

The WhatsApp Enrollment Playbook

How winning teams in
Education engage, nurture,
and convert students at scale.

Introduction

WhatsApp is no longer just a messaging app — it's where your best candidates are already spending their time. The schools pulling ahead on enrollment aren't doing more marketing. They're doing it on the best channel: WhatsApp.

The Enrollment Funnel

Leads

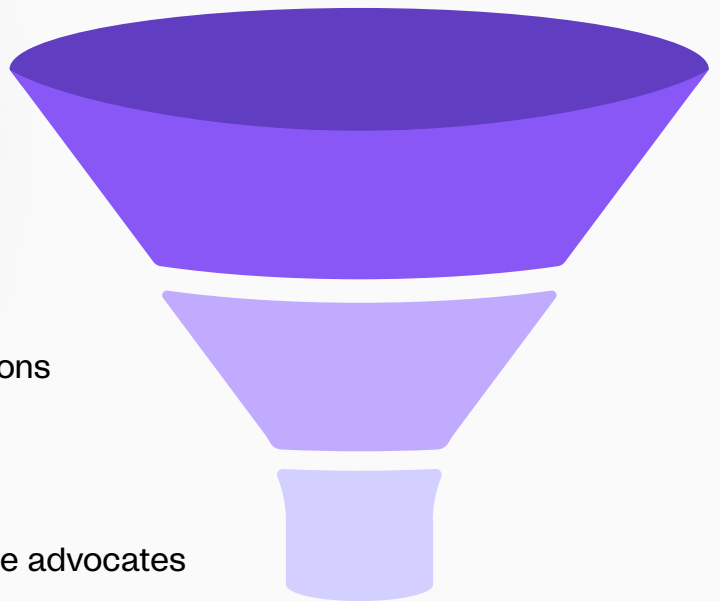
Spark interest & open the conversation

Candidates

Nurture, build trust & handle objections

Enrolled Students

Deliver a great start & create advocates



Each stage demands a different approach. In this eBook, we will break down what winning teams do and exactly how it looks on WhatsApp.

The WhatsApp opportunity across the full Enrollment Journey

Your prospective students aren't ignoring you. They're making one of the biggest decisions of their lives - where and what to study. The interest is there. But emails sit unread, and calls go unanswered. It's not a lack of engagement. It's the wrong channel. WhatsApp gives you the best chance to fix that - starting today.

01 They're Already There

With over 3 billion users worldwide, WhatsApp isn't a channel you need to introduce to prospective students — it's the one they already use every day. Your next enrollment conversation starts where they already are.

02 They Actually Read It

WhatsApp messages see open rates above 95%, compared to 20–25% for email — and most are read within minutes. In a process where timing shapes decisions, being seen is half the battle.

03 It Fits How Enrollment Decisions Are Made

Choosing a program worth thousands of euros isn't a one-click decision. It involves questions, doubts, and follow-ups over weeks. WhatsApp is built for exactly that: personal, back-and-forth, ongoing conversation.

73%

PREFER MESSAGING

95%

OPEN RATE

90s

AVG RESPONSE TIME

3+Bn users

ACROSS THE WORLD

72%

MORE LIKELY TO BUY
WHEN MESSAGING IS
AVAILABLE

Stage 1 - Leads

Spark interest and open the conversation

The first 15 minutes after a prospect reaches out are the most decisive moment in the entire enrollment journey. A slow, generic, or mismatched response signals that your institution operates the same way — and the best candidates are evaluating you from the very first message.

How to use WhatsApp at this stage



Hi Ana!
Your MBA brochure is on its way to your inbox.
Can we stay in touch here on WhatsApp? It's the fastest way to answer any questions you have.

Respond instantly & collect consent

Context is everything with a first message. Sent immediately after a prospect downloads a brochure or fills in a form, it feels relevant and expected — not intrusive. That's also the ideal moment to ask for WhatsApp opt-in. When consent is given right after a voluntary action, trust is built from the very start.



Hi Ana, I'm Sara from Admissions!
I saw you downloaded our MBA brochure — what's driving your interest right now?

Hand-off to a human

Once a prospect opts in, the clock is ticking. A named advisor who picks up the thread within minutes — referencing exactly what the prospect enquired about — signals that a real person is paying attention. That's what turns a WhatsApp contact into a genuine conversation. The open question that follows does the rest.



