

WEBINAR · 19 MAY 2026

New in Admissions+: Communications Area

A complete communications hub built into your admissions platform.
Send, track, and automate every message from one place.



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RUNNING ORDER

Today's Agenda

- 1 **Welcome and introduction**
- 2 **Why we built the Communications Area**
- 3 **Inbox** Centralised email management for admissions
- 4 **Templates** Email, SMS, and notification templates with tracking
- 5 **Campaigns** Organised, trackable communication campaigns
- 6 **Automations** Trigger-based, scheduled, and system automations
- 7 **Settings and compliance** GDPR, consent, quiet hours, and audit trails
- 8 **What's coming next** Future enhancements and roadmap
- 9 **Q&A**

THE PROBLEM

Why we built the Communications Area

✘ The Reality Today

- Emails sent from personal inboxes or separate tools
- No visibility on what was sent to whom
- Manual tracking in spreadsheets
- Comms disconnected from student records
- No central inbox for the admissions team
- Hours spent on repetitive emails

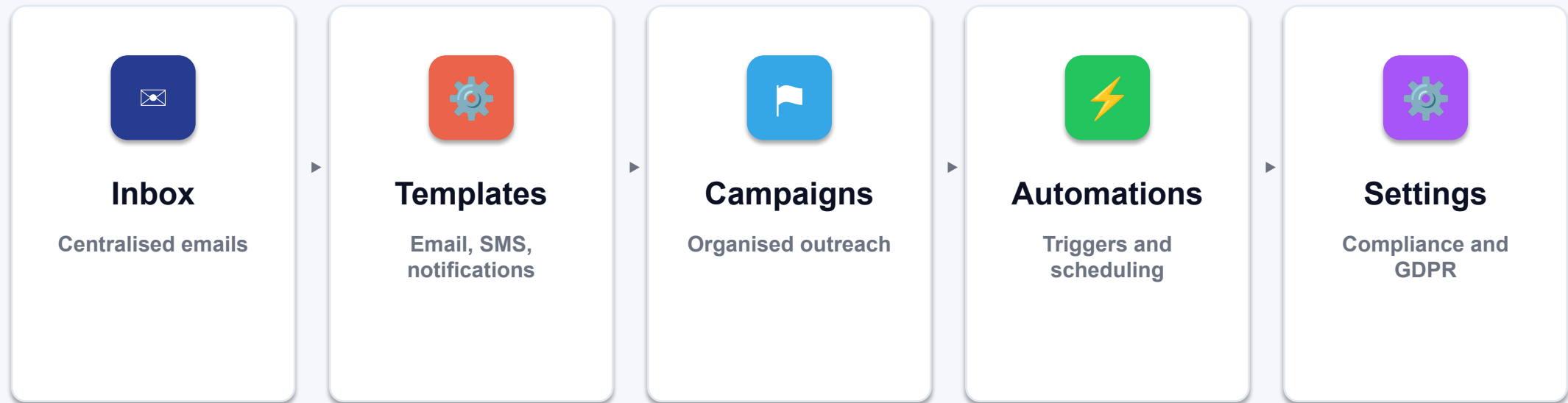
✔ What You Get Now

- One communications hub inside Admissions+
- Every message linked to the student record
- Full delivery tracking: sent, opened, clicked
- Team inbox with assignment and status
- Reusable templates with drag-and-drop builder
- Automations that handle routine comms

OVERVIEW

Five areas. One platform.

Everything your admissions team needs to communicate, all in one place.



Each section includes a live demo by Joyce

Your team's admissions inbox

Every inbound admissions email in one place, linked to the right student, assigned to the right person.

Search and Filter

- Search by sender, student, subject, or keywords
- Filter by status: Open, Pending, Done, Unread
- Filter by assignment to see your own emails

Manage and Respond

- Assign emails to staff members
- Link emails to applicants and applications
- Reply directly from the platform using templates
- Full activity log with timestamps



Live Demo

Inbox

TEMPLATES

Build once, send perfectly every time

Email, SMS, and notification templates with a drag-and-drop builder, mail merge, and full delivery tracking.

Email Templates

- Drag-and-drop builder with real-time preview
- Basic (manual) or Enhanced (automated/scheduled)

SMS Templates

- Text message templates with merge fields
- Perfect for quick reminders and confirmations

Mail Merge with Live Preview

- Pull real student data into templates
- See exactly what each recipient will receive

Delivery Tracking

- Sent, delivered, opened, clicked, forwarded
- Folders, favourites, follow-up scheduling



Live Demo

Templates

CAMPAIGNS

Track the impact of every activity

See which marketing activities are actually driving offers, acceptances, and enrolments. Attribute outcomes to events, emails, SMS, inquiry forms, and meetings.

Activities

Tracked

Offers

Attributed

Acceptances

Linked to source

Enrolments

Full journey

What You Can Track

- Events: open days, taster sessions, tours
- Emails: outreach, follow-ups, nurture sequences
- SMS: reminders, confirmations
- Inquiry forms: which forms generated applicants
- Meetings: 1-to-1s, consultations, interviews

Measure Real Outcomes

- How many students received an offer from each activity
- How many accepted their place
- How many actually enrolled
- Full attribution: which touchpoint drove the result
- Compare activity performance side by side



Live Demo

Campaigns

AUTOMATIONS

Let the platform do the work

Set up triggers, schedule messages, and let the system handle routine communications automatically.

Custom Automations

- Staff-configured using your templates
- Enable or disable with a toggle
- You control the rules

System Automations

- Default system messages built-in
- Info buttons explaining each one
- Always on, always working

Scheduled Messages

- Future-dated sends with recipient tracking
- Set it and forget it
- Monitor delivery status

Trigger Types

When an applicant does something | When staff does something | At a particular time



Live Demo

Automations

Built-in safeguards

GDPR compliance, consent management, and audit trails baked into every communication.

Consent and GDPR

- Marketing categories with consent toggles
- Automatic unsubscribe links in emails
- STOP keyword handling for SMS
- Opt-back-in request workflows

Configuration

- Default sender and reply-to email settings
- School logos, headers, footers in templates
- Delivery tracking toggles

Safeguards

- Confirmation prompt for large sends
- Test email requirement before bulk send
- SMS quiet hours
- Full audit trail



Live Demo

Settings and Compliance

What's coming next

● Coming Soon

- Centralised Inbox
- Email, SMS, Notification Templates
- Drag-and-drop Email Builder
- Mail Merge with Live Preview
- Campaign tracking and analytics
- GDPR and Consent Management
- Advanced Workflow Automations and Triggers

● Planned

- Message Sequencing Workflows



Questions?

We'd love to hear your thoughts, feedback, and questions.

Thank You

The Communications Area will be available in your Admissions+ soon.
Here is how to get started.

Group training

Book a training session to get
your staff up to speed.

Thursday 11 June @ 2pm

Support

Our support team is ready to
help with setup and
configuration.

Help Centre

Step-by-step guides at
helpdesk.applicaa.com