



Make Every Message Count™ With **Bulk MMS**

Visual communication is the new norm.

6M+ Images are sent via Cadence annually. Your text recipients want dynamic, personality-filled messages from you — are you delivering?

With Cadence, you can send images in your texts on a one-off basis, but an even better approach is adding on **Bulk Multimedia Messaging Services** (what we lovingly call “Bulk MMS”).

With Bulk MMS, picture messages aren’t just an à la carte afterthought. Your team has the freedom to work visuals into their communication continuously, keeping students, alumni, and donors engaged while meeting their expectations for personality-filled picture messages

Adding Bulk MMS empowers you to:



Capture Attention

With so much information available at our fingertips, it’s no surprise that those you text are more likely to pay attention to visual communication. We’ve even seen Millennials and Gen Z dubbed “the Visual Generations”! Being able to mix up your communications with a GIF or image can be the difference between scrolling right by or stopping to engage with you.



Strengthen Connections

At its heart, text messaging is already a personalized medium. With Bulk MMS, your institution can keep up its personalized voice and give message recipients the chance to show their personalities. Ask students to respond with an image of themselves with their acceptance letter or introduce yourself to a new point of contact with a virtual business card! Plus, this is a great way to share your logo.



Communicate More Clearly

For when not even a thousand words will work. Share campus maps and landmarks, and/or send a picture of your parking area to first-time visitors. When asking for donations, send a picture of the building the funds would back or a screenshot of your website to help navigation. Custom JPEGs are often created with website and form information to help institutions stay compliant.

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My favorite feature is the ability to add GIFs! As an admissions counselor, I see the difference in the response of students, once you talk in their language. It helps connect us to the students!

- **Samantha Stowitts**
Admissions Counselor at Cornerstone University

Ready to join 350+ colleges and universities that have leveraged bulk MMS to grow their student community and encourage giving. Reach out to your Mongoose Cadence contact to get started.



Discover how Bulk MMS can transform your text messages with these examples.

Push to Apply

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your admissions counselor at (School Name). We're now accepting applications for (Term) for FREE! Find details in this image, and feel free to text my colleagues or me at (Group Inbox Number) if you have any questions!



Accepted Excitement

Hi <FIRST NAME>! It's (School Name) Admissions Counselor, <STAFF FIRST NAME>. Congrats again on your acceptance 🎉! If you're sharing the excitement on social media, tag us @mongooseresearch so we can see! Feel free to text or call if you have any questions. We look forward to seeing you in the Fall!



Texting Tip

Ask students to share their excitement on social media and take a picture with their acceptance letter! Plus, this is a great way to share your logo.

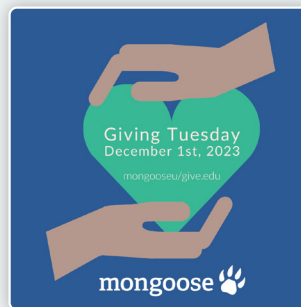
FAFSA Outreach

Hey <FIRST NAME>! Tomorrow, (Date), is the deadline to submit your financial aid application. I've included some information on how to do so for you here. Do you have any questions? <STAFF FIRST NAME>



Giving Day/Giving Tuesday

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from (School Name) Alumni Relations inviting you to save the date for this year's (Giving Day/Giving Tuesday) Campaign! Giving Day is coming up on (Date) - can we count on your support again this year?



* Fields located within (parenthesis) indicate location for customization.



Make Every Message Count™

From text to chat, make every message count. Mongoose enables the right communications with the right people at the right time and helps students, alumni, and staff reach their goals and aspirations. Our conversational marketing platform — and the team of higher ed enthusiasts behind it — are trusted by 750+ institutions that enjoy as much as a 200% inquiry increase, a 98% student retention rate, and doubled donations.