

How Belmont keeps reply rates above 10% and forecasts yield

Overview

Belmont University in Nashville serves more than 8,900 undergraduate, graduate, and adult degree students. Its enrollment marketing team uses Mongoose from first inquiry through yield, with segmentation, Smart Messages, and real-time reporting shaping a more personal student journey.

INSTITUTION	Private university
LOCATION	Nashville, TN
STUDENTS	8,900+
DEPARTMENT	Enrollment marketing
CHANNEL	Text

The challenge

Students were buried in college emails, so messages went unread and conversations dropped off. Belmont needed to cut through the noise, talk with students in real time, and see what was and wasn't working across the funnel.

- Low engagement with email-heavy outreach
- No clear view of what worked in the funnel
- Needed flexibility now and room to scale

Why Mongoose

Belmont uses Mongoose for undergraduate enrollment, from initial inquiry through final yield. The team skips broad blasts in favor of targeted campaigns, careful timing, and automation.

- Segmented application deadline reminders
- Intent-to-deposit and incomplete application follow-ups
- Yield campaigns tied to promotions like Tennessee Free App Week

10%+ reply rate, held year-round across undergraduate campaigns.

“We’re trying to be surgical with who we’re reaching out to. We personalize as much as possible, protect our opt-out rate, and increase our reply rate through relevance and timing.”

LINDSEY HURST · DIRECTOR OF ENROLLMENT MARKETING & COMMUNICATIONS

From texting tool to enrollment planning tool

Every Belmont message is written to sound conversational, relevant, and low-pressure. “Mongoose is not just a means to an end; it’s a resource,” Lindsey said. “Students know they can reply and get help from an actual person.”

01

Engagement measured in real time

The team tracks reply rates, sentiment, and campaign performance as it happens. UTM links show campaign ROI, and inbox mapping keeps students from hearing from two inboxes at once.

03

Easy to learn, powerful to use

New team members need a single training session to get comfortable. “You can be as creative as you want, and that creativity turns into impact,” Lindsey said.

02

Yield forecast weeks early

Smart surveys ask students what they plan to do, weeks before deadlines. “We’re future-casting conversion rates across the pipeline,” Lindsey said. Those answers shape yield forecasts, counselor follow-up, and team workload.

04

Goals beyond send counts

“The ability to segment and set goals around reply rate and sentiment has been a game-changer for how we think about success,” Lindsey said.

WHAT MADE THE DIFFERENCE

- **Smart Messages.** Yes/no and multiple-choice campaigns get fast replies, even when counselors are on the road.
- **Segmentation and merge fields.** CRM data makes messages feel personal at scale.
- **Reporting.** A live view of what’s working, what’s not, and how students feel about it.
- **Team inboxes and ambassadors.** Counselors follow up at scale, and student ambassadors add peer outreach.



THE TAKEAWAY

What started as a texting tool is now central to Belmont’s enrollment marketing strategy.

“We don’t want to be in the business of repeating the same tactics that aren’t working. Mongoose gives us the tools to pivot, personalize, and improve, and the results speak for themselves.”

Lindsey Hurst

Want to see what targeted texting could do for your enrollment team?

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