



LIVE WEBINAR

FROM LEADS TO LEARNERS:

An email and AI marketing masterclass

Our panel



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Housekeeping

Your audio and video is OFF by default.
We will email you a copy of the recording tomorrow.
Technical issues? Please email marketing@keg.com

If you have a question for our panel, please submit it using the Q&A tab or in the chat!

...beyond the obvious

Ways to use AI



- **Voice & language adoption**

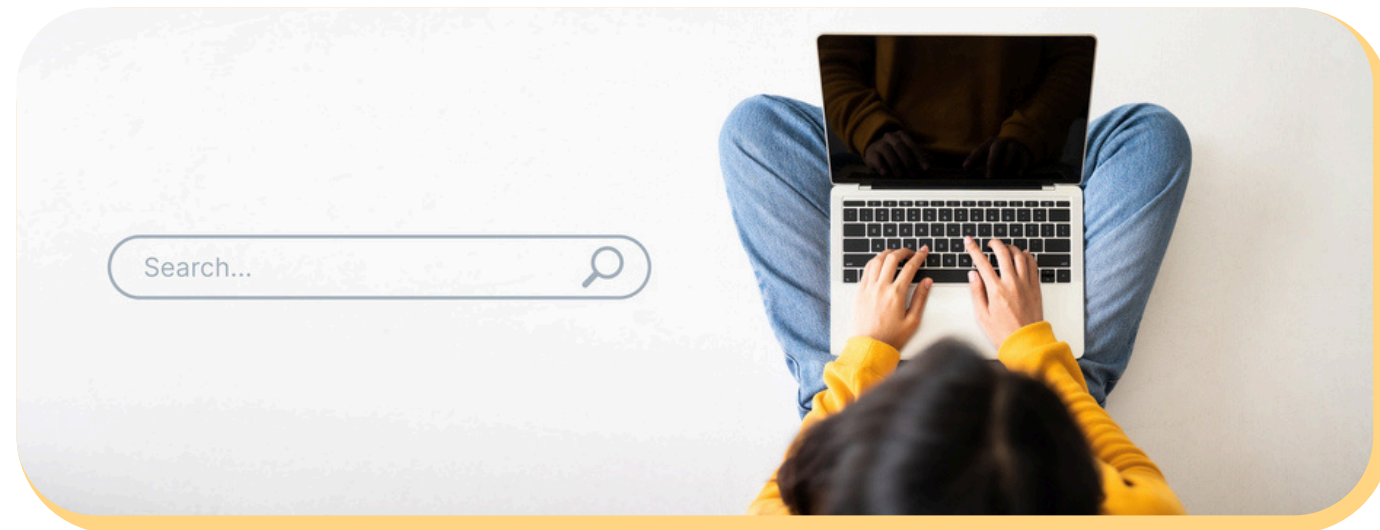
Adopts communications from specific audiences, through analyzing tone, language and cultural references.

- **Content personalization on your site**

Tailor website content in real-time based on a visitor's behaviour, location, referral source or past interactions.

E.g. an Indian student sees programs with high international enrollment and testimonials from other Indian students.

