

Berklee Increased their Lead Collection by 420% at Over 100 Events Last Year using Marketo Offline Forms

The company



Berklee is the preeminent institute of contemporary music and the performing arts. Berklee offers undergraduate and graduate degree programs at its campuses in Boston, Massachusetts and Valencia, Spain, and through its award-winning distance learning program, Berklee Online. Dedicated to nurturing the creative and career potential of the world's most inspired artists, Berklee's commitment to arts education is reflected in the work of its students, faculty, and alumni—hundreds of whom have been recognized with Grammy, Tony, Oscar, and Emmy awards.

At Berklee College of Music and Boston Conservatory at Berklee, students explore interdisciplinary approaches to music, dance, theater, film, business, healthcare, education, technology, and more. Our pioneering youth programs reach underserved classrooms throughout the U.S. and beyond.

**7x Faster
Lead
Capture**



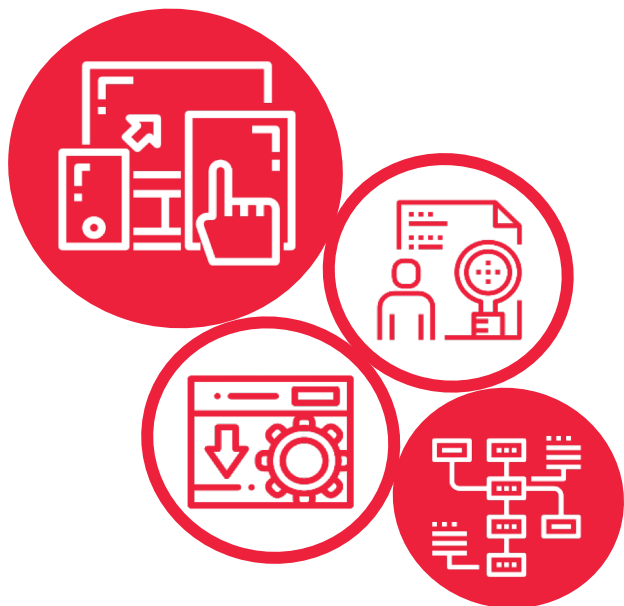
With students and alumni from more than 100 nations and educational partners across the world, we are forging new connections among art forms, musical traditions, and technologies to build a dynamic, diverse, and collaborative global arts community.

Challenges

Every year, Berklee's marketing team runs the Berklee Admissions World Tour where admissions representatives travel to different countries and share the Berklee experience with prospective students, informing them about the application process and the many academic programs available.

Losing Leads While Offline

Annually, the Berklee Admissions World Tour attracts thousands of leads internationally. Due to the increasing number of requests from leads, Berklee needed a reliable process to capture all leads effectively. After implementing Hoosh's offline forms, they found them incredibly powerful as they were able to capture leads in real-time, even while offline – a common occurrence.



Solutions

Since August 2017, Berklee's implementation of Hoosh's offline forms and landing page, made lead capturing 7x faster resulting in an increase of 420% in leads collected at over 100 events. The offline form was a successful solution as all leads were smoothly added to Marketo, even without internet connectivity.



- Offline forms offered a unique solution that enabled lead capture into Marketo when travelling to events with unreliable access to the internet.
- Landing Page access anywhere, anytime – a special code was inserted into a Marketo landing page template, allowing them to be accessed and capture data offline.
- Training sessions with Hoosh's consultants and Berklee's marketing automation team in using the page to run from online and offline without the user having to do anything technical.

Outcome

Hoosh has not only optimised the process for capturing leads in Berklee’s offline forms, but has implemented:

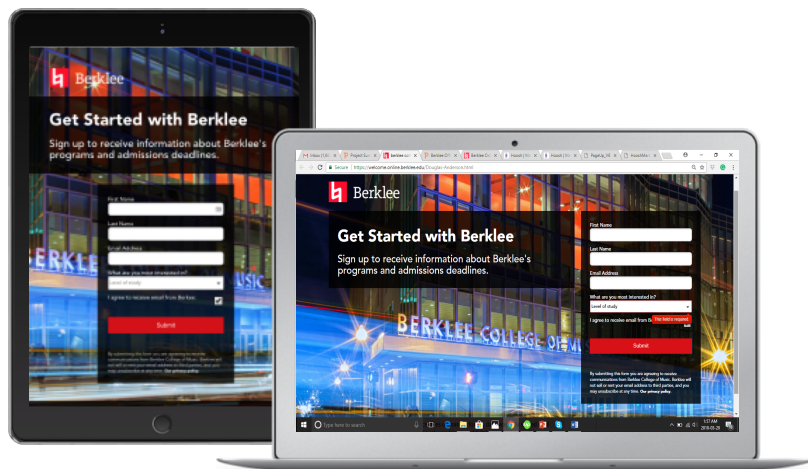
- An offline landing page template that works both online and offline on Chrome, Firefox on Mac and Windows, Safari on Mac and iPad.
- The form on the offline landing page refreshes on its own for multiple submissions during an event.
- Pop-up confirmation on form submission, page refreshed after 5 seconds.
- When connected to the Internet, all data is automatically uploaded to Marketo.
- Berklee observed that offline forms were intuitive, and the program was easy to clone.

Benefits

- Developed an attractive landing page based on Berklee’s specific needs.
- Increased sales and gained new prospective students from around the world.



- Automatic lead capture of prospective student’s information, even without access to the internet.
- Saved time and effort in every event creation.



Testimonial



Prior to working with Hoosh to create an offline form and landing page solution for lead collection at events, we were asking prospective students to write their information on physical lead cards that had to be manually imported into Marketo. Hoosh created a landing page template and form inside Marketo, so now for each event we clone an event program containing the offline form and landing page, smart campaign, and event follow-up message. Using this landing page at over 100 admissions recruiting events has resulted in gathering 420% more leads than we previously gathered on handwritten lead cards. Hoosh has definitely helped us leverage the cloning power of Marketo with their offline forms solution."

Katie Owens

Inbound Marketing Manager, Berklee College of Music

About Hoosh Marketing

Founded by ex-Marketo staff, Hoosh Marketing is the only Platinum Partner of Marketo in APAC, with 15+ certified consultants. Hoosh is also the largest Launchpoint Partner globally, with 18+ Marketo products, add-ons & integrations.

Hoosh offers Marketo services including strategy, assessment, implementation, operations, analytics and custom training.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



MARKETO CERTIFIED SOLUTIONS ARCHITECT



- ✓ Global **Marketo Platinum Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ Launchpoint Partner Globally
- ✓ **Over 50 Marketo Implementations** and counting

