



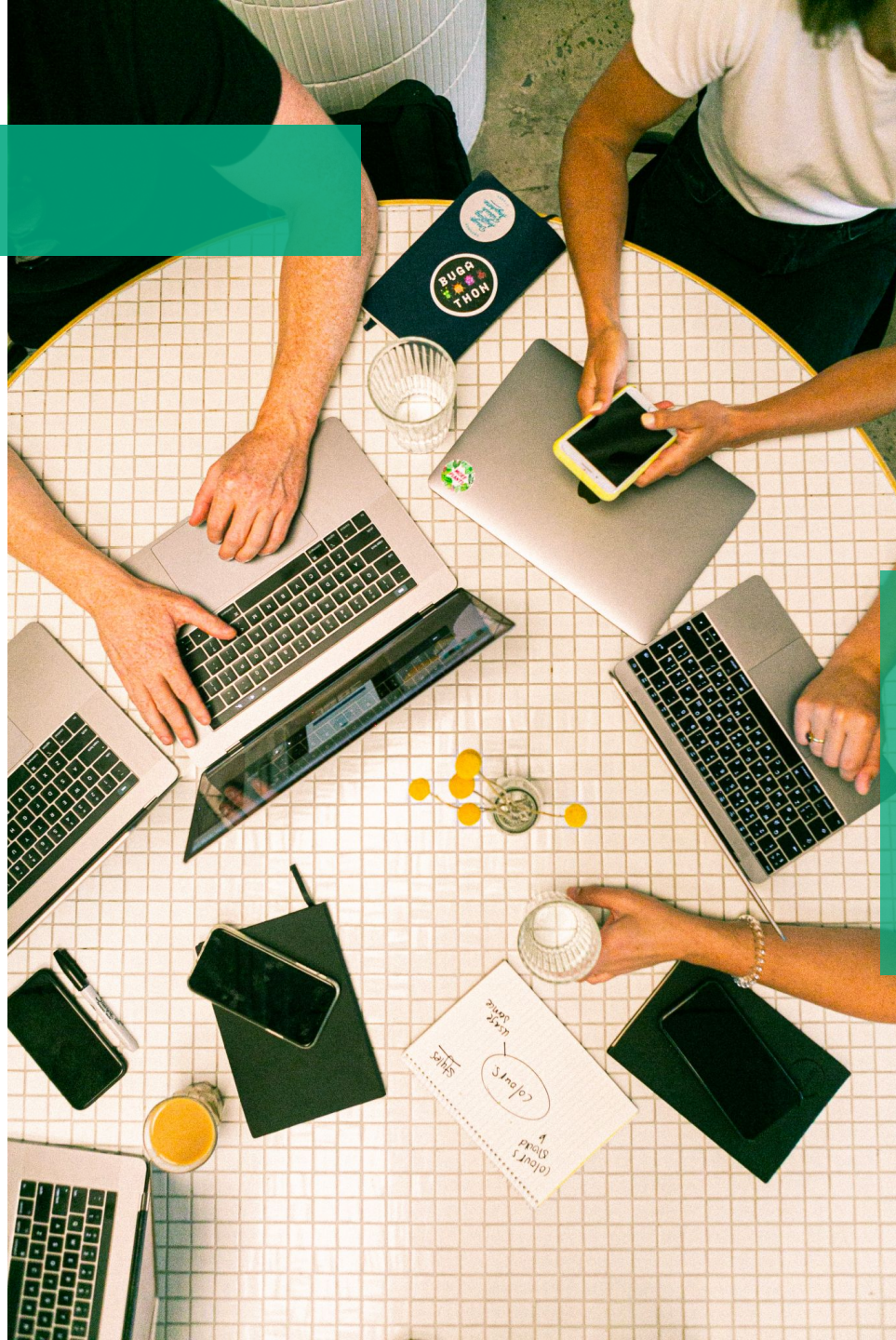
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# DX IN MARKETING

Presented by Guy Saben, Carol Leoncini  
and Ash Jayakumar



# MARKETING 101

Where are your learners looking?

**1:2**

Ratio of applicants who use five or more social media platforms in their RTO research.

**55%**

Percentage of students more likely to consider institutions that use email, text, and social media to communicate compared to traditional comms.

**65%**

Percentage of online applicants who click on sponsored links when searching for information.

**67%**

Percentage of applicants who use search engines as their first source of information.

Reference: <https://rdwgroup.com/blog/higher-education-statistics/>



What do we  
want from  
Marketing?



## GOALS

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Increasing Brand Awareness ▼

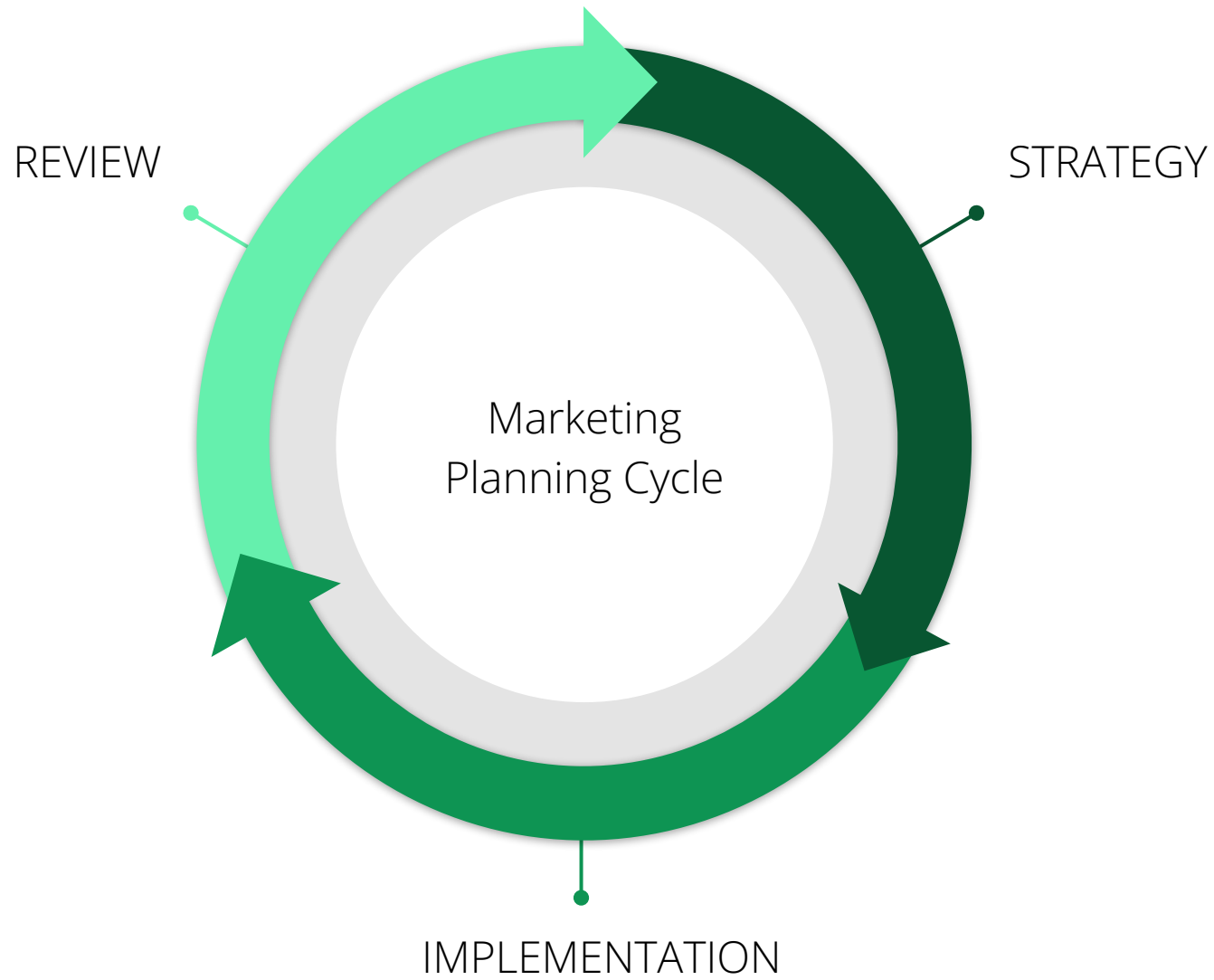
Generate high-quality leads ▼

Acquire new customers ▼

Increase revenue ▼

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## ROI



# Important Marketing Assets for RTOs

## Brand Equity

The value premium that a company generates from a RTO with a recognisable name when compared to an equivalent.