AI: The game changer for email marketing



**Predictive optimization
of timing and content**



**Journey-based content
adaptation**

Personalization beyond {{NAME}}

Program specific content

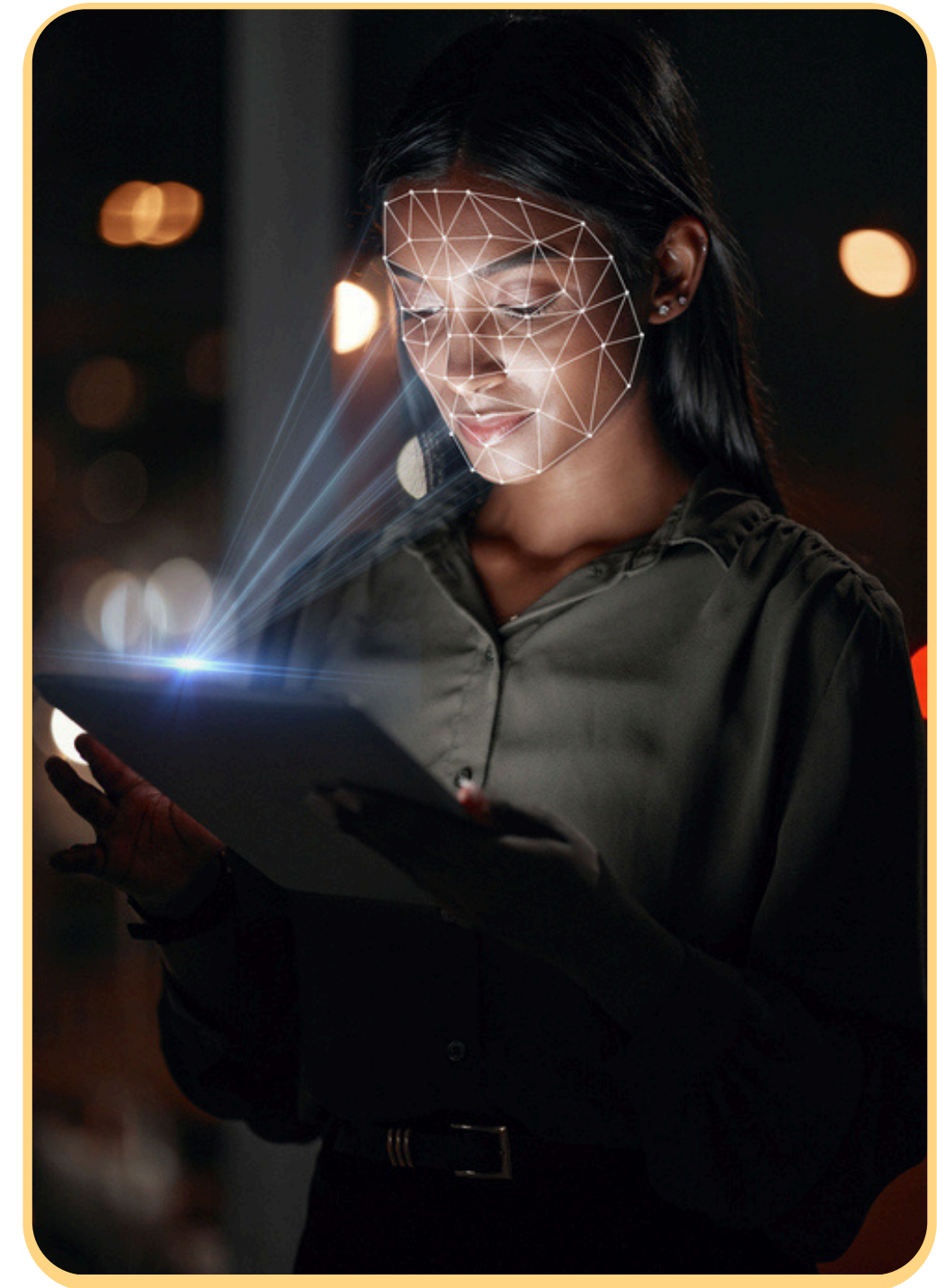
Shows prospects you understand their goals. Share faculty profiles, course highlights and work experience opportunities.

Customized application guidance

Based on where students are in the journey or where they drop off.

Student testimonials – match-making

AI can match prospects with alumni/current students who have similar background or career ambitions.



Getting started with AI



1

Establish metrics – how will you measure what was successful and what wasn't

2

Identify segmentation opportunities – look for natural divisions in your prospect pool

3

Look for AI tools that specifically help with this – you don't need to implement everything at once

4

Test first with a control group before implementing fully

Questions?



KEYSTONE
EDUCATION GROUP