



For Immediate **Release**

## **MDT Marketing Announces Partnership with LeadSquared to Offer Powerful Communication Technology for Higher Education**

Collaboration will Create a Personalized Experience for Prospective Students and Alumni with Already Integrated Technology.

SUNRISE, FLORIDA (January 31, 2023) – Leading South Florida-based digital marketing agency [MDT Marketing](#) has announced a partnership with international SaaS platform [LeadSquared](#), designed to benefit higher education. The collaboration will integrate MDT Marketing’s personalized video technology with LeadSquared’s powerful CRM & marketing automation tools to offer a personalized approach to outreach.

Delivered through automated text messaging and email, personalized videos will enhance the customer journey for both future learners and alumni. From initial interest through enrollment and beyond, the combined technology is designed to make it simple for institutions of higher education to deliver high quality, one-to-one personalized video communications that boost engagement and interaction rates.

“We are thrilled to bring this technology to the LeadSquared ecosystem. Personalized video opens an entirely new way of communicating that will truly resonate with those in higher education,” said [Alex Guerino, Vice President Marketing Strategies](#) at MDT Marketing. “With a scalable integrated solution, personalized video deployment is made easy!”

“The LeadSquared – MDT Marketing partnership is exciting for our industry and mutual customers alike,” said [Douglas Carlson, LeadSquared Head of Business Development and Partnerships](#). “The partnership brings together MDT’s leadership in demand generation and innovative engagement technology and LeadSquared’s industry defining lead conversion CRM and Marketing platform.”

LeadSquared is a recently crowned “unicorn” company that operates across four continents with over 250,000 current users worldwide. Thus far, [Charter College](#), which operates 14 post-secondary campuses, began using MDT’s personalized video solution through LeadSquared. Schools interested in learning about the new integration coming to the platform are invited to test out the new solution at [video.mdtmarketing.com/leadsquared/](https://video.mdtmarketing.com/leadsquared/). And stay tuned for an upcoming webinar featuring LeadSquared and MDT Marketing.



For Immediate **Release**

## **ABOUT MDT MARKETING**

MDT Marketing is a South Florida-based digital marketing agency specializing in helping educational institutions improve their marketing, student communications, and technology systems. The seasoned team of agency professionals is trusted by college and university marketing departments across the nation to develop creative strategies focused on prospective student engagement. With dedication on enhancing the customer journey experience, the team utilizes their expertise in personalized communications, SEO, digital marketing strategy, and data analysis that deliver measurable results. To learn more, call 954-764-2630 or visit [www.mdtmarketing.com](http://www.mdtmarketing.com).

## **ABOUT LEADSQUARED**

LeadSquared is an automated SaaS platform that provides end-to-end sales, marketing, and admissions automation solutions. The company specializes in solving sales challenges for high lead-volume, high-velocity businesses that have multiple sales channels and teams. Currently, LeadSquared is helping 2000+ enterprises across 40 countries enhance their sales efficiency. Known for its verticalized, industry-centric solutions, LeadSquared serves EdTech, Education, Healthcare, BFSI, Real Estate, Automotive, and Hospitality industries. The company is headquartered in Bengaluru with a local presence in North America, Philippines, South Africa, Australia, and Indonesia. For more information on LeadSquared, visit [www.leadSquared.com](http://www.leadSquared.com).

## **MEDIA CONTACTS:**

### [MDT Marketing](#)

Samantha Cornmesser

954-764-2630

[samantha@mdtmarketing.com](mailto:samantha@mdtmarketing.com)

Marketing Manager

### [LeadSquared](#)

Douglas A.J. Carlson

+1 720-938-6565

[douglas.carlson@leadSquared.com](mailto:douglas.carlson@leadSquared.com)

Head of Business Development & Partnerships