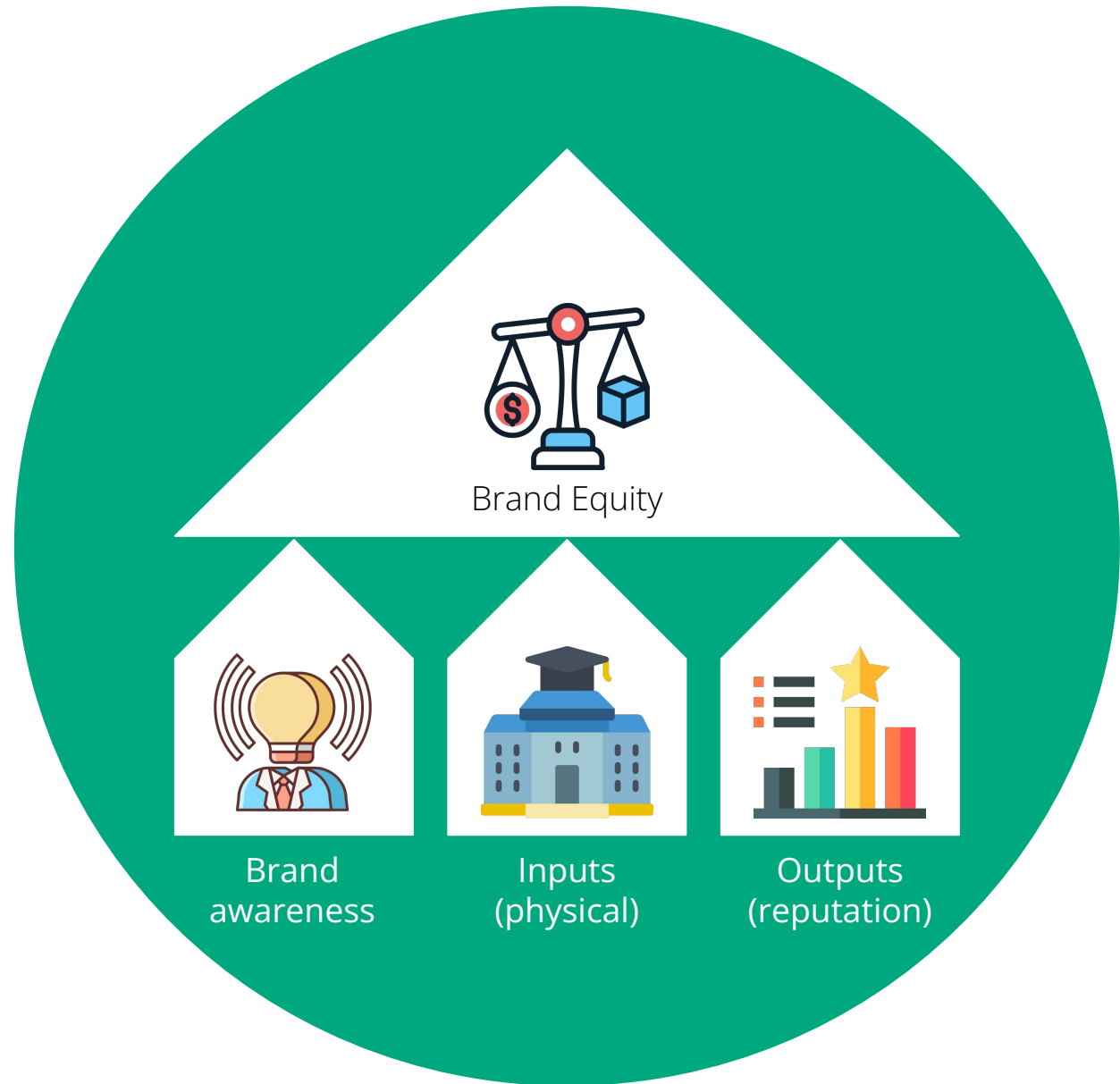


## Competitive Advantage

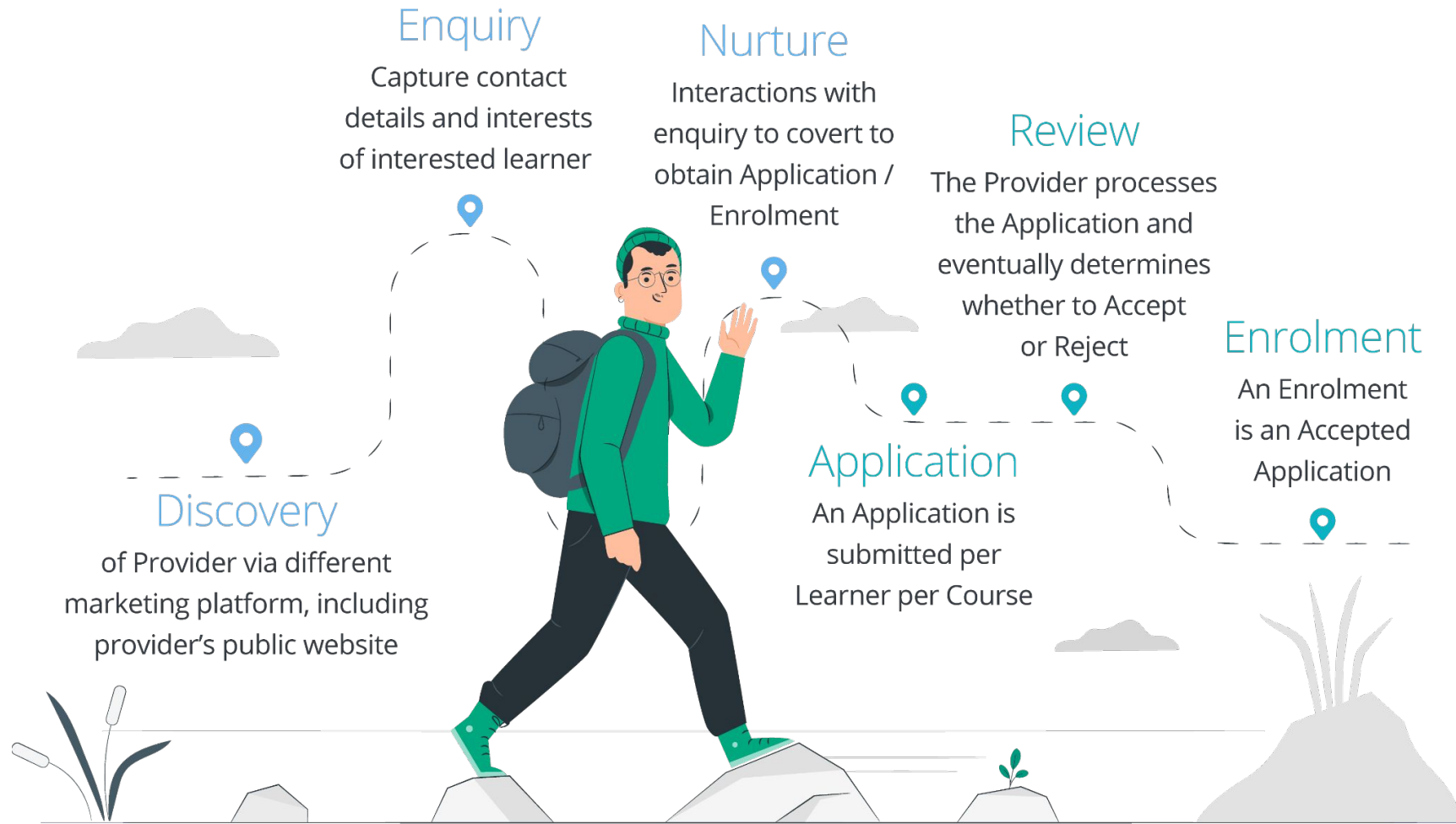
The advantage an RTO has at any given moment that can't be recreated, done similar or better in the short-term.



# Keller's Brand Equity Model in Education







Have  
drop-off for  
valid  
reasons



YOUR WEBSITE



# Brand equity is a result of trust



# The right data at the right time, when you need it

**UCL APPLICATION FOR ADMISSION AS AN AFFILIATE STUDENT**

PLEASE USE BLACK INK, BLOCK CAPITALS AND TICK BOXES AS APPROPRIATE.

**PERSONAL DETAILS**

1. Surname/Family Name (as in passport) 2. First Name (as in passport) 3. Title (Mr/Ms/Ms etc.)

4. Date of Birth (e.g. 07 Aug 87) 5. Sex (M) 6. Nationality (as in passport) 7. Country of Permanent Residence

8. Country of Birth

9. Home Address 10. Correspondence Address (if different)

**PROGRAMME OF STUDY FOR WHICH YOU WISH TO APPLY**

11. Level of Study (M)  Undergraduate  Graduate (Postgraduate)  Research (Please complete the Undergraduate Research application form.)

