SMART Hub

Marketing Automation Software For Higher Ed

Powered by

KEYSTONE
ACADEMIC SOLUTIONS

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1 ABOUT US

OUR MISSION

Our mission is to empower higher education professionals around the world with the latest marketing tools and automation technologies they need to support their recruitment strategies.

We help students across the world find the right program and study destination to accomplish their dreams. We offer a range of free services for our prospective students to help them make an informed decision on their path to a bright future.

We pride ourselves in developing long term partnerships with our customers, anticipating their needs and providing them with innovative solutions and personalized support.

Our customer success team of international experts work together with our customers to help them succeed in reaching their goals. Their passion and commitment to our customers is at the core of our company.

SMARTHub — ENGAGING THE STUDENTS OF TOMORROW

For education professionals, generating awareness and communicating with potential students has long been vital to success. However, in a market that has grown increasingly globalized and competitive, this process has also evolved. To be successful today, the engagement of potential students is vital, but implementing this has created a new set of challenges for educators.

As Generation Z are now maturing and beginning their journey into higher education, so has the way educators communicate and engage their student audience. Born into a digital world, Gen-Z are advanced users of technology, communicating across multiple platforms with rapid-fire ease on a daily basis.

To effectively engage potential students, an institution nowadays must be available across a variety of different mediums, but also be able to communicate and engage with students in real-time in order to command their attention. These demands have created headaches for educators alike, as they strive to maintain control amidst rising costs and tight budget controls.

In response to these growing needs, Keystone has developed SmartHub, an industry specific Marketing Automation Software designed to make such headaches a thing of the past. Combining a simple, user-friendly interface with intelligent automation and communication tools, SmartHub works to reduce the strain on higher education providers.

With SmartHub, your admissions and recruitment specialists will be able to free up more resources and dedicate time where it is needed most, putting your institution on the path to success.

② SMARTHub

MARKETING AUTOMATION SOFTWARE FOR HIGHER ED

Our Marketing Automation Software, SmartHub, is a result of 10 years of working with 4200 schools and finding out how to improve communication with students. SmartHub is strategically designed to capture student leads, nurture them down the funnel and easily manage your student leads in one system.

SmartHub is a pre-CRM marketing automation software that will help you communicate with and qualify your potential students from their initial interest through to their application to your school. After all of the communication and qualification work has been done for you in SmartHub, your student leads will be ready to be handled any way you prefer, including being exported to your system of choice.
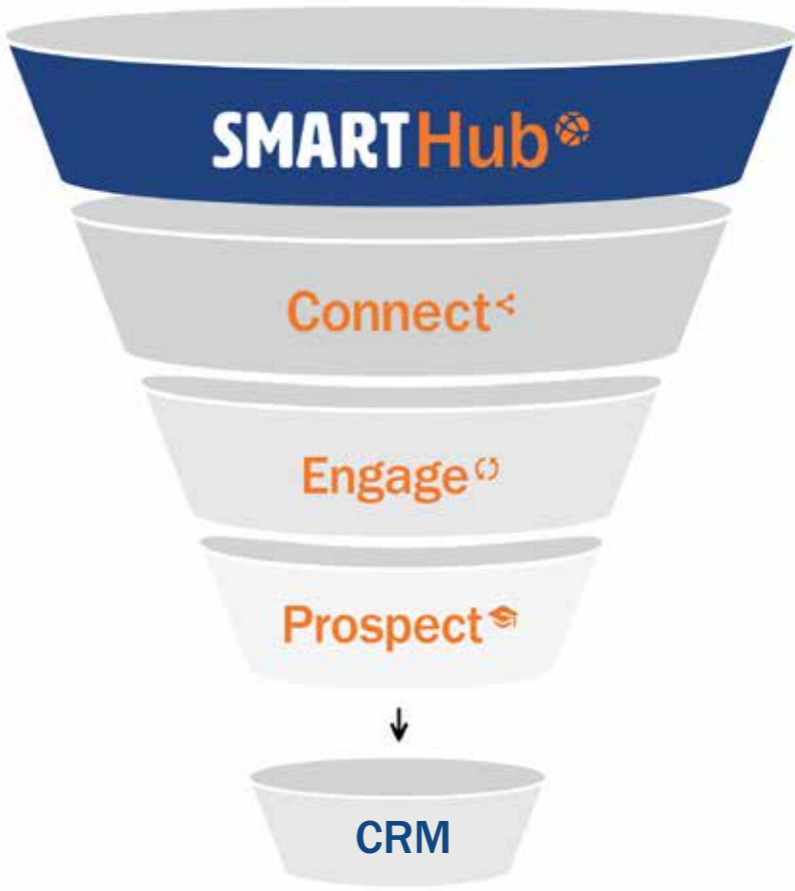
SmartHub can be purchased as part of our marketing solution or as a stand-alone marketing automation system.

