

A Partnership To Scale Marketing And Recruiting

Campus Builds the Foundation to Achieve their Mission of Maximizing Access to a World-class Education

Campus is on a mission to maximize access to a world-class education. Campus helps power an affordable, online associate's degree in business helping students knock out their first two years of college and get a head start on their career without having to go into debt.

Build The Foundation

To help lead the early stage organization, Mark Mashaw, VP of Growth and Marketing, was brought in to build up the marketing and recruiting functions of the business. He knew Campus needed a foundation first with a CRM and marketing automation system and that bringing in an expert resource to strategize and execute the implementation was the best way to expedite the process.

Mark was recommended to Craig Jordan, the Founder & CEO of SaaScend, through a colleague. After meeting with Craig and reviewing a detailed proposal, Mark chose SaaScend.

Pardot Implementation

Mark and SaaScend started their journey by planning, strategizing, and executing Campus' Salesforce and Pardot implementation. Customizing Salesforce according to Campus' business needs, SaaScend configured leads and opportunities to track the application process and automatically update the stage, based on applicant activity tracked through Pardot form handlers on their campus.org applicant system.

As applicants started coming in, Campus and SaaScend worked to produce nurture campaigns, for leads, applicants, and students.

The team created email templates and configured Engagement Studio to ensure that the right message was being sent to the right audience at the right time, helping to advance applicants through the funnel.

Ensuring that all the data was being captured at each touchpoint of the journey in Salesforce, SaaScend integrated a number communication tools such as RingCentral Phone System, SMS-Magic, and Intercom live chat.

Attribution For Full Funnel Insights

To empower Campus with understanding into their campaign performance, SaaScend planned and executed with the team to build out their campaign data structure and reporting, providing optimal multi-touch attribution data across the entire funnel.

We're getting great insight into down funnel campaign performance, looking beyond cost-per-lead, even beyond cost-per-started application. We are able to look at who got admitted, even to who got enrolled, by campaign, so that we are able to make smart optimizations with our marketing spend.

—Mark Mashaw, VP of Growth & Marketing, Campus



I really like the team. The thoughtfulness, the spirit, the good thinking, and the ideas. A lot of consultants are happy to do what their client asks them to do, which is super, but in this case you want someone who is able to coach and bring value. Someone with an advanced level of expertise, thinking, and strategy, who makes confident recommendations, which SaaScend is great at providing.

—Mark Mashaw, VP of Growth & Marketing, **campus**

Campus Starts The First Class Of Students

After building the foundation and launching Campus' recruiting program, they were able to successfully start the first class of students three months later. Throughout this time, Campus was able to operate their marketing and admissions funnel with visibility into the performance of their marketing spend and the admissions team enrollment efforts. Enabling the team to make data informed decisions for continual advancement.

Mark shared, "I can see where potential students start, how they are progressing, and the activities they have done, giving us a way to better manage our funnel and make adjustments for optimized results. By working with SaaScend, we were able to get everything set up quickly."

Next Steps For Campus

As Campus continues to grow and evolve, SaaScend is working alongside the team to update and configure Salesforce automation to ensure a streamlined experience for program applicants and Campus' internal operations.

About Mark Marshaw

Mark is the VP of Growth and Marketing at Campus. His background includes over 20 years of experience as a marketing executive in the education, entertainment, and technology industries.

ABOUT US

SaaScend is a revenue operations consultancy on a mission to empower Go to Market teams to hit their ultimate revenue potential by combining Rev Ops domain expertise with cutting edge GTM technologies so they can focus on scaling revenue. Founded in 2015, the team has helped over 300 companies scale their business for growth. SaaScend is building the playbook and structure for modern revenue operations and partners with the latest in GTM technologies to provide their clients with a streamlined services approach, including Salesforce, HubSpot, Chili Piper, Intercom, Tray.io, Clearbit, and Drift.