



How to optimise your emails in sub-optimal circumstances

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- **Sub-optimal circumstances:**
too many emails and a dying CRM system
- Radius by Anthology, due to sunset end of September 2025
- Lots and lots of emails in a very complicated system



How things used to be

Middlesex University

Contacts

Search

Support | Setup | Ant Babajee

HOME

CONTACTS

CASES

EVENTS

MARKETING

PROGRAMS

QUICK CREATE

CASES

New Case

Tools

Search

VIRTUAL ID CHECK FOR 202120: new document submis

View

View As: List

Export

Add/Remove Columns

Sorting order

Created Time

Actions

#	Full Name	First Name	Last	Student ID	STU Pr	STU	Emi	Resd Code (A	Case Subject	Case ID	Stati	Cre	Modified Tin	ID Check Ty	ID C	ID C	ID C	ID C	Enrr	ID Ch	Action
1					Post-Registr. Nursing and Midwife Program	Corr		U	Virtual ID check for	50060001	Virtual ID check for	04/01/2022 10:22 PM	04/01/2022 10:22 PM	UK driving licence					Incl ID photo	EL	Action
2					MSc Mental Health Studies	Corr		U	Virtual ID check for	50060001	Virtual ID check for	07/01/2022 01:46 PM	07/01/2022 01:46 PM	EU/EEA passport					Incl ID photo	EL	In UK Action
3					MA Professional Practice Dance Techniq Pedago	Corr		Q	Virtual ID check for	50060001	Virtual ID check for	14/01/2022 05:09 PM	14/01/2022 05:09 PM	UK passport					Incl ID photo	EL	Action
4					BA Business Management with Founda Year	Corr		U	Virtual ID check for	50060001	Virtual ID check for	29/01/2022 08:11 PM	29/01/2022 08:11 PM	EU/EEA passport and share code	Out lett	Shai code			Incl ID photo	EL	In UK Action
5						Corr		O	Virtual ID check for	500600012	Virtual ID check for	31/01/2022 05:51 PM	01/02/2022 01:00 PM	International passport and student visa	-				Incl ID photo	Not in	Action

Refresh

Displaying records 1 - 4 of 10



Hi {{contact.full_name.first_name|case.camel}},

Clearing has officially started and applications are now open: [browse courses and apply](#).

Still thinking about changing where you want to study? Here are 3 reasons why we could be your perfect match:

1	2	3
HUNDREDS of courses to choose from	THOUSANDS of fellow Clearing Students	MILLIONS of possibilities in London
Take your pick of 150+ courses in Clearing	Make friends with students just like you	The bright lights of London without the price tag

JOIN AN AWARD-WINNING LONDON UNIVERSITY



1st
in the UK for Course Quality
(Uni Compare Rankings, 2024)



1st
in London for Student Life
(WhatUni Student Choice, 2025)



1st
in the UK for Employability
(Uni Compare Rankings, 2024)

Our award-winning campus is home to thousands of students just like you – who we've supported through their research and applications. We know how to help you assess your options, make the right decision, and breeze through the process.

"I applied to Middlesex because it was a lot more local, a lot easier to get to, and it had great transport links. I really like how the campus is open and everything just flows. I didn't want to go to a campus where it was dotted



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- **First considerations:
Technology options**
- Long-term aspirations vs short-term solutions
- Procuring a new platform vs sticking to what we knew





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- **Next stage: Content and marketing approach**
- Cutting down number of communications significantly
- Redesigning emails and making them more focused





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- **Build – a race against the clock!**
- Repurposing templates where relevant
- New checks process: stakeholders and CRM team





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- **Outcome: We weren't without a CRM!...**
- ...And engagement rates are higher than before
- We're now looking ahead to our full-scale enterprise CRM