YOUR BENEFITS

✔ Save time
✔ Reduce your workload up to 70%
✔ Increase student engagement
✔ Available in 17 languages

✔ Instant setup and zero training
✔ Cloud-based - on any device
✔ Unlimited users

Keystone Marketing
420 Websites in 46 Languages

Your Marketing
Your website and other marketing

SMARTHub

Connect

Engage

Prospect

FULLY AUTOMATED

CRM

REDUCE WORKLOAD BY UP TO 70%

③ LET OUR TECHNOLOGY DO THE WORK FOR YOU

SMART Hub⚙ MARKETING AUTOMATION SOFTWARE FOR HIGHER ED

SmartHub comes with 3 exciting functionalities that will fully automate your marketing efforts and reduce your workload by up to 70%.

The **Connect**⚹ feature will help you control the flow of incoming student information and manage them all within SmartHub.

With **Engage**⟷ all your communication is now handled automatically. The Engage feature saves you time and all your students' questions are quickly and effectively answered.

The **Prospect**⚐ scoring feature will help you easily find the most relevant student leads in SmartHub. It also offers quick and easy management of your student leads.

SmartHub can be purchased as part of our marketing solution or as a stand-alone student engagement and management system.

Schools using SmartHub together with their CRM
complete 7x more of their daily tasks.

Your CRM

SMART Hub⚙ + Your CRM

Connect⚹
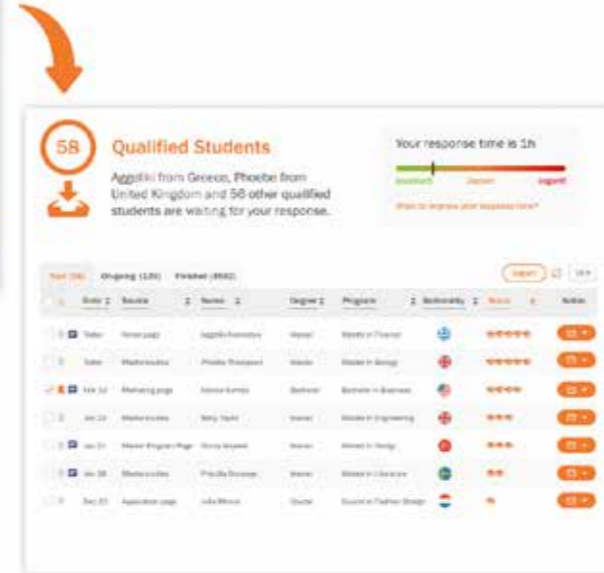Engage⟷
Prospect⚐

CONDÉ NAST COLLEGE of FASHION & DESIGN

"SmartHub has helped the Condé Nast College immensely. As a small team, we're often overwhelmed by student queries and the automation of this system has helped support our communication with prospective students. The team at Keystone Academic have been so helpful to us and we would strongly recommend the system to any education provider."

Celeste Good
Head of Digital Marketing/Admissions
Condé Nast College of Fashion & Design

4 Connect

ALL YOUR STUDENT LEADS IN ONE PLACE

Our Connect add-on feature collects and brings in all your student leads from all sources into SmartHub, including:

- Enquiries from your website
- Social Media
- Events & Fairs
- Contact records (Excel and CSV files)
- Other marketing websites and sources

With Connect, you have one online enquiry form for all your marketing. We have been using the same tried and tested form for years and it has converted millions of highly qualified students.

With this highly secure form, all the students' information is collected, replacing the need for emails. You can then use SmartHub to manage the enquiries. Our forms are available in 17 languages and can be easily customized to fit perfectly with your branding.

YOUR BENEFITS

✓ Unified student information across all channels
✓ Reduce your workload by up to 80%
✓ Fewer emails in your inbox
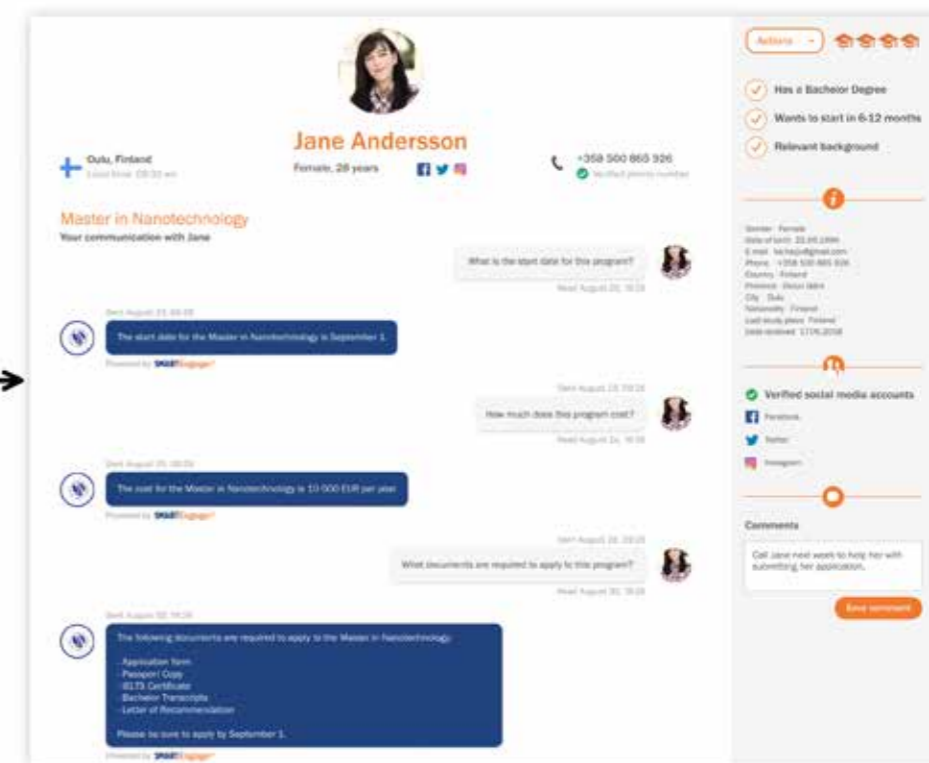✓ Increase your number of highly qualified students