12. Category of affiliate study (M)  Full Time  Part Time

13a. UCL department to which you wish to be admitted 13b. Second (only) department (please refer to UCL's Study Abroad Guide)

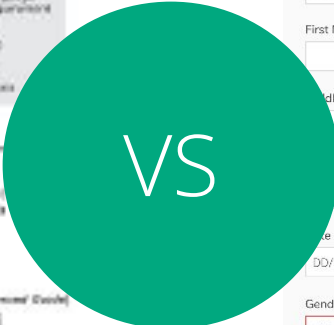
14. Alternative UCL department(s) you wish to be considered for if your application to the department(s) shown above is unsuccessful

15. Duration of Study (M)  Full academic year  Semester one - December only  January - June only

16. Proposed Starting Date

**FOR UCL OFFICE USE ONLY TO BE COMPLETED BY THE DEPARTMENTAL AFFILIATE TUTOR**

17. ACCEPT (M)  Undergraduate  Graduate ( taught )  Full Time  Part Time  Start date



**cityvarsity**  
School of Media & Creative Arts

Cert III - Medicine Design - Semester 2 2021 (Full Time)

1 APPLICANT DETAILS 2 EMPLOYMENT & ACADEMIC HISTORY 3 UPLOAD DOCUMENTS 4 PAYMENT

**Personal Information**

Title  
Select

First Name

Middle Name

Last Name

Date of birth  
DD/MM/YYYY

Gender  
 Male  Female  Other

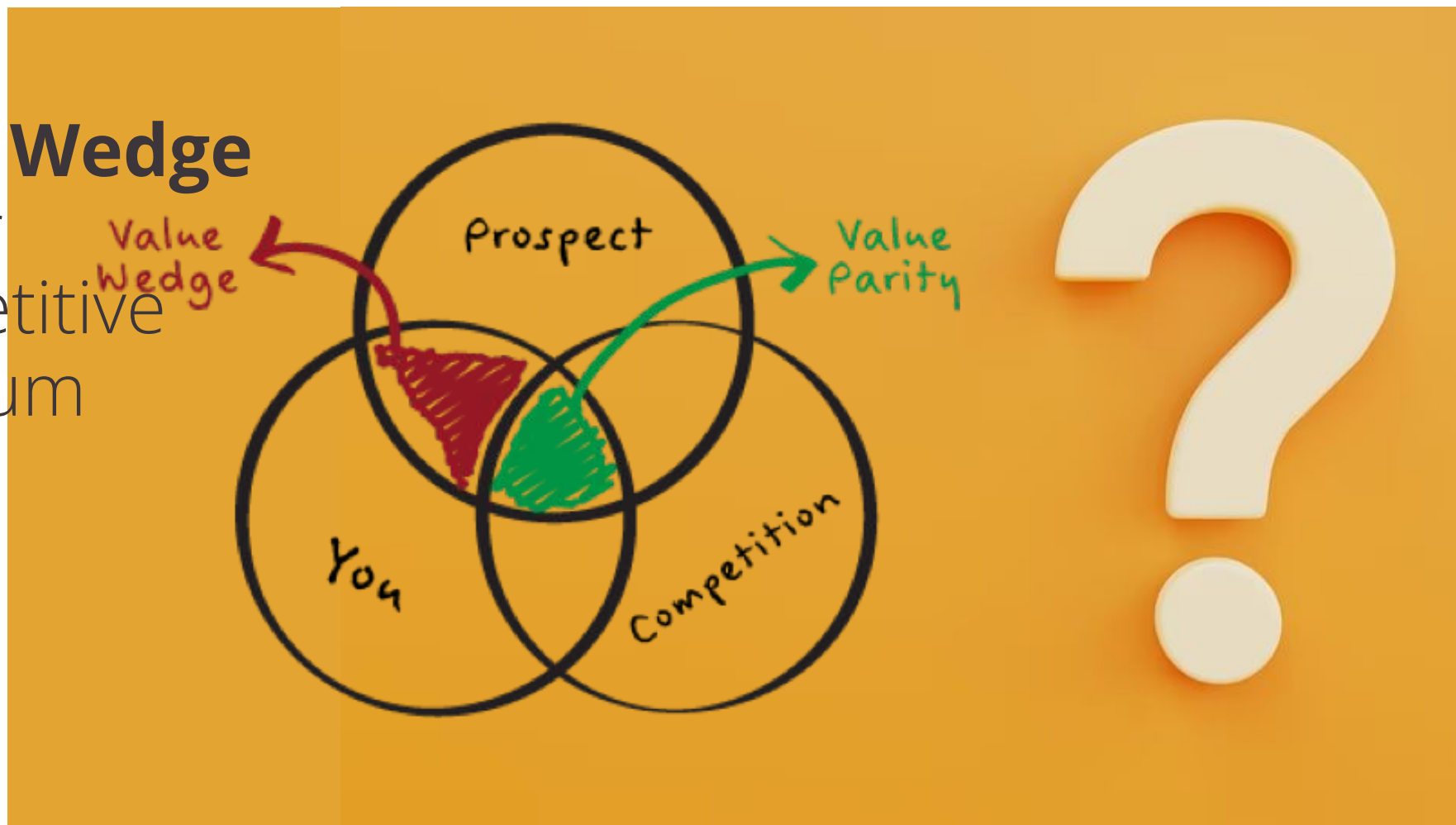
Citizenship status  
Select

**Contact Details**

Email

Phone Number

The  
**Value Wedge**  
is your  
competitive  
premium



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Do you want to  
be a price setter,  
not a price taker?

# Reducing the friction...

Purchase friction occurs when learners get stuck between the awareness stage and the purchase stage.

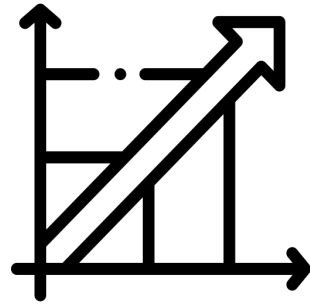
- ✘ Cluttered or crowded layouts
- ✘ Too much copy
- ✘ Poor site structure & navigation
- ✘ Poor form design
- ✘ Asking too much too soon
- ✘ Weak feedback mechanisms



