

Bringing confidence and clarity to a complex business.

CHALLENGE

No matter how many positive marketing efforts your institution is making in its evolution, there is no getting around the vital importance of effectively attracting and communicating to current and prospective students.

- Is your team spread so thin that you aren't able to dedicate the necessary time and resources to a thoughtfully conceived and executed marketing campaign?
- Do you need a fresh perspective to give your communication materials new energy and effectiveness?
- When it comes to your Web site, are you concerned about search engine optimization, compliance, accessibility, information organization and presentation, as well as your ability to engage and compel site visitors to action?



SOLUTION: *Creative Services by SEM Works*

When it comes to marketing and creative services, we've assembled some of the best talent in the industry.

With SEM Works, you'll gain access to Web designers and developers, graphic artists, copywriters, and a project manager—all of whom are attentive to your institution's goals. The work we produce is direct-response oriented, compelling, and visually appealing. We ensure that the finished product reflects your institution's unique personality, reinforcing and furthering your brand identity. Because we're in touch with higher education and the latest technology, you'll see powerful results from your marketing like never before.

POWER POINTS *Opportunities and Benefits*

- **We'll assign a dedicated project manager to supervise the details.** At SEM Works, we believe in eliminating every possible communication barrier and providing you personalized, responsive customer service. That's why we give you a project manager to keep open the lines of communication, listen to your needs, provide a high level of organization, and connect you to others on our team. Having a direct point person working for your team and ours will not only minimize the details you have to manage, but also will ensure that your project stays on time, on budget, and on target.
- **Our award-winning team will become a part of yours.** The SEM Works creative and account management team has won awards and respect in the industry. When we partner with you, we become an extension of your own group, giving you access to our talent, passion, and commitment to customer service. Your goals become our goals until you are not only satisfied, but delighted with the result.

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

"SEM Works' publications and brand development work for FSU has been exceptional. Dr. Black has taken the time to understand our current overall brand position, and he is adept at listening and synthesizing and his collaborative style brings together all of our key stakeholders, both internal and external. I am confident that our new publications, brand platform, and sub brands will present a clear, integrated, and compelling case that will cause students to make FSU their first choice institution. We are very excited about rolling out our new publications and brand thanks to the smart work of SEM Works."

~ Roxie Shabazz, Associate Vice Chancellor for Enrollment Management, Fayetteville State University

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

Brand Management

We believe your brand is one of your institution's most valuable assets—worthy of strategic investments and continuous enhancement. 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. Our services include market research, market positioning, development of a brand platform, and execution of marketing deliverables.

Web Design & Development

SEM Works will help keep your institution competitive in today's Web-savvy market, whether you need to revitalize your current Web presence and online tools or create an entirely new site. Our Web designers, developers, and interactive media experts possess a sophisticated understanding of the Internet's creative and technological capabilities so that you can substantially elevate the form and function of your site.

Web Analysis & Optimization

Our Web experts will present a refined understanding of your site's structure, strengths, and weaknesses. SEM Works' comprehensive service covers compliance analysis, accessibility assessment, search effectiveness, and optimization. We'll identify and correct deficiencies and recommend a clear, corrective action to ensure your site operates with high-precision efficiency and in compliance with today's standards.

Search Engine Marketing

To position your institution's brand in a highly targeted fashion, SEM Works will put a variety of search engine marketing techniques to work for you. These include Pay-per-click, Adwords, marketing, and many more expense-based services as well as directory submission, cross linking, and back linking. We'll also provide keyword identification and strategic copywriting because the more you use the right words effectively, the better chance your site will attract visitors.

Web Maintenance & Hosting

If your Webmaster is burning the candle at both ends, SEM Works Web professionals are here to help. We'll update and maintain your site, introducing continual improvements along the way. Our hosting services are an economical but valuable solution to establishing and sustaining an effective Web presence.

E-mail Campaigns

It's hard to beat the impact and cost-effectiveness of e-mail campaigns. We know; we've developed a lot of them, and we've witnessed the remarkable results they've provided our clients. With a strategically planned, written, and designed series of e-mails sent directly to your target market, you'll move traffic to your site and dramatically increase event participation and awareness of your institution.

Graphic Design

Our designers know what grabs and holds the attention of your target audience. With experience designing for a variety of industries, we have a versatile skill set to offer the best of creative perspectives. We'll equip your marketing materials with visual appeal and intuitive content organization. Arm your marketing arsenal with the most effective Web and collateral design ever presented by your institution.

Copywriting

The copywriting team at SEM Works is adept at isolating your institution's unique attributes and expressing them in a voice that is all your own. We'll craft messages around your key selling points and differentiators, executing a clear and meaningful presentation of ideas. No matter the medium, our writers master the balance of producing copy that is concise yet informative, and current yet rich in substance.

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

