Qrious

How New Zealand Immigration keeps applicants informed with an automated lead nurture and retention programme.

NEW ZEALAND
IMMIGRATION

New Zealand Immigration serves timely and relevant content to applicants throughout their decision and relocation journey.

Immigration New Zealand's purpose is to bring the best people New Zealand needs to prosper. They offer a range of visas to help those who can contribute to New Zealand to visit, work, study, live, or invest here.

Immigration New Zealand partnered with Ubiquity to build a comprehensive lead nurture programme for skilled migrants looking to find work in New Zealand.

The power and flexibility of the Ubiquity database enables them to send highly personalised communications, based on factors such as their occupation, nationality, age and visa type.

Since implementing the Ubiquity marketing automation platform, Immigration New Zealand has increased the sophistication of their lead nurture and retention programmes, and allowed them to serve timely content to applicants throughout their decision-making and relocation journey.

"Partnering with Ubiquity allowed us to benefit from the full power of marketing automation. We were really impressed that they took the time to understand our business, find solutions that were tailored to our needs, and keep us involved at every step along the way."

- Jonathon Corlett, Principal Advisor, Marketing.

1 — The Challenge

Part of Immigration New Zealand's role is to drive interest from migrants whose occupations are on New Zealand's skill shortage lists. They wanted a solution that kept them engaged throughout the decision-making process, rather than relying on them to find their way back to the Immigration New Zealand website.

They needed a complete lead nurture programme, that could be maintained and managed by immigration staff and built upon over time. Due to the complexity of visa options and industry information, Immigration New Zealand required a sophisticated platform that would hold all relevant data for their prospects and customers. This data would then be used to ensure personalised, relevant communications were sent at key points in a user's journey.
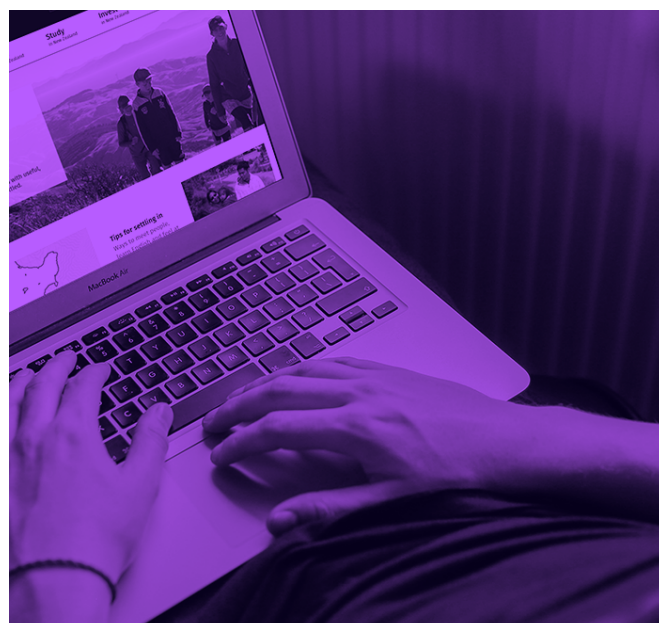
2 — The Solution

A complete lead nurture programme was built in the Ubiquity marketing automation platform, owned by Qrious, that can be maintained and managed by Immigration New Zealand themselves. Automated email programmes are utilised to keep prospects engaged and monitor their progress through the immigration process, as well as capture more data to further streamline communications.

Appropriate applicants who register on the NZ Now website are automatically fed into the lead nurture funnel. The information provided from their registration form is used to serve a series of personalised emails which includes information to help prospects make informed decisions.

Candidates are encouraged to make use of the 'NZ Ready' planning tool which captures additional data which can be used for further targeting and personalisation.

Once onshore migrants are targeted with a retention programme to ensure they have relevant information to help them settle in New Zealand. This automated programme includes communications that informs them about tax, employment rights, healthcare, education, local support and more.
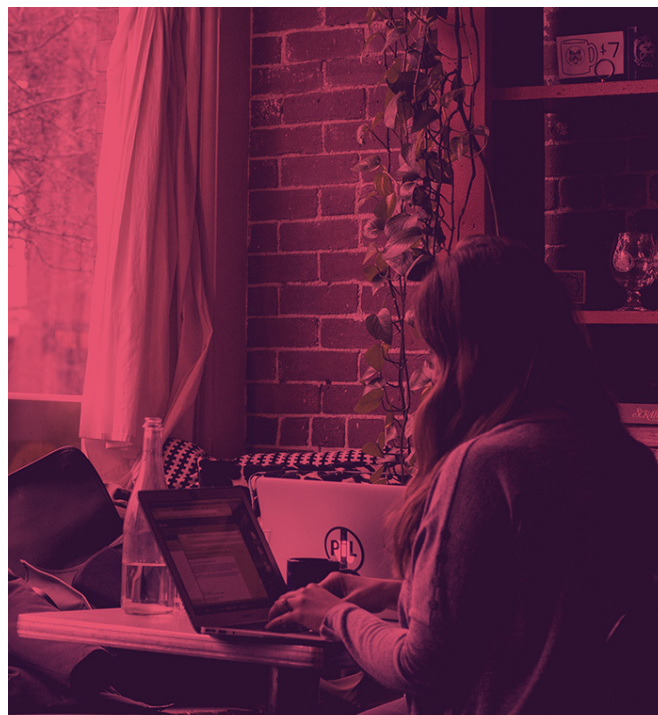
3 — The Result

Work at scale

Marketing automation provides Immigration New Zealand with the opportunity to capture and nurture leads at a scale which would otherwise not be possible.

Understand their needs

The Ubiquity marketing platform allows Immigration New Zealand to understand potential migrants, and focus energies on nurturing key occupational groups to ensure New Zealand is a migration destination of choice for those who can add value to the economy.

Relevancy and personalisation

The ability to use data to create personalised communications ensures relevance and a quality customer experience, and provides a great first impression of New Zealand.

Local services

The success of the marketing automation programme stems not just from the marketing platform, but has been supported by Qrious marketing automation services around implementation and ongoing best practice.

Keeping migrants engaged throughout their journey.

Register

Applicants register via the NZ Now website

Enter the stream

Applicants are placed in a nurturing stream based on information provided i.e. if they're wanting to work, study or invest.

Communication

Applicants are sent nurturing emails providing both relevant information for moving to New Zealand, as well as keeping New Zealand top of mind as a study, live and work destination.
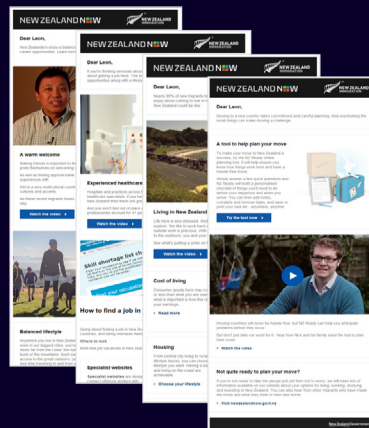
Welcome!

Once their visa application is approved and they have moved to New Zealand they are placed in a welcome stream to help settle migrants into New Zealand.

Qrious

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