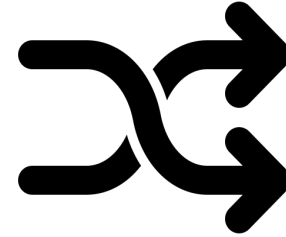
**amazon**



# What you need to eliminate friction



**Scalability**



**Automation**



**Configuration**

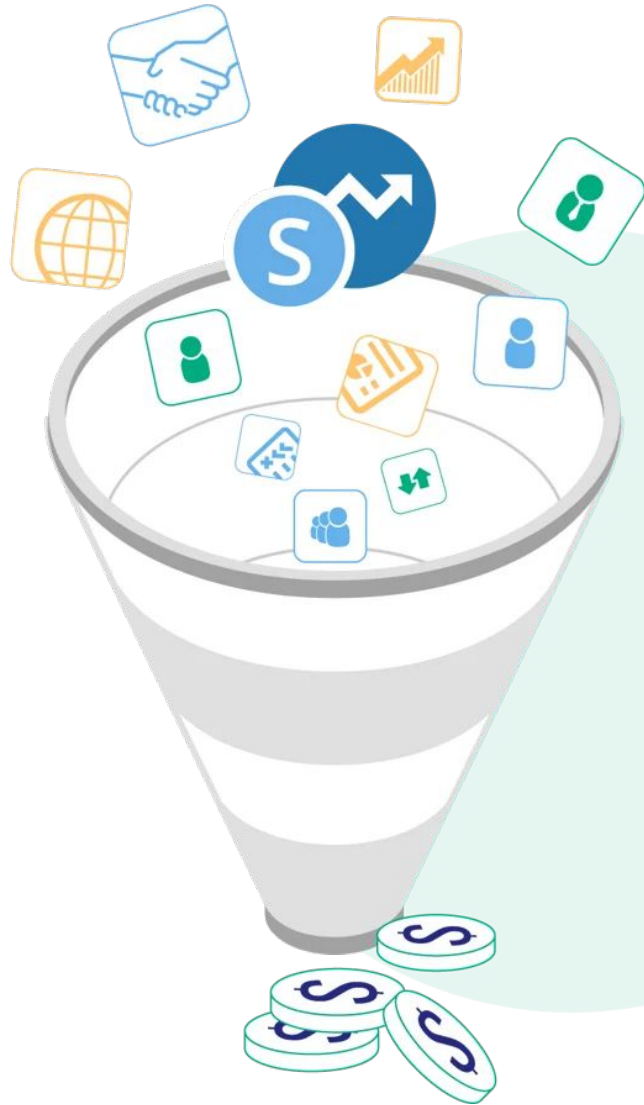


**Styling**



**Billing & Payments**

# DX in Marketing in 3 Simple Steps



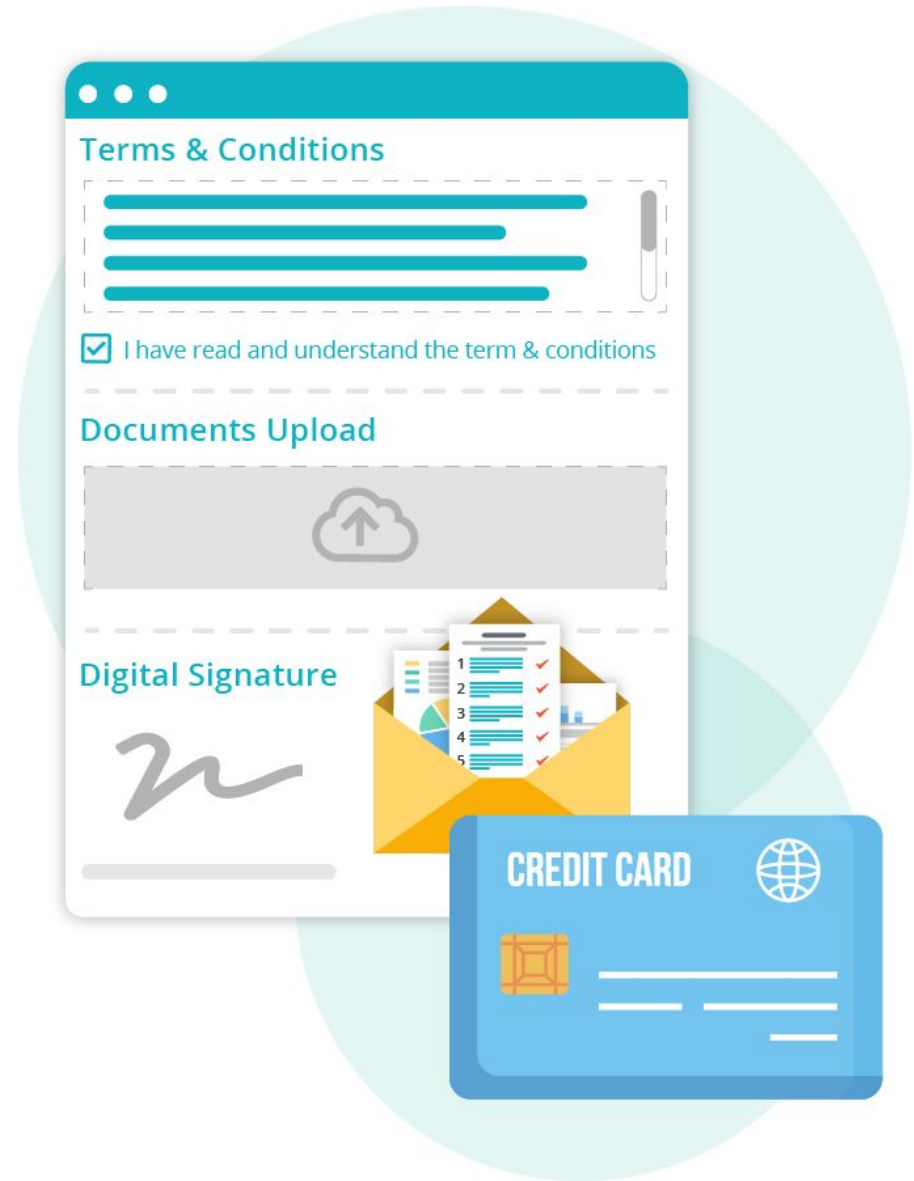
- ① Design Forms
- ② Publish Courses
- ③ Manage Submissions



# DX in Marketing in 3 Simple Steps

## Step 1: Design Forms

- ✔ Configure Custom Fields
- ✔ Configure Custom Logic
- ✔ Configure Custom Styles
- ✔ Configure Custom Labels
- ✔ Configure Custom Pages & Panels



# Design Application Process

Domestic Application Form (AVETMISS) [Edit Form Options](#)

Page - Personal Details

Title  
*(Mr, Mrs, Miss, Ms etc)*

First Name \*

Middle Name

Last Name \*

Unique Student Identifier \*  
A USI is your individual education number for life. It also gives you an online record of your VET training undertaken in Australia. If you're at university, TAFE or doing other nationally recognised training, you need a USI.  
Create a new USI: <https://www.usi.gov.au/students/get-a-usi>  
Find your existing USI: <https://www.usi.gov.au/students/find-your-usi>

Date of Birth \*  
dd/mm/yyyy

Gender \*

Email \*

- Define the application process and streamline collection of data
- Customise form layout and control flow
- Define custom fields and logic
- Design specific forms and flows for different customer segments

# Integrated Payment Gateway

- Make seamless transactions
- Low merchant fees
- Scheduled direct deposits
- Clear and concise reports for financial reconciliation

The screenshot shows a payment gateway interface for a company named 'COMPANY NAME'. The page title is 'Advanced Diploma of Accounting'. A message states: 'Your application is not finalised. Please make payment to finalise the submission.' The payment amount is \$300.00. There are three payment options: Card, AU Direct Debit, and Afterpay. The Card option is selected. The card number field contains '1234 1234 1234 1234' and has logos for VISA, Mastercard, American Express, and ELO. The Expiration field is 'MM / YY' and the CVC field is 'CVC'. The Country is set to 'Australia'. Below the form, there are three lines of text: 'Card will succeed: 4242 4242 4242 4242', 'Card needs auth: 4000 0025 0000 3155', and 'Card will be declined: 4000 0000 0000 9995'. A 'SUBMIT PAYMENT' button is at the bottom.

# Resuming Saved Applications

Cert III - Medicine Design - Semester 2 2021 (Full Time)

1 APPLICANT DETAILS   2 EMPLOYMENT & ACADEMIC HISTORY   3 UPLOAD DOCUMENTS   4 PAYMENT

Employment

Current Employment Status?

**Save & Resume Later** ✕

First Name \*

Last Name \*

Email \*

Mobile \*

By choosing to save your application you acknowledge that the data will be securely stored for 30 days allowing you to resume your application.

You will receive an email with an application link allowing you to resume the application.

**SAVE**

- Resume saved applications at will
- Easy to re-access without signing up for an account

## Protect data privacy

- Not accessible until identity is verified
- 2 step verification
- Data deletion

# Conditional Logic

Domestic Application Form [Edit Form Options](#)

**Logic Conditions**

**Last Name \***

**Field Name**  
Learner Prior Education Achieved

**First Name \***

**Display Label**  
Have you previously completed a qualification?

**Email \***

Enable Conditional Logic

For the field to show an entire block of conditions need to be met [+ Add Block](#)

**Unique Student Identifi**

**Block 1**

1 Prior Education Flag | Equals | 2

[Add New Condition](#)

**Still at School Flag \***

Yes  No

**Prior Education Flag \***

**Have you previously completed a qualification? \***

- Hide and show fields based on conditional logic.

Example:

Have you previously completed a qualification?

Yes

No

If yes, then what are the qualifications?

# DX in Marketing in 3 Simple Steps

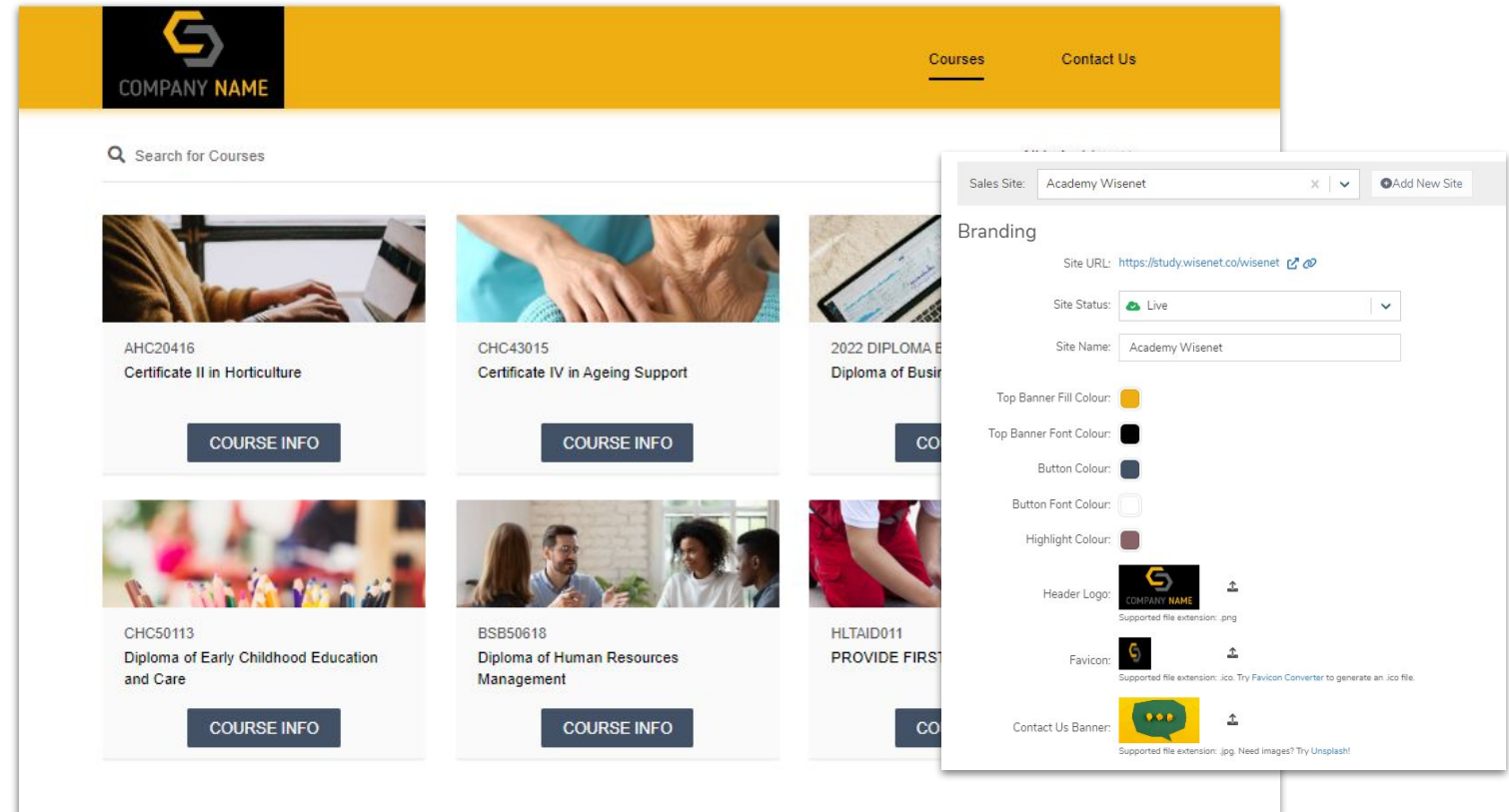
## Step 2: Publish Courses

- ✓ Configure Branding & Styles
- ✓ Configure Application Options
- ✓ Publish to one or more Websites
- ✓ Generate QR Codes
- ✓ Generate Application Links