Let us know what you'd like to explore next

- [Intake dates](#)
- [Fees & financing](#)
- [Career outcomes](#)

Use rich & interactive features

WhatsApp is far more than a text channel. Quick-reply buttons let prospects self-select their interests. Link previews make brochures feel native to the conversation. Images and banners add visual warmth. And when you share a location, it opens directly in the student's map app. Every interaction feels seamless because it connects naturally to the tools already on their phone.

Stage 2 - Candidates

Nurture, build trust, and handle objections.

A 1-3 month nurture cycle is long enough for a candidate to lose interest, get distracted, or be won over by a competitor who stays more present. The risk isn't rejection — it's silence. Most candidates don't say no, they just drift away.

How to use WhatsApp at this stage



Hi Anna! Join our MBA Open Day next Thursday at 6pm — meet the team, hear from students, ask anything.

[Save my spot!](#)

Stay consistently present

The key is timing and relevance. An open day invitation sent at the right moment, a deadline reminder that arrives just in time, a programme update that answers a question they hadn't asked yet — each touchpoint signals that your team is attentive, not just broadcasting.



Great question Anna. Here's a full breakdown



Clear the path to a decision

At this stage, unresolved doubts are the enemy. Fees, curriculum details, career outcomes — any unanswered question can quietly stall a decision. WhatsApp is uniquely suited to this moment: fast, rich, and personal enough to feel like a conversation rather than a sales pitch.



Hi, it's Sara We spoke a few weeks ago about the MBA — just checking in. The January deadline is on the 30th — still on your radar?

[Still interested](#)

[Unsubscribe](#)

Protect trust

Re-engaging a candidate who has gone quiet is one of the highest-value actions a team can take — but how you do it matters as much as when. Acknowledge their timeline, offer genuine value, and always give them a clear way to opt out or adjust communication frequency. That's the difference between a team that's present and one that's pushy.

Stage 3 - Enrolled Students

Deliver a great start and create advocates.

Enrollment is not the finish line — it's the beginning of a relationship that will either generate referrals and testimonials or quietly end in disappointment. The first week sets the tone for everything that follows, and most institutions underinvest in it.

How to use WhatsApp at this stage



Hi Ana! Welcome to the MBA — we're so glad to have you.

[View Day 1 agenda](#)

Rich onboarding

Welcome banners, location maps, and official WhatsApp Channels turn functional onboarding into a memorable first impression.



Hi Ana, it's Laura from the Student Experience team! Orientation is Monday at 9am — here's exactly where to go:

Seamless handoff

Admissions to Student Experience feels warm — every team shares the same conversation history in one unified inbox.



Hi Ana, just checking in after your first week! How's everything going — settling in okay?

Proactive check-ins

A simple, open human message during the first week — no agenda, no form, just a real person asking how things are going.

Polser features

We've covered the basics — but if you want to know how Polser can help you excel at WhatsApp and take it to the next level, here's a quick overview of what we offer.

Stage 1 - Leads

The first impression happens in seconds. Polser's CRM integration triggers an automatic WhatsApp message the moment a lead downloads a brochure or interacts with your website. From there, AI-assisted tools suggest the right response and surface the right information instantly — while rich interactive features make every conversation feel personal and professional.

Stage 2 - Candidates

Staying present over a 1–3 month decision cycle requires the right tools. Polser's broadcast and scheduling features ensure the right message reaches the right candidate at the right moment. Smart Responses guide agents toward the next best step as conversations deepen. The result: human touch at scale, always respecting candidates' communication preferences and building up trust.

Stage 3 - Enrolled Students

Enrollment is just the beginning. Polser ensures a seamless handoff from Admissions to Student Experience. API and webhook integrations connect Polser to your LMS and student calendar tools to send important reminders. And when students need support, WhatsApp is already in their pocket — the most convenient, real-time companion throughout their entire academic journey.

CRM-TRIGGERED MESSAGING

OPT-IN TEMPLATES

SMART RESPONSES

INSTANT ANSWERS

TEXT-TO-VOICE

UNIVERSAL TRANSLATOR

INTERACTIVE VERIFICATIONS

BROADCAST CAMPAIGNS

SMART RESPONSES

AUDIENCE TARGETTING

SCHEDULED FOLLOW-UPS

AUDIENCE BUILDER

RICH USER PROFILES

MULTIMEDIA SNIPPETS

CHAT TRANSFER

SHARED TEAM INBOX

API & WEBHOOK INTEGRATIONS

LMS CONNECTIVITY

SMART RESPONSES

INSTANT ANSWERS


LABELS


Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

Hey! We are WhatsApp specialists. Why don't we continue this conversation there? You'll experience first-hand what we can do for you and your customers.



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