How things are

Templates Deleted templates				
Email and SMS templates				
 	☐	Name	Type	Subject
	☐	UGFirmExam2 - Good luck	email	It's Results Day, {{contact.full_name.first_name case:camel}}!
	☐	UGFirmExam1 - Exam time	email	Take a breath, you've got this {{contact.full_name.first_name case:camel}} 🍀 Good luck with your exams — from Middlesex University
	☐	UGFirm8 - Facilities	email	It's not what you learn, {{contact.full_name.first_name case:camel}} - it's where you learn it... 🏠
	☐	UGFirm7 - Wellbeing and support	email	We're ranked #1 for student support in London, {{contact.full_name.first_name case:camel}}
	☐	UGFirm6 - Societies and community	email	Find your people, find your place — 85+ student societies at Middlesex University
	☐	UGFirm4 - Subject	email	Welcome to life at MDX, {{contact.full_name.first_name case:camel}}
	☐	UGFirm5 - Finances	email	{{contact.full_name.first_name case:camel}}, here's how to make your money go further at university
	☐	UGFirm3 - London	email	What our students ❤️ most about Middlesex University 🗺️
	☐	UGFirm2 - Student tips	email	Getting ready for uni... Tips and tricks from Middlesex University students 📖
	☐	UGFirm1 - Congratulations	email	We're so pleased to be your firm choice, {{contact.full_name.first_name case:camel}}



Hi Sweta,

Choosing a university is more than picking a course. It's about finding a place where you feel supported, inspired, and prepared for your future. We understand this is a big decision, and we're here to help you every step of the way.

What's next? You've chosen your course in music, audio and performing arts, so now it's time to [confirm your offer at Middlesex University](#).

Here's why Middlesex is the perfect fit for you 🌟



Industry-standard facilities

These mirror real creative workplaces, including professional recording, mixing and spatial audio studios. Fly through our amazing facilities and get a glimpse of where you will be studying.

Teaching from active professionals

Our staff bring current industry practice straight into the classroom.

Hands-on experience

Participate in performance, composition, production and audio arts, so you develop a versatile creative toolkit.

[Confirm your place](#)

See what student life at Middlesex is like 📺

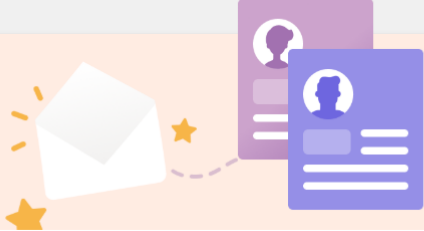
Curious about studying at Middlesex? Take a look at our [student life video playlist](#).

You'll find everything from academic tips, to how our students thrive, to exploring north London. It's your inside look at life at Middlesex!

How things will be

Welcome to real-time journeys

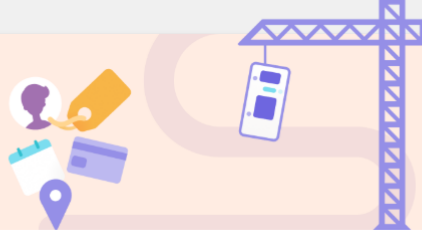
Top tasks in this area



Create emails that inspire action

Use a broader set of data sources to create emails tailored to each customer.

Create an email



Automate individual experiences

Use real-time customer behavior to trigger responsive, automated customer interactions.

Create a journey



Reach customers on any device

Add mobile channels to your journeys, and optimize for the channel each customer prefers.

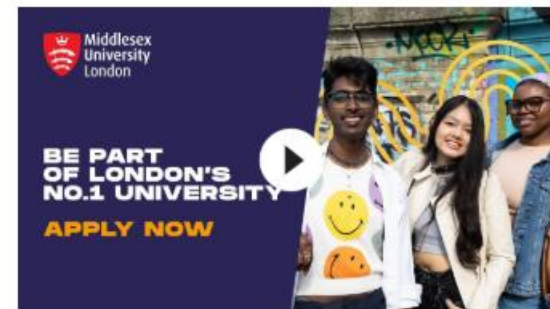
Create a text message



**READY TO MAKE
YOUR MOVE?
CLEARING IS
OPEN TODAY**

Hi {{FirstName}}

A university can look right on paper and tick boxes. However, it's the community that really makes you feel at home. Talking to students tells you how it really feels to study there. At Middlesex, students choose more than a place on a course. They choose a university where they belong, and are part of a friendly and supportive community.



**BE PART
OF LONDON'S
NO.1 UNIVERSITY**

APPLY NOW

Want to find out for yourself?

That's where Clearing Buddy comes in! Through Unibuddy, you can [chat to Middlesex students who joined through Clearing](#) and ask the questions that matter most to you now. Not just about the Clearing process, but about what it's actually like once you get here.

You can ask things like:

- What was it like joining through Clearing?
- How easy was it to settle in?
- What societies or clubs can I join?
- What made Middlesex feel different from the other places you looked at?



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