

UNIVERSITY PARTNERSHIPS

AI and marketing expertise for universities.

Programme content, admissions follow-up
and social sentiment monitoring.



Course facts



People + AI



Your draft



Waiting for your
approval

Answer applicants' questions.

Review fees, eligibility, course details and career information.



Your programme page

- 01 Fees & eligibility**
Explain entry requirements.
- 02 Course information**
Use claims you can support.
- 03 Search checks**
Find technical and content gaps.

What you receive

Recommended changes, in priority order.

A review of your public programme pages.

Use the same facts across every channel.

Prepare programme content for students, parents and counsellors.



Approved programme brief

Fees, entry requirements and course details



Website

Programme pages



Social

Open days



Email

Students & parents



Your team reviews every message before use.

We agree the channels and content before work starts.

Prepare replies.

Assign follow-ups.

Plan enquiry replies, application reminders and counsellor hand-offs.



Enquiry received

From your existing channel or CRM



Reply drafted

Suggested response and next step



Waiting for your approval

Your team decides before sending

Built on request with your admissions team.

Applicant data stays in your cloud.
Your existing systems stay in place.

Track applications through each stage.

Build reports using your marketing and admissions records.

01 Enquiry

02 Application

03 Offer

04 Enrolment

Measures to agree

Reply times. Application progress.
Enrolments by source.

Agree data connections before the build starts.
Review results after each admissions round.

Spot recurring questions and concerns.

Review public posts and comments to spot recurring questions and concerns.



Public posts and comments



Topics for your team to review

Recurring questions

Potential issues

Flag potential issues for your team to review.

Public social review built on request.

Agree the sources, topics and review frequency.

Less Repeat Work. More Strategy.

We'll agree the work, your team's contact and how progress will be measured.

Find your use case

Free assessment · 10–15 mins

**[aurumailabs.com/
education-partnerships](https://aurumailabs.com/education-partnerships)**