



REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

Automation of Campaign Leads from
B2B Engage® CRM

December 6, 2018
1:00 – 2:00 pm

Register at:
<https://bit.ly/2D8fj1C>



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Automation of Campaign Leads from B2B Engage® CRM

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The California Community Colleges Workforce & Economic Development Division adopted Business U's B2B Engage® CRM for supporting regional teams in effectively managing, monitoring and measuring engagement activities with employers, students and partners. The CRC has integrated the platform into its regional campaign website to automate lead generation and distribution to its partner colleges. This session trains designated partner colleges how to receive campaign leads for follow-up and how the platform can be used for additional outreach activities to close prospective students and employers such as as ADA compliant eMarketing and outreach, automation of workflow processes and reporting, tracking business development pipeline funding and resources, and confidential management of contacts.

Learning Outcomes: Participants will understand:

- The functionality that has been designed for the Find It. Be It. campaign to generate employer and student leads from the regional campaign website
- How leads will be automatically distributed to designated college team members follow-up
- National models in using CRM to increase reach to employers and students throughout a regional structured approach

Audiences - CRC Regional Stakeholders

- Designated College Staff to Receive Campaign Leads
- College Staff & Faculty Conducting Outreach to Students or Employers

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California
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