

# Let Our Powers Combine

How to Create A Successful, Sustainable Content Strategy



**Let our powers combine!**









# Of Designers & “Non-Designers”

*graphic design is  
my passion.*



# The Plan





# 1 Why “combining your powers” is so important

- 1** Why “combining your powers” is so important
- 2** The tiers of a higher ed content strategy



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- 2** The tiers of a higher ed content strategy
- 3** How to combine your powers in each tier of content

- 1** Why “combining your powers” is so important
- 2** The tiers of a higher ed content strategy
- 3** How to combine your powers in each tier of content
- 4** How to make your content plan sustainable

**What is a content strategy anyway?**



It's about more than  
“should we have a blog?”

It's about more than  
“what should we post on Facebook?”

**Why would you develop a content strategy?**



Why would you develop a content strategy?

# Awareness

Why would you develop a content strategy?

**“who does your audience say you are?”**

Why would you develop a content strategy?

# Conversion

Why would you develop a content strategy?

helping students find their perfect school

A young woman with blonde hair, wearing a tan jacket, black leggings, and white sneakers, is walking on a brick path. She is carrying a brown backpack and looking down at her phone. The background is a brick building with large windows and a grey light fixture on the wall. The scene is captured in a cinematic style with soft lighting.

Think Like a Prospective Student



“ Who are you? ”





A woman with blonde hair, wearing a tan jacket, black leggings, and white sneakers, is walking from left to right on a brick-paved path. She is carrying a brown backpack and looking down at her phone. The background is a red brick wall with large, dark, triangular shadows cast by architectural elements. A small, dark, dome-shaped light fixture is mounted on the wall above the path.

“What makes you different?”



“Do you have what I want to study?”





“ Can I afford it? ”





“Will I have a life?”





“What kind of job will I get?”







**1** Why “combining your powers” is so important



## 2 The tiers of a higher ed content strategy



**Strategy - Pick a recipe and heat up the oven**



# Strategy - Pick a recipe and heat up the oven



Brand-level



# Strategy - Pick a recipe and heat up the oven



Brand-level

Academic



# Strategy - Pick a recipe and heat up the oven



Brand-level

Academic

“Dynamic”

A hand is shown holding a large, fluffy mass of white powder, possibly flour or sugar, which is falling into a dark, textured bowl below. The background is dark and out of focus.

### 3 How to combine your powers in each tier of content

# Brand Level Content

**“Who are you?”**

# The Purpose of Brand-Level Content

# The Purpose of Brand-Level Content

- 1 The first impression for prospective students & parents

# The Purpose of Brand-Level Content

- 1** The first impression for prospective students & parents
- 2** Articulate brand messages



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- 3** Show your school's uniqueness & value



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- 4 Major benefits & outcomes

# The Purpose of Brand-Level Content

- 1 The first impression for prospective students & parents
- 2 Articulate brand messages
- 3 Show your school's uniqueness & value
- 4 Major benefits & outcomes
- 5 Full student life experience

Examples of Brand-Level Content

# University Homepage

Examples of Brand-Level Content

# College or School Homepage

Examples of Brand-Level Content

# Admissions Homepage

Examples of Brand-Level Content

# Parents Page

Examples of Brand-Level Content

Visit Page

Let our powers combine in brand-level content







Let our powers combine in brand-level content

Site Architecture

Layout

Key Messages





- APPLY FOR FALL 2017
- GLORY DAYS
- TAKING FLIGHT
- SAPC IS COMING: MAKE IT HAPPEN!

Apply for Fall 2017

Make Saint Mary's your top pick by ranking us #1.



## Top 10

Regional University in the West by U.S. News & World Report: Best Colleges

## Tier 1 Ranking

For MBA Program and EMBA Program by CEO Magazine

## Top 10

In the Country for Study Abroad by IIE Open Doors Report

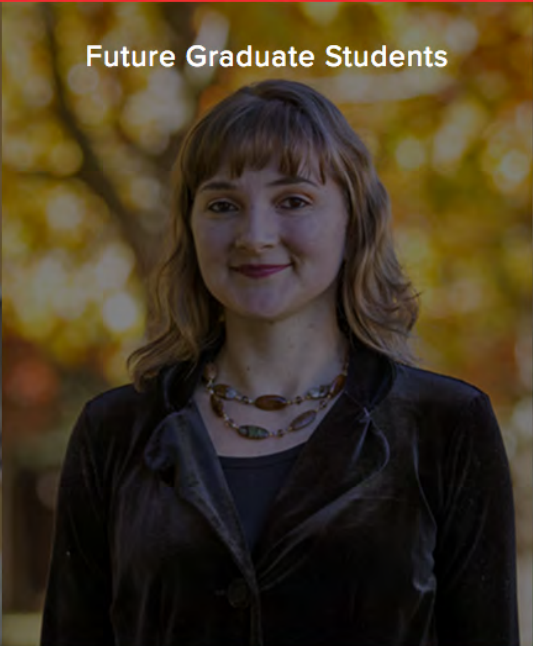
## Top 25%

Among U.S. Colleges and Universities by Wall Street Journal/Times Higher Education





Future Undergraduates



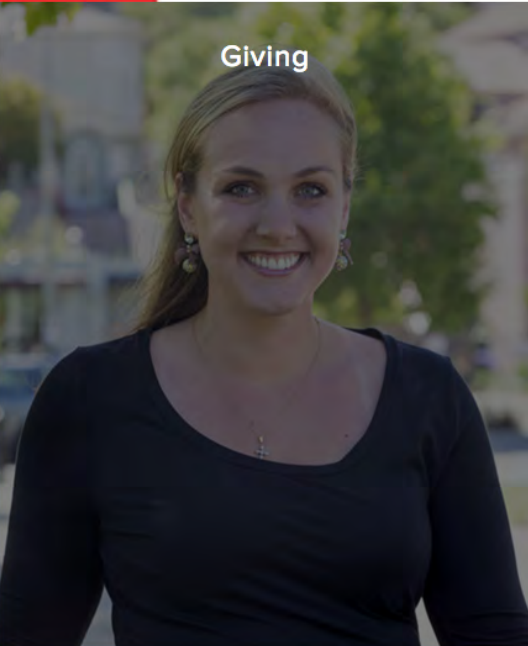
Future Graduate Students