# Effective Site Branding

- Drive traffic to website using effective site branding
- Use distinguishable colors, logos and terminology
- Create multiple sites for product differentiation or partnerships



The image shows a website interface for 'Academy Wisenet' with a branding configuration panel overlaid on the right. The website header is yellow with a logo and 'COMPANY NAME' text. The main content area displays a grid of course cards, each with a title, a 'COURSE INFO' button, and a small image. The branding panel includes fields for Site URL, Site Status, Site Name, and various color and logo settings.

Sales Site: Academy Wisenet

Branding

Site URL: <https://study.wisenet.co/wisenet>

Site Status: Live

Site Name: Academy Wisenet

Top Banner Fill Colour: [Yellow]

Top Banner Font Colour: [Black]

Button Colour: [Dark Blue]

Button Font Colour: [White]

Highlight Colour: [Dark Blue]

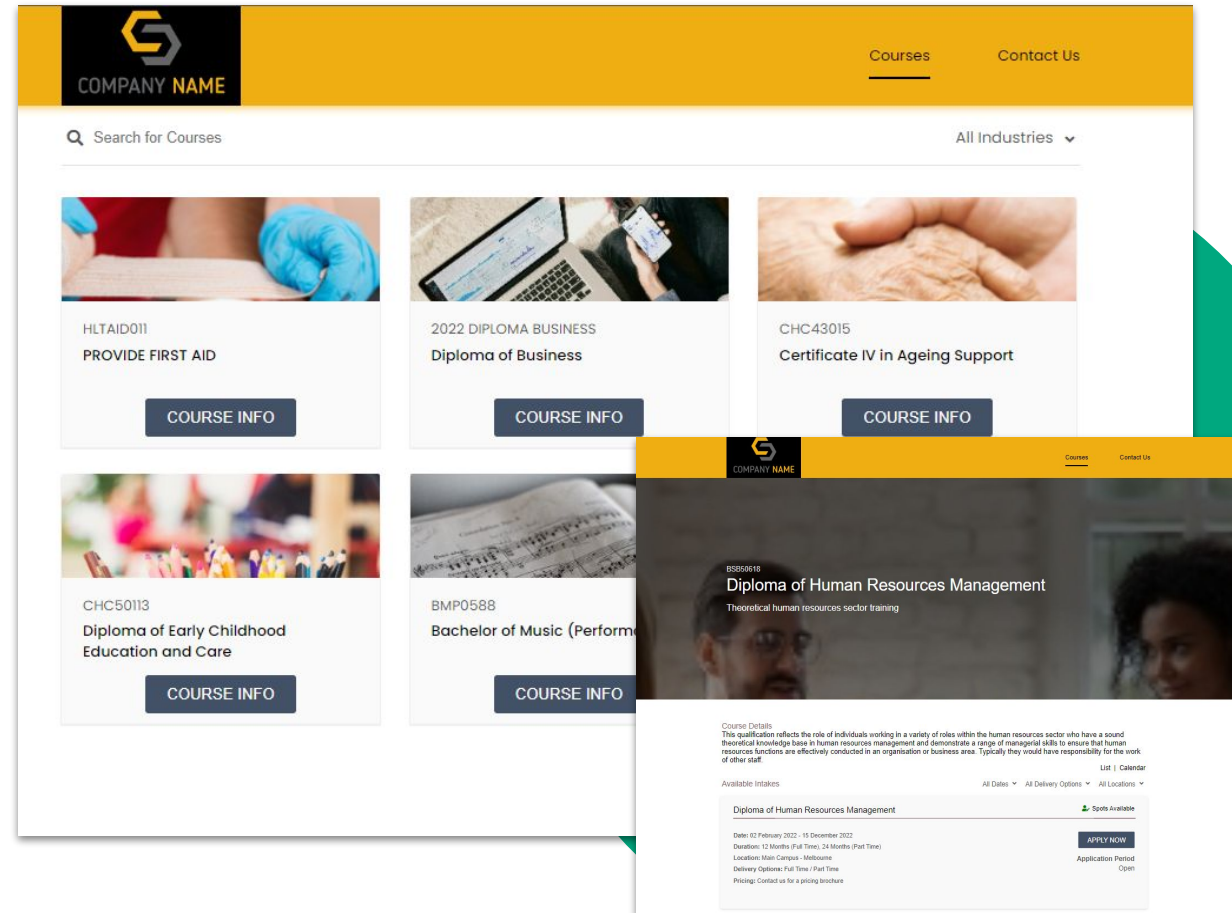
Header Logo: [Logo with COMPANY NAME]

Favicon: [Logo]

Contact Us Banner: [Banner with speech bubbles]

# Agile Site Deployment

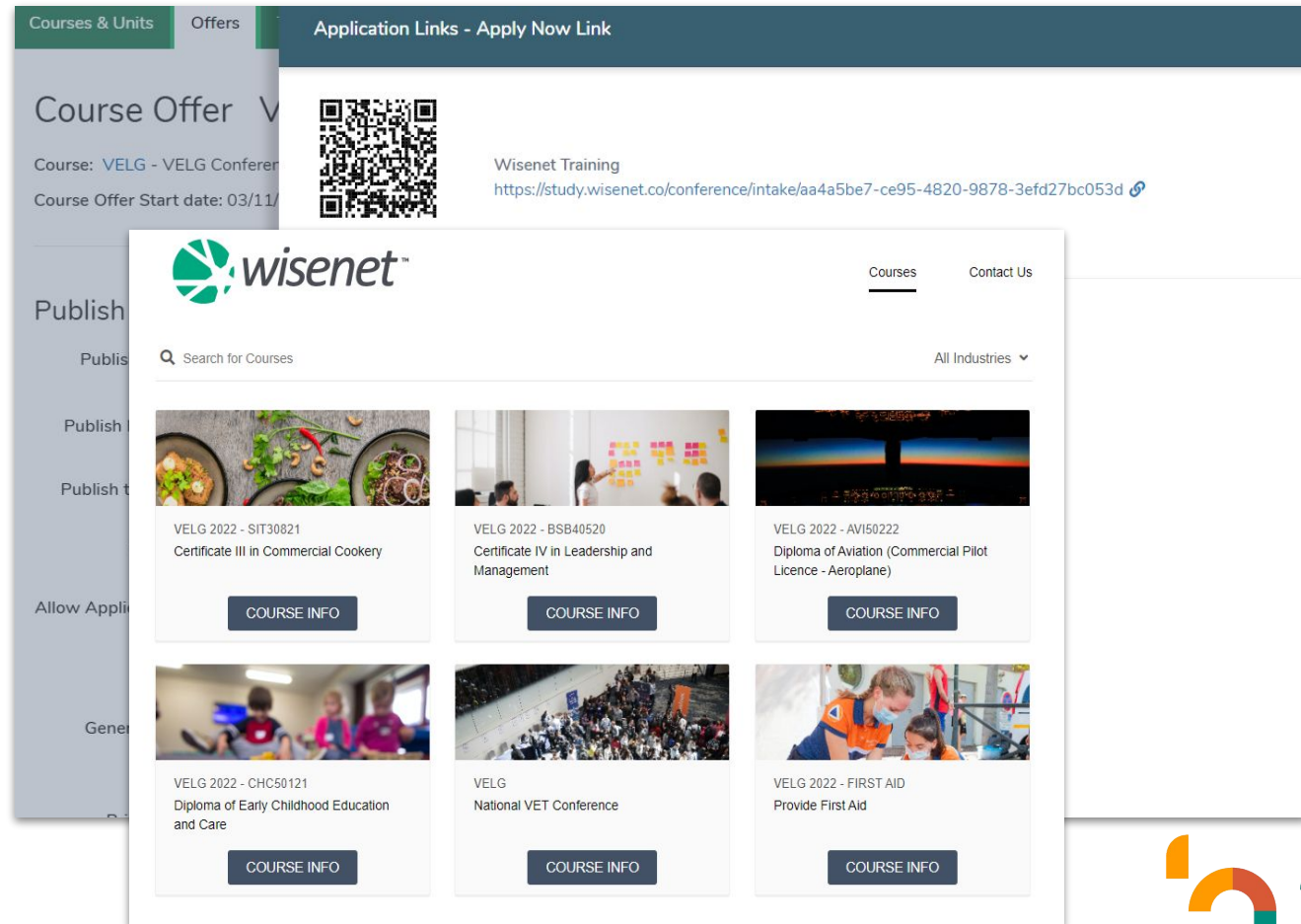
- Internally control changing factors - locations, vacancies and intakes
- Make changes quickly and easily to keep information up-to-date
- Remove IT barrier