"I think Smarthub is the best platform for managing leads for any educational institute. I'm very happy with Keystone Academic Solutions. Connect is a very practical tool for collection enquiries from our website, it has completely replaced our old manual enquiry system. Engage ensures that our future students are responded to in a timely manner. Last but not least, Prospect is truly useful for helping us filter through enquiries to ensure we are there to help the students, it's very good with assigning leads to different campuses ensuring they get the up to date information right from the start."

Sara Maarouf
Head of Communication & Admissions
SIST Morocco

5 Engage

INSTANT PERSONALIZED COMMUNICATION

Today's generation of students have an average attention span of only 8 seconds and require quick and highly personalized communication. With our Engage add-on feature, you will have the tools you need to capture the attention of these potential students and communicate with them effectively.
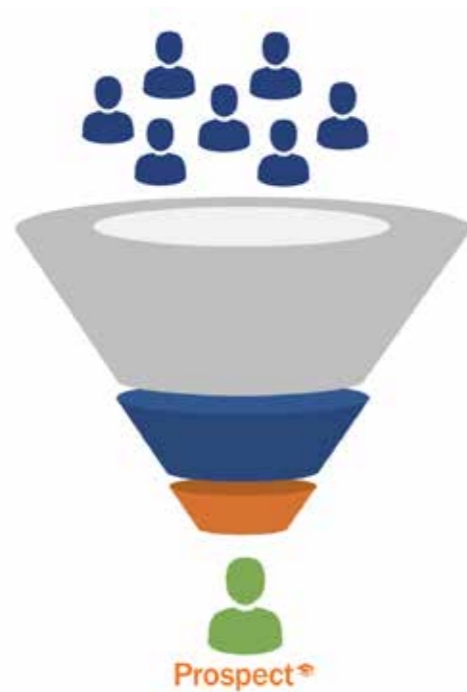
Engage handles all your student questions automatically, 24/7, regardless of time zones, and the communication is highly personalized to each student. Engage corresponds with your students for you until you decide it's time to take over and bring in a human touch.

YOUR BENEFITS

✓ Our technology handles all your communication for you

✓ Significantly reduce your manual workload

✓ Faster and more personalized communication increases engagement

6 Prospect

FIND THE BEST STUDENT PROSPECTS IN SECONDS

Our Prospect add-on feature helps you qualify, filter and sort all your student enquiries within SmartHub to make management easy. The ability to assign enquiries to specific team members and add comments to them also helps you stay up to date. This gives you the time to focus on the students that are most important to you right now.

YOUR BENEFITS

✓ Easily and efficiently handle hundreds of prospects

✓ Qualify and manage your student prospects

✓ Stay up to date on the status of all your prospects

✓ Maximize your application potential

7 CHOOSE YOUR SMARTHUB PACKAGE

SmartHub is designed to make your work day easier and save you time and money. With no installation or IT needed, the setup is stress-free. Everything is fully secure in the cloud and accessible from any device.

Our Starter package comes with the Connect feature, helping you collect your student leads from all your marketing channels into SmartHub.

With the Premium package you also have access to the Engage feature to handle all your student questions automatically.

The Ultimate package includes the Prospect feature which helps you prioritize the best enquiries. Buying this package will ensure you maximize your student management and engagement efforts.

SMARTHub

ALL PACKAGES INCLUDE

✔ Unlimited Users
✔ Unified Inbox of Student Enquiries
✔ Email Reply Templates
✔ Available in 17 languages

✔ Unlimited Enquiries
✔ Verified Student Contact Information
✔ Enhanced Analytics Reports
✔ Dedicated Customer Success Manager

STARTER

✔ Includes Connect
✔ Secure Online Enquiry Forms

PREMIUM

POPULAR

✔ Includes Connect
✔ Includes Engage
✔ Secure Online Enquiry Forms
✔ Personalized Auto-Replies

ULTIMATE

✔ Includes Connect
✔ Includes Engage
✔ Includes Prospect
✔ Secure Online Enquiry Forms
✔ Personalized Auto-Replies
✔ Student Scoring & Qualification

KEYSTONE
ACADEMIC SOLUTIONS

EFMD
Corporate Member