

How Loyola University New Orleans is driving international engagement with WhatsApp automation by Goodkind.



LOYNO is a private 4 year university in New Orleans, Louisiana.



“I love using WhatsApp by Goodkind. The interface is really easy to use, and our student data comes in directly from Slate. I was actually taken aback with the amount of responses we got so quickly! Even if it’s just a thank you, it’s great to know that students are engaged with our messages.”



Rocio Lopez

Assistant Director of Admissions at Loyola University New Orleans

Loyola University New Orleans began their WhatsApp journey with a simple goal: to check in with students 'stuck' in the funnel.

Their first campaign was sent to over 800 students, introducing the Assistant Director of Admissions, Rocio Lopez, offering help with the admission process.

The problem

A few challenges LOYNO faced when engaging international students:

- Geographical borders
- Low engagement over email
- Inability to meet in person or hop on a quick phone call

Our solution

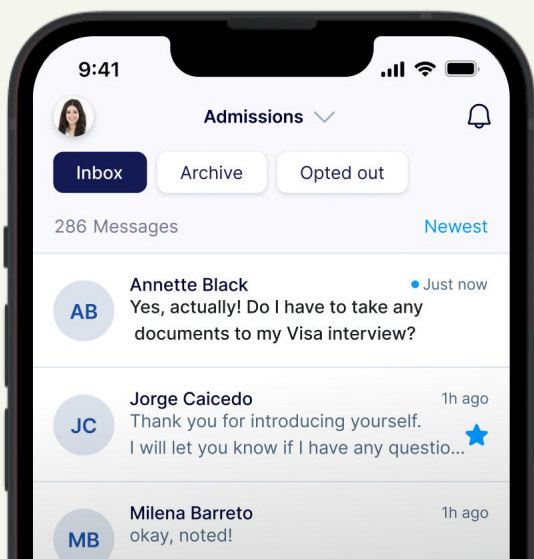
1. Activating a channel (WhatsApp) that meets students where they are.
2. Personalized messages to hundreds of contacts at the push of a button via CRM integrations.
3. Easily organize and monitor conversations in one place.

THE RESULT

LOYNO’s team unlocked international engagement and drove conversion.

In two short weeks, LOYNO:

- Received a **34% response rate** in contrast to the SMS standard of 10%, without a follow up message to re-engage students.
- **286** of those responses came within the first **24 hours** – just over **50%** of the overall engagement metric.



Key takeaways

- 🔗 Campaign was 3.4x more effective than SMS, and 5x more than email.
- 🗨️ Simple check-ins via WhatsApp are critical for yield as they build trust and reignite interest.
- 🗨️ Many replies come in right away; do far less chasing with WhatsApp.

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