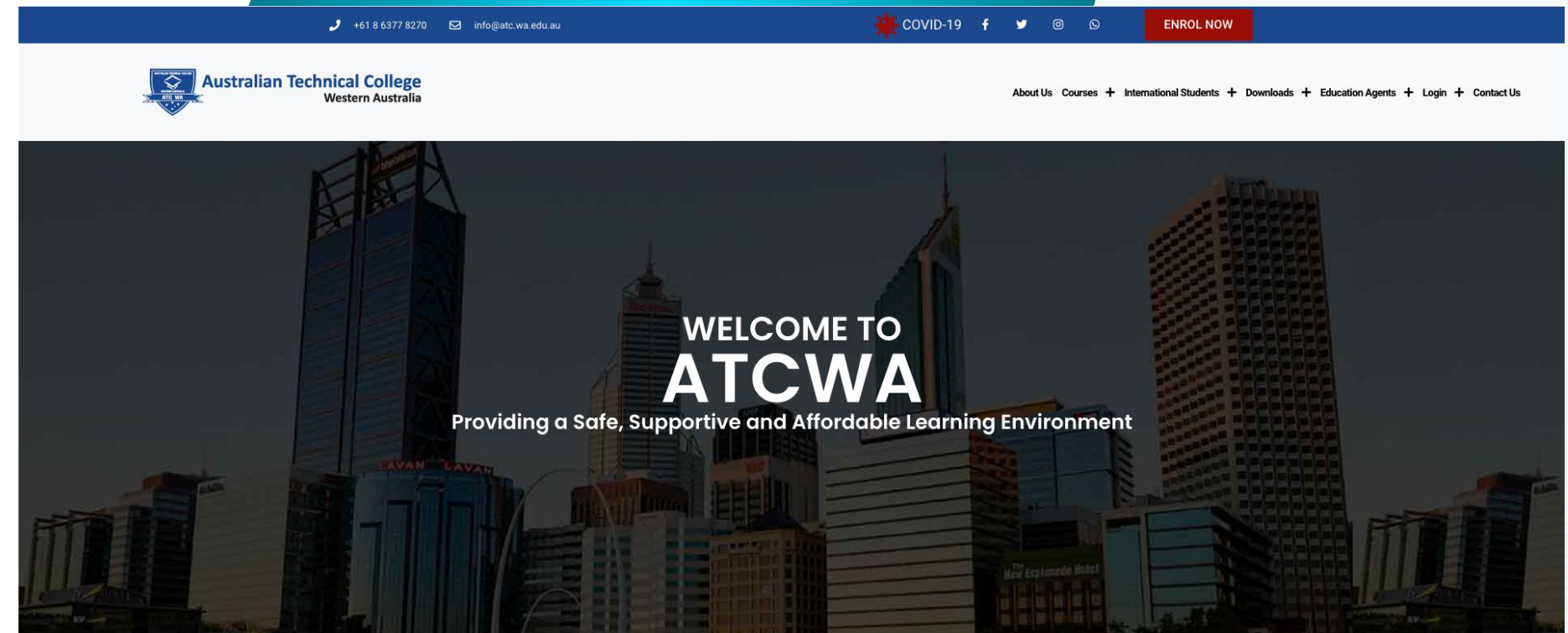
Annual Lead Increase

**400+**

Email Sales Templates created

**2X**

Increase in Website Traffic within the first 6 months



# Why HubSpot ?

## Challenge

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To increase inquiries, KSU needed to:

- Launch a new admissions blog with top-ranking articles
- Launch gated content resources to capture leads
- Drive top-funnel prospects to submit RMI forms for over 300 degree programs across 11 different colleges
- Improve its <1% website visit-to-contact conversion rate

## Solution

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Embracing inbound marketing and HubSpot's Growth Stack allowed KSU to:

- Publish a variety of content in the form of blogs and premium content guides
- Publish conversion-centric landing pages with low friction
- Embed over 300 RMI forms across its website
- Improve its website visit-to-contact conversion rate to 6.2%

Time on HubSpot

 **3.5 years**

Hubs

 **HubSpot Marketing Hub Enterprise**

 **HubSpot Sales Hub Pro**

Significant Wins

**50%** increase in website traffic

**10X** Annual Lead increase

**2X** Increase in Website Traffic within the first 6 months

// Now that we have HubSpot, we're able to create all of our own marketing assets, internally, in a matter of hours. We've eliminated the cost of freelancers altogether.



**Tennile Wosil**

Director of Marketing  
Australian Training Colleges

