

KDG's Powerful Tool Engages Prospects, Students, and Alumni on a More Personal Level

KDG's inbound marketing tool for higher education offers groundbreaking and innovative methods of engaging students, prospects, and alumni.

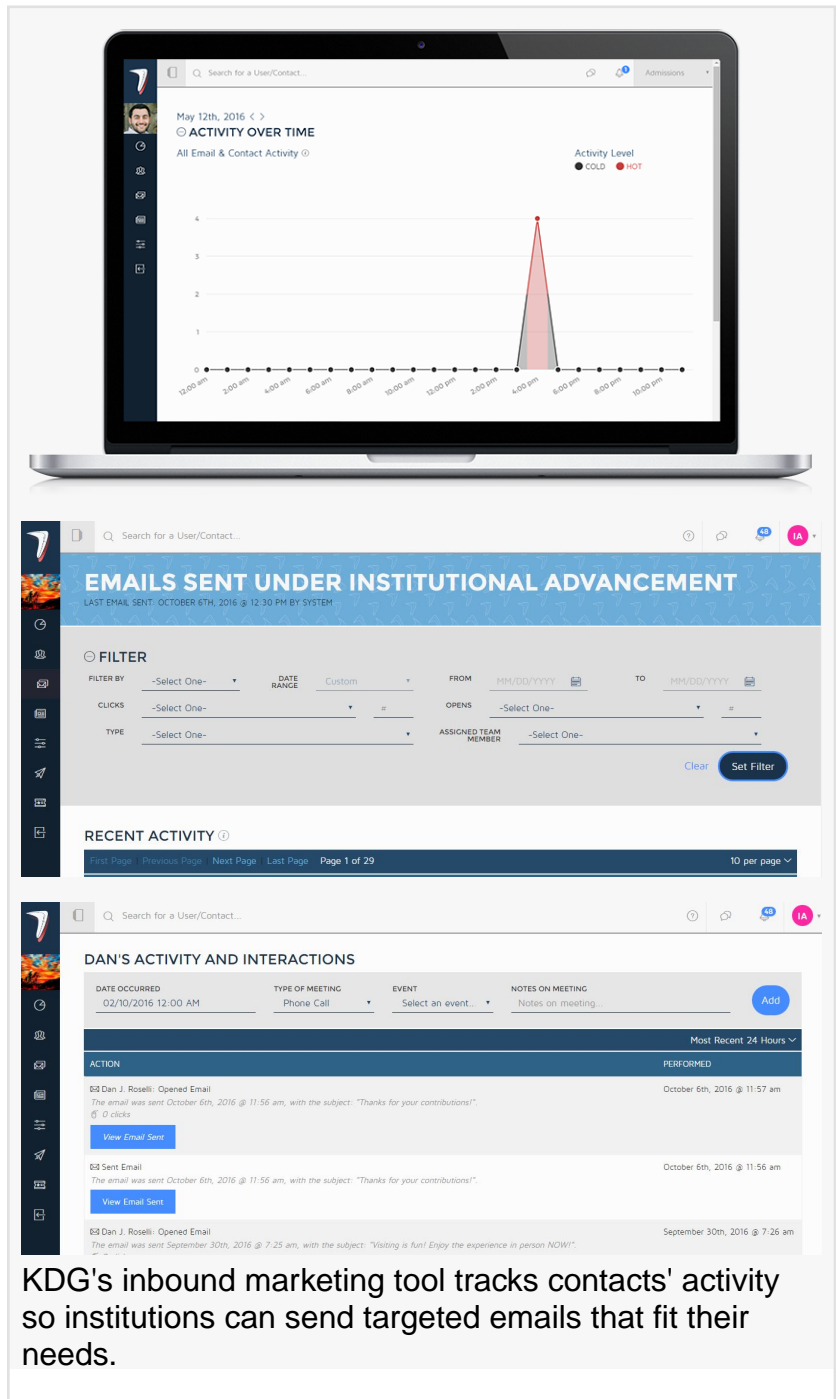
ALLENTOWN, PENNSYLVANIA, UNITED STATES, October 25, 2016 /EINPresswire.com/ -- Leading technology provider KDG, which has already helped dozens of higher educational institutions increase their engagement and [crowdfunding](#) efforts, seeks to help schools around the nation forge even deeper bonds with prospects, students, and alumni through their innovative and powerful [inbound marketing for higher education](#) and data management tool ReachBright.

ReachBright collects and reports data gathered from email campaigns and web traffic, which helps institutional advancement, admissions, and development analyze and customize ways in which more contacts can be engaged, more students can be enrolled, and more crowdfunding can be collected.

“ReachBright keeps track of the digital engagement of prospective students, current students, and alumni alike,” explains Kyle David, CEO of KDG. “Using big data, we are able to help understand not only the level of engagement on an individualized level, but we can also see what is triggering the engagement. For example, if a prospective student engaged with a

university's Facebook posts regarding their theater program, and also spends time on the university's website looking at tuition and admissions information, ReachBright would automatically begin to engage with the prospective student by sending emails regarding admissions into the theater program.”

ReachBright's email campaigns target contacts based on their interests, leading to more engagement. Instead of receiving hundreds of emails which subsequently go unopened and end up



The image displays three screenshots of the ReachBright dashboard. The top screenshot shows a graph titled "ACTIVITY OVER TIME" for May 12th, 2016, with a peak in activity at 4:00 pm. The middle screenshot shows a filter interface for "EMAILS SENT UNDER INSTITUTIONAL ADVANCEMENT" with various filter options like "FILTER BY", "DATE RANGE", "FROM", "TO", "CLICKS", "OPENS", and "ASSIGNED TEAM MEMBER". The bottom screenshot shows "DAN'S ACTIVITY AND INTERACTIONS" with a table of events including "Phone Call" and "Select an event", and a list of email actions performed by Dan J. Roselli.

KDG's inbound marketing tool tracks contacts' activity so institutions can send targeted emails that fit their needs.



ReachBright keeps track of the digital engagement of prospective students, current students, and alumni alike.

Kyle David, CEO

being deleted, contacts are receiving emails that best fit their needs.

ReachBright also aids institutions in crowdfunding efforts by not only providing email templates for one-time and recurring gifts, but also by keeping track of contact's generous donations, from average gifts received to total lifetime gifts. With ReachBright, institutions will always know who their most engaged contacts are.

"It doesn't matter if you are the Dean of Admissions, Institutional Advancement, or Students, accurate data infinitely increases your efficacy," says David. "When we initially developed this application, we had intended it to be used only by colleges and universities. However, even high schools and prep schools have adopted ReachBright for all of the same reasons."

ReachBright for Admissions and ReachBright for Institutional Advancement have been met with considerable acclaim at both the high school level as well as the college level. Any institutions interested in the groundbreaking and unique application and all of the innovative features it has to offer can find more information on KDG's website: <http://www.kyledavidgroup.com/reachbright/>

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 improve their enrollment, campus climate, and alumni participation through [higher education website design](#), crowdfunding, and enrollment management, KDG has developed a reputation for being able to see and respond proactively to changing markets. Learn more at <http://www.kyledavidgroup.com/>.

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