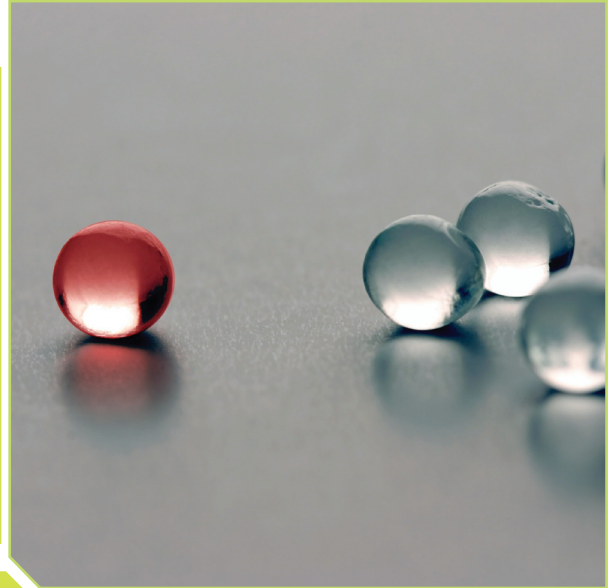


Bringing confidence and clarity to a complex business.

CHALLENGE

There is a universal truth to branding—it's impossible to not have a brand. If you aren't intentional about establishing a clear, compelling, and strategic identity, one will be created for you.

- Have you developed a concerted identity plan that communicates your institution's core values and benefits?
- Does your institution conduct detailed market research to assess brand reception and overall competitiveness?
- Are you faced with needing to revitalize or reinvent your institutional branding...and you're not sure how to begin?



SOLUTION: *Brand Management by SEM Works*

At SEM Works, we believe your brand is one of your institution's most valuable assets—worthy of strategic investments and continuous enhancement. The perpetual goal of effective brand management is to ensure that you are in control of how your institution is perceived. When your target audience can immediately recognize, relate, and aspire to your institution, your brand identity will give your marketing investments the most bang for the buck. SEM Works can provide turnkey deliverables, or we can work with your marketing personnel to enhance specific elements of a branding program or marketing project. Our services include market research, market positioning, brand platform development, and execution of marketing deliverables.

POWER POINTS *Opportunities and Benefits*

- SEM Works provides comprehensive management of your institution's brand from awareness campaigns and inquiry generation to enrollment conversion and alumni and donor loyalty-building programs.
- We will help you develop and manage a brand that is recognizable, memorable, compelling, and distinctive among your competitors. Through our proven approach to brand management, your institution will obtain and sustain a competitive advantage.

CLIENT REPORT *Institutions throughout North America and the world agree...*

"We have been impressed with the branding and marketing consulting work that SEM Works has done for St. Louis Community College. Dr. Black and the SEM Works team have carefully explored and assessed our culture and image. Dr. Black is highly skilled at analyzing complex issues and providing smart, realistic and creative solutions. Thanks to SEM Works we are building a powerful brand through a focused strategic marketing plan that will enhance our market position and sustain us for many years to come." ~ Pat Crowe, Director of Communications, St. Louis Community College

STRATEGIC ENROLLMENT MANAGEMENT WORKS

*Senior-level consultants. Impeccable client service.
Tailored, actionable solutions.*

FOR MORE INFORMATION

800/494-3710 e-mail: info@semworks.net www.semworks.net

SEM WORKS BRAND MANAGEMENT

Maximize the power of branding by combining a variety of SEM Works' services for understanding, executing, and capitalizing on effective brand management. A senior consultant will help you create a customized program to specifically address your challenges in ways that best suit your needs. Your options include consulting, on-site workshops, targeted research, and a variety of marketing services.

HALF-DAY WORKSHOPS

The Promise of the Brand

Whether or not you've formally developed a brand, your current and prospective students have a perceived notion about your institution. In this workshop, you'll learn how influential a brand can be and what you can do to steer students' perceptions. Topics include brand promise, the student experience, the employee experience, the brand experience, moments of truth, and brand loyalty.

Integrated Marketing

Discover the power of speaking with a single institutional voice. The focus of this workshop is the consistent integration of marketing messages, design, and navigation in relation to promotional activities throughout campus. Then we'll take it one step further and discuss integrating marketing efforts with academic programming, pricing and financial aid strategies, and the delivery of educational content.

External & Internal Marketing

This workshop presents strategies for effectively communicating with a variety of external audiences. We'll discuss creating messages that are believed externally and practiced internally. You'll also engage in the development of a skeletal marketing plan for external and internal constituents.

Branding Higher Ed

Within the higher education branding construct, there are two major components: promotion of the brand and delivering on the brand. This training seminar will cover the key concepts related to both. A brand rationale, brand attributes, and brand benefits should be clearly articulated and consistently reflect the institution's values while aligning with constituent expectations.

CONSULTING

Institutional Branding

We'll conduct an image study among prospective students and parents, prospective adult learners, current students, and other constituents. A competitor analysis also may be included to assess competitor strengths and weaknesses and to identify potential market niches. SEM Works will then create a dynamic branding strategy based on findings, environmental factors, the competitor analysis, and your mission and strengths.

Marketing

A variety of powerful marketing services include market research as well as the development of marketing messages, positioning statements, a marketing plan, and related creative services. SEM Works is able to create a diverse range of results-driven tools ranging from collateral to Web site development. We'll partner with you until the implementation of a comprehensive marketing plan is successfully under way.

RESEARCH SERVICES

Image Study

This study includes an assessment of institutional awareness and perceptions among various constituent groups. Perceptions of institutional attributes such as academic reputation, academic quality, faculty, campus environment, student life, safety, and price are among the findings reported.

Communications Audit

SEM Works will evaluate print, multimedia, Web-based communications, and advertisements to measure their effectiveness in achieving institutional objectives such as increasing the quality of the entering class, shaping the image of the institution, or influencing potential donors.

Contact SEM Works at info@semworks.net or 800/494-3710 to discuss your specific needs.