# Enhance Customer Experience

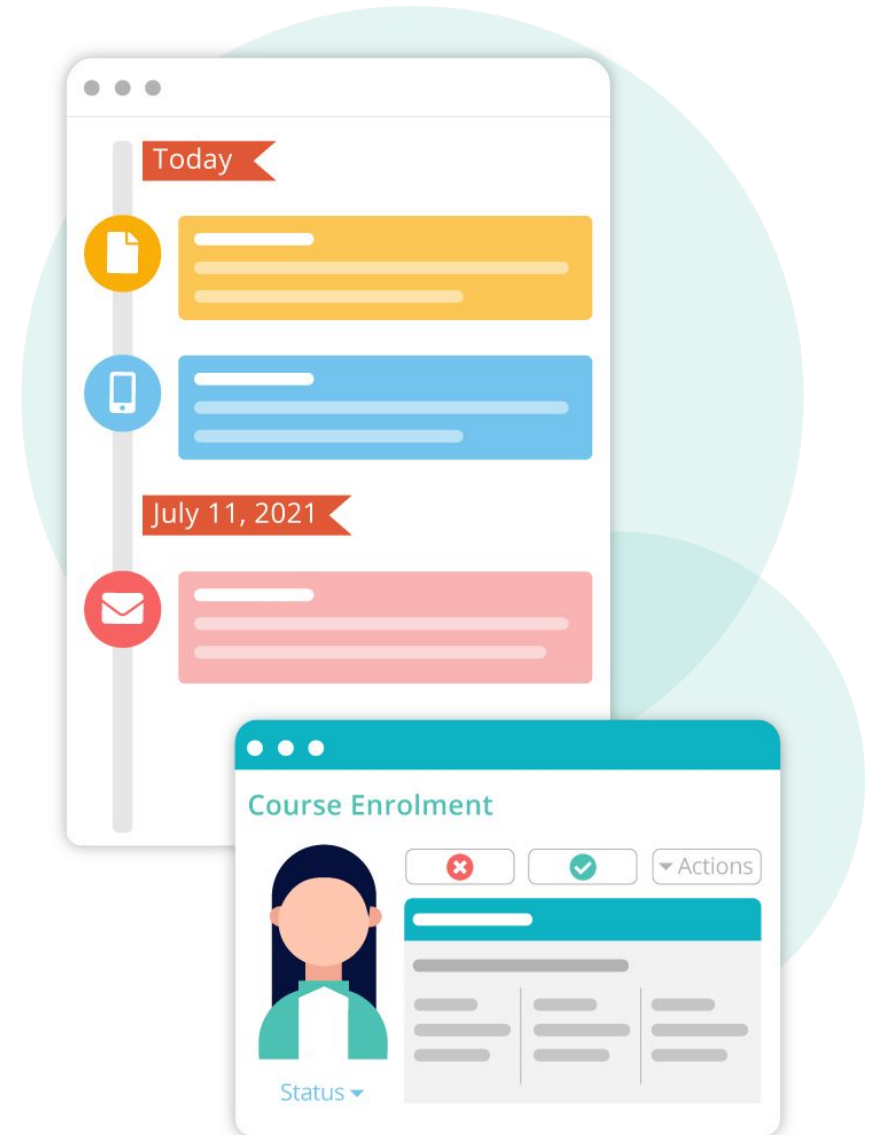
- Mobile-responsive platform which is also readily available on desktop
- QR code generation functionality
- Clean, modern catalogue for managing discovery



# DX in Marketing in 3 Simple Steps

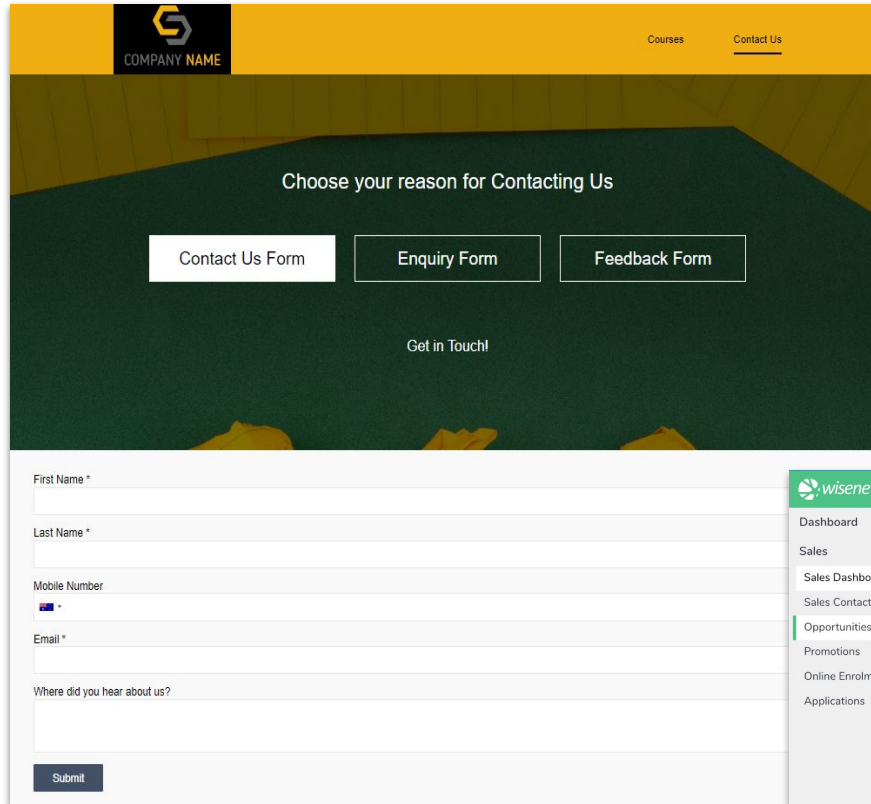
## Step 3: Manage Submissions

- ✓ Configure Message Templates
- ✓ Design Documents & Contracts
- ✓ Configure Workflow Automation
- ✓ Accept / Reject Applications
- ✓ Monitor Metrics

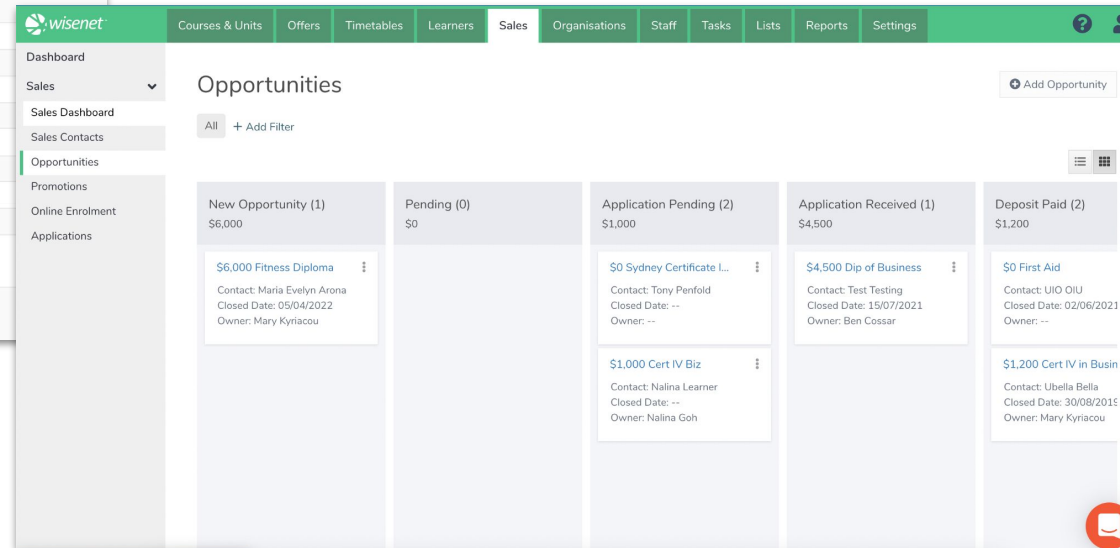


# Centralised Data Repository

- Source of truth for collected data
- Sales and marketing, student applications, enrolments, alumni, financial and learning data
- Reporting to identify and drive future strategies
- Enhance communication between departments



The screenshot shows a website header with a logo and 'COMPANY NAME'. Below the header, there is a section titled 'Choose your reason for Contacting Us' with three buttons: 'Contact Us Form', 'Enquiry Form', and 'Feedback Form'. Below this is a 'Get in Touch!' text. The main form area contains fields for 'First Name \*', 'Last Name \*', 'Mobile Number', 'Email \*', and a text area for 'Where did you hear about us?'. A 'Submit' button is at the bottom.



The screenshot shows a dashboard for 'Opportunities' in the 'Sales' section. The dashboard has a navigation menu on the left and a main content area. The main content area displays a summary of opportunities across five categories: New Opportunity (1), Pending (0), Application Pending (2), Application Received (1), and Deposit Paid (2). Each category has a list of opportunities with details such as amount, contact name, and closed date.

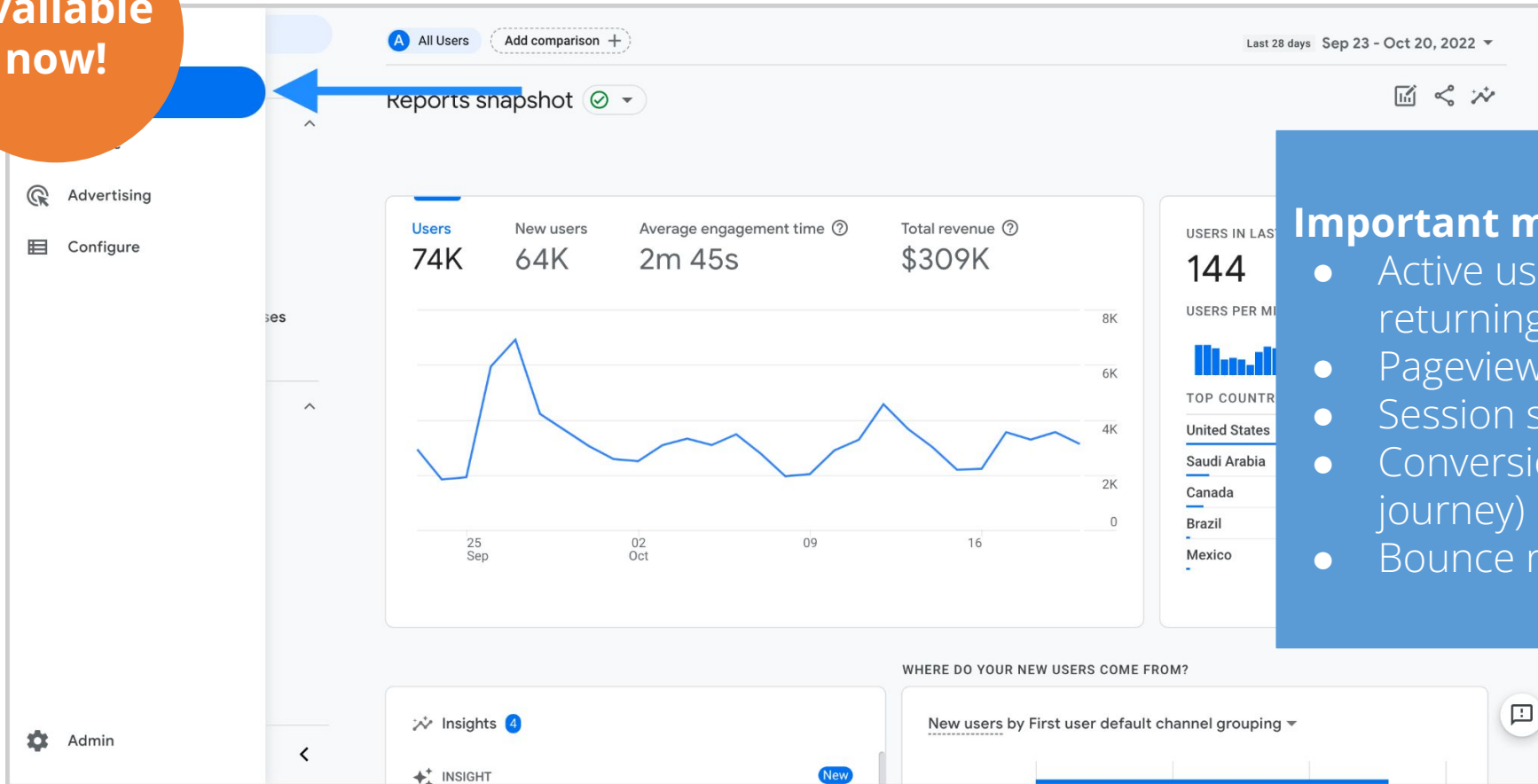
Category	Count	Amount
New Opportunity	1	\$6,000
Pending	0	\$0
Application Pending	2	\$1,000
Application Received	1	\$4,500
Deposit Paid	2	\$1,200

Category	Opportunity Details
New Opportunity	<b>\$6,000 Fitness Diploma</b> Contact: Maria Evelyn Arona Closed Date: 05/04/2022 Owner: Mary Kyriacou
Application Pending	<b>\$0 Sydney Certificate L...</b> Contact: Tony Penfold Closed Date: -- Owner: --
Application Pending	<b>\$1,000 Cert IV Biz</b> Contact: Nalina Learner Closed Date: -- Owner: Nalina Goh
Application Received	<b>\$4,500 Dip of Business</b> Contact: Test Testing Closed Date: 15/07/2021 Owner: Ben Cossar
Deposit Paid	<b>\$0 First Aid</b> Contact: UIO OIU Closed Date: 02/06/2021 Owner: --
Deposit Paid	<b>\$1,200 Cert IV in Busin</b> Contact: Ubella Bella Closed Date: 30/08/2015 Owner: Mary Kyriacou

# Google Analytics 4

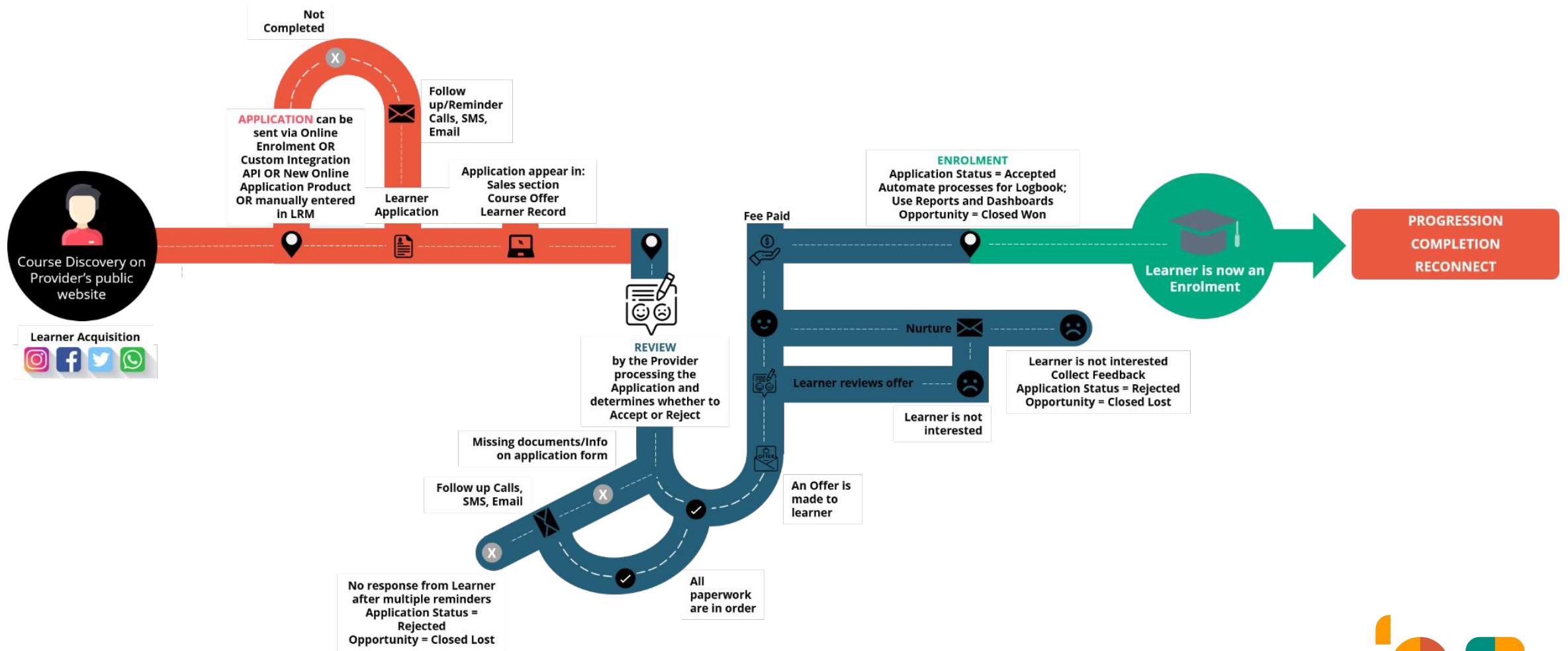
Available now!



