

HUBSPOT CASE STUDY

How personalized and differentiated communications allow you to effectively optimize campaigns via HubSpot.

BACKGROUND & CHALLENGE

Seeing an opportunity to overhaul, automate and increase the effectiveness of their CRM and recruitment outreach efforts at the network level, Uplift made the decision to move from a different CRM to HubSpot. After making the move to HubSpot, the team quickly understood that important work needed to be done to define their goals and build out their system in HubSpot, which is a powerful tool but not a magic wand.

SOLUTION

Using HubSpot as their CRM, Uplift built automated communications campaign workflows to allow them to lean in at a network level to nurture leads in ways that support the network's personalized efforts.

IMPACT

Increase in Digital Engagement

A shift in emphasis on high-quality, automated communications in both English and Spanish led to deeper engagement with Uplift's prospective families, including:

- Email click rate increased 3.18%
- Click-through rate increased 8.08%
- Open rates were consistent across the English campaign and within industry benchmark of 34% to 44%
- Open rates increased across the Spanish campaign from 16% at the start of the campaign to 44% to 75% by the end of the campaign

Increase in Applications

Strong digital engagement translated to more applications/. Uplift's campaign resulted in more than 19,000 first-choice applications and increase of 13.5% from last year.

Increase in Enrollment

Those increased applications converted to enrolled students, with more than 6,500 new scholars across the network, an increase of 18% over last year.



AT A GLANCE

CHALLENGE

- Needed a new CRM
- Balance of people work with automation

HUBSPOT TOOLS USED

- **Pro Suite**
- Marketing - Forms, Email and Automation
- Sales - Email and Calling



uplifteducation

ABOUT



- Location - Dallas, Texas
- Number of schools - 45
- Grades served - PK-12
- Students served - 20,000

HUBSPOT CASE STUDY

Uplift Education

IMPACT

[Haga clic aquí para la traducción al español.](#)

Welcome, First Name!

Thank you for your interest in Uplift Education! We are excited to share with you why Uplift Education is the best choice to guide your child's future. We have limited spots available for the 2023-24 school year, click here to [apply!](#)

Our team will share emails illustrating what makes Uplift special and why our formula for success works to ensure students thrive and reach their full potential. We will share more about the unique programs and services we provide throughout a child's time with us, and beyond!

New this year, Uplift Education is excited to launch "A New Way to Earn & Learn" Scholarship Program with the opportunity to earn up to \$3,100 toward your post-secondary pursuits (college or the workforce)! Beginning in 11th grade and concluding in 12th grade scholars will have the opportunity to complete challenges annually for credits that will be paid out at graduation. We thought, scholars are coming to school every day to learn... why not also earn

Email sample before the overhauled, automated campaign



¿Quién quiere que su escuela se mantenga en los estándares más altos?





Nuestra fórmula para el éxito

No importa la edad de su hijo, brindamos un entorno en el que su hijo prosperará, y lo hacemos con una fórmula única para el éxito llamada The Whole Scholar. NO ENCONTRARÁS esto en otras escuelas. The Whole Scholar consta de:

PREPARACIÓN UNIVERSITARIA
Todos los estudiantes de todas las edades reciben VERDADEROS estudios académicos de preparación para la universidad que los preparan para la universidad, la carrera y la vida. Las lecciones se conectan con el mundo real y se enfocan en la comprensión global. [Aprende más.](#)

CRECIMIENTO SOCIAL Y EMOCIONAL
La exploración emocional, la comprensión, el crecimiento y la madurez se integran en las lecciones diarias, y los consejos conductuales autorizados forman parte del

Email sample in Spanish after the overhauled, automated campaign

Who wants a public school they can believe in?

Mariana, thank you for your interest in Uplift Education.

Our mission is to provide exceptional elementary, middle and high school public school education that prepares scholars for college, career and a lifelong love of learning. With 45 public charter schools in the DFW area, there's a place for your child [here.](#)

[Talk to a Recruiter](#)

Raise your expectations.

Uplift Education has successfully developed well-rounded scholars for more than 25 years. Here's what to expect. For your child, and from us.

Email sample in English after the overhauled, automated campaign

Increase in Digital Engagement

- Email click rate increased 3.18%
- Click-through rate increased 8.08%
- Marketing campaign cost per applicant = \$120.46

Increase in Applications

- 3,675 applications from marketing campaign
- More than 19,000 first-choice applications total
- Increase of 13.5% over previous year

Increase in Enrollment

- Total enrollment increased 18% from previous year
- Number of offers accepted conversions to actual enrolled increased by 3% over previous year