



Innovative Technology Helps Higher Education Engage Prospective Students and Alumni

KDG, creator of ReachBright, has helped dozens of higher education institutions maximize alumni engagement and prospective student marketing.

ALLENTOWN, PENNSYLVANIA, USA, September 6, 2016 /EINPresswire.com/ -- Technology provider KDG has revealed a powerful new tool to help colleges and universities to better serve prospective applicants, students, and alumni.

The data management technology, known as ReachBright™, enables institutions of higher learning to reduce cost while increasing their engagement of prospective students, current students, and alumni.

"We knew that many of our education clients were behind the times in using big data," said Kyle David, CEO of KDG. "What we didn't know is how quickly they would pick it up and make it part of their DNA. We've been really pleased with how data literate our clients have become when it comes to admissions, engagement, and development, and we believe ReachBright will greatly assist them in those areas."

The ReachBright project, which was in development for over a year, will replace another KDG innovation: Intelligent Mail.

KDG has provided the technology needs of colleges and universities for more than 15 years, including [higher education website design](#), [crowdfunding](#), enrollment management, and alumni engagement.

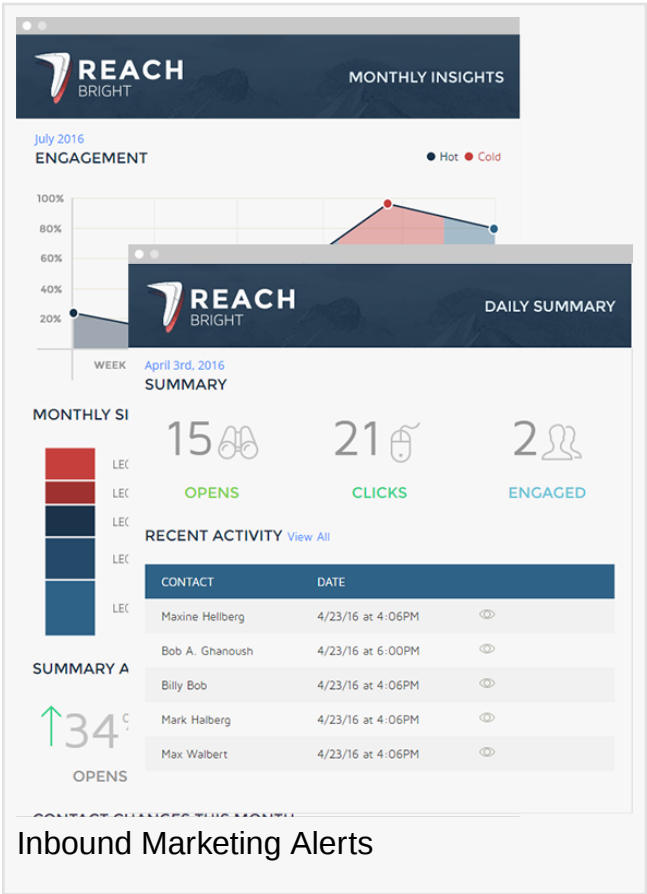
About KDG: KDG (formerly The Kyle David Group) is a leading provider of web development for higher education. With over 15 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging [inbound marketing for higher education](#) crowdfunding campaigns. Learn more at www.kyledavidgroup.com.

The screenshot displays a web application interface for 'AUTOMATIC EMAIL CAMPAIGNS UNDER ADMISSIONS'. It features a search bar at the top, a sidebar with navigation icons, and a main content area with a table of campaigns. The table has columns for NAME, TRIGGER, EMAIL CHAIN, and CREATED. Below the table, the text 'Inbound marketing for higher education' is visible.

NAME	TRIGGER	EMAIL CHAIN	CREATED
Warm Lead Hook	On Tag(s) Added: 'Warm Lead'	Find Your Fit at University Interval: Immediately See What the Fuss is All About Interval: 0 month(s) 0 day(s) 5 hour(s) 0 minute(s)	December 28th, 2 pm
Hot Lead	On Tag(s) Added: 'Hot Lead'	Plan Your Campus Visit Interval: Immediately Meet Your Advisor Interval: 0 month(s) 0 day(s) 4 hour(s) 0 minute(s)	December 18th, 2 am
College Introduction	On Contact Created	Explore All That is Possible at University Interval: Immediately Top of the Class Academics Interval: 0 month(s) 5 day(s) 0 hour(s) 0 minute(s) A Place for Every Student. Interval: 0 month(s) 10 day(s) 5 hour(s) 0 minute(s)	May 5th, 2015 @

Inbound marketing for higher education

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