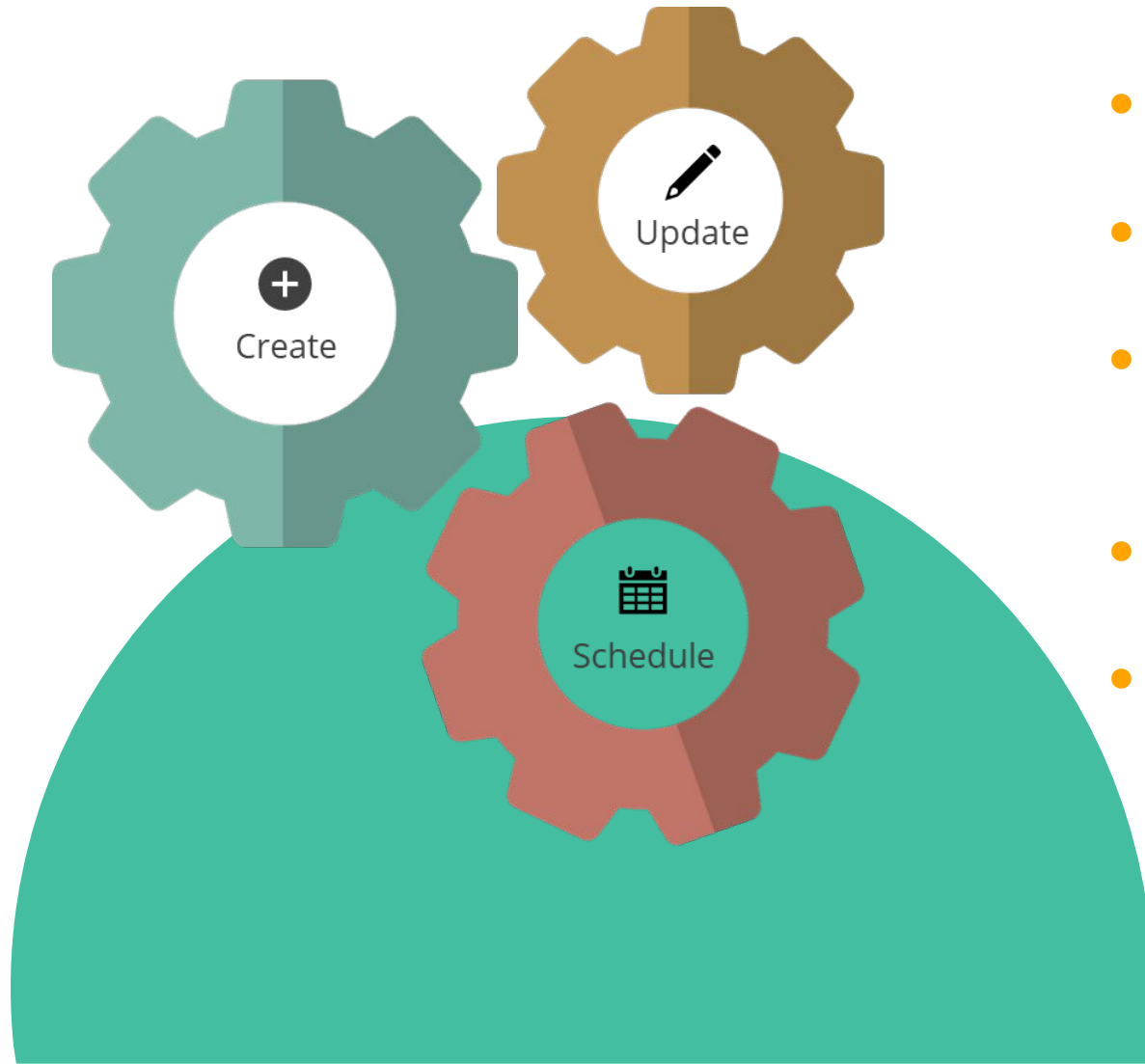
## Important metrics

- Active users (organic vs returning)
- Pageviews (all devices)
- Session start (session start ID)
- Conversions (customer journey)
- Bounce rate (non-engagement)

# Enrolment Process



# Using Automation to Engage



- Create immediate and scheduled mailer series
- Precise communications via SMS
- Automate documents, communications and enrolments
- Task follow-ups and interviews internally
- **NOTHING BEATS PERSONALISED INTERACTION**

# "Auto" Options with Sales+

Application Options

<p>Application Type: MK Academy General form</p> <p>Access Dates: <input checked="" type="radio"/> Always <input type="radio"/> Specific Period</p> <p>Access Code: <input checked="" type="radio"/> No Code <input type="radio"/> Code</p> <p>Application Form*: MK Academy Application Form</p> <p>Auto: <input type="checkbox"/> Accept Application <input type="checkbox"/> Add Checklists <input type="checkbox"/> Add Elearning Enrolments <input type="checkbox"/> Add Unit Enrolments</p> <p>Application Payment Type*: Full Payment on Application</p> <p>Fee Type*: Application Fee (GST Free 0%)</p> <p>Invoice Line Item Description*: Application Fee for Course</p> <p>Application Payment Amount*: \$ 300</p>	<p>Application Type: Special Offer</p> <p>Access Dates: <input checked="" type="radio"/> Always <input type="radio"/> Specific Period</p> <p>Access Code: <input type="radio"/> No Code <input checked="" type="radio"/> Code XMAS50</p> <p>Application Form*: Workplace Application Form</p> <p>Auto: <input checked="" type="checkbox"/> Accept Application <input checked="" type="checkbox"/> Add Checklists <input checked="" type="checkbox"/> Add Elearning Enrolments <input checked="" type="checkbox"/> Add Unit Enrolments</p> <p>Application Payment Type*: Deposit Payment on Application</p> <p>Fee Type*: Application Fee (GST Free 0%)</p> <p>Invoice Line Item Description*: Application Fee</p> <p>Application Payment Amount*: \$ 150</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

# Auto enable elearning access

The screenshot shows the 'Offers' section of the Wisenet system. The main heading is 'Elearning Courses for Course Offer: 22CHC33015 - Certificate III in Individual Support 2022'. Below this, there are tabs for 'Elearning Courses' and 'Elearning Enrolments'. A search bar is present with the text 'Search for Elearning Courses'. A table lists two course offers:

Course Offer	Enrolments	Default Group	Actions
CHC33015: Certificate III in Individual Support 2 - 22CHC33015 Canvas Type: Course Offer Default Enrolment Method: All VET Courses	3		<a href="#">Edit</a> <a href="#">+ Add Enrolments</a>
Course in Advanced First Aid - First Aid (123) Canvas Type: Course Offer Default Enrolment Method: WHS Courses	0		<a href="#">Edit</a> <a href="#">+ Add Enrolments</a>





# Automated Email/SMS Confirmation

Confirmation

Application Status is Accepted

1 days after Course Enrolment / Application Creation Date

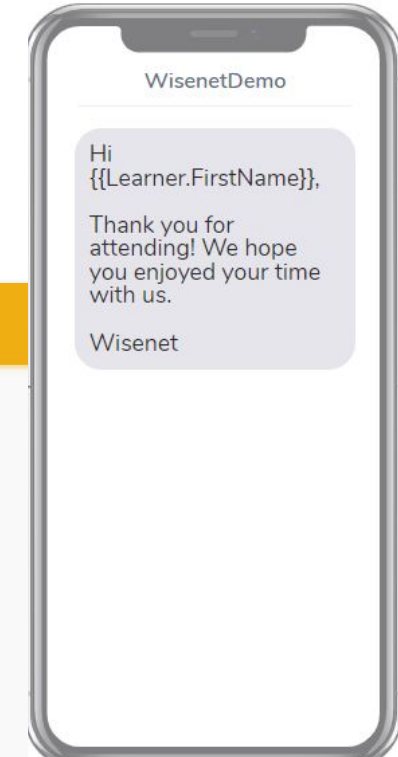
Send Email via template: Confirmation of Enrolment

Send SMS: Confirmation of Enrolment at ABC College

Update Learner: Learner Sync to Xero to true

+ Add Activity

99 characters and 1 SMS per recipient



Success! You've just applied for

Certificate IV in Ageing Support

A confirmation email will be sent to your email address with a summary of your application

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."  
- Malcolm X

# Connected Apps

The screenshot displays the 'Connected Apps' section within the Wisenet application. The interface features a top navigation bar with tabs for Courses & Units, Offers, Timetables, Learners, Sales, Organisations, Staff, Tasks, Lists, Reports, and Settings. A left-hand sidebar contains a menu with categories like Dashboard, General, App Settings, Configuration, and Integration. The main content area is titled 'Connected Apps' and contains a grid of eight application cards. Each card shows the app's logo, name, and a 'MANAGE' button. The connected apps are: Xero, Survey Monkey, SMS, USI (Unique Student Identifier), Moodle, Sales Tools, Canvas, and Billing & Payments. A red speech bubble icon is visible in the bottom right corner of the grid.

# Activity



Pre-Enrolment



Post-Enrolment

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ESSENTIAL DIGITAL  
ASSETS FOR SUCCESSFUL  
DX IN MARKETING

UP-TO-DATE WEBSITE

EDUCATION-SPECIFIC  
CRM

CAMPAIGN MANAGER



## TAKEAWAY

“You got the enrolments,  
**now what?**”

Don't work in silos,  
consider the entire learner  
experience from discovery  
to graduation.”





ROADSHOW

THANK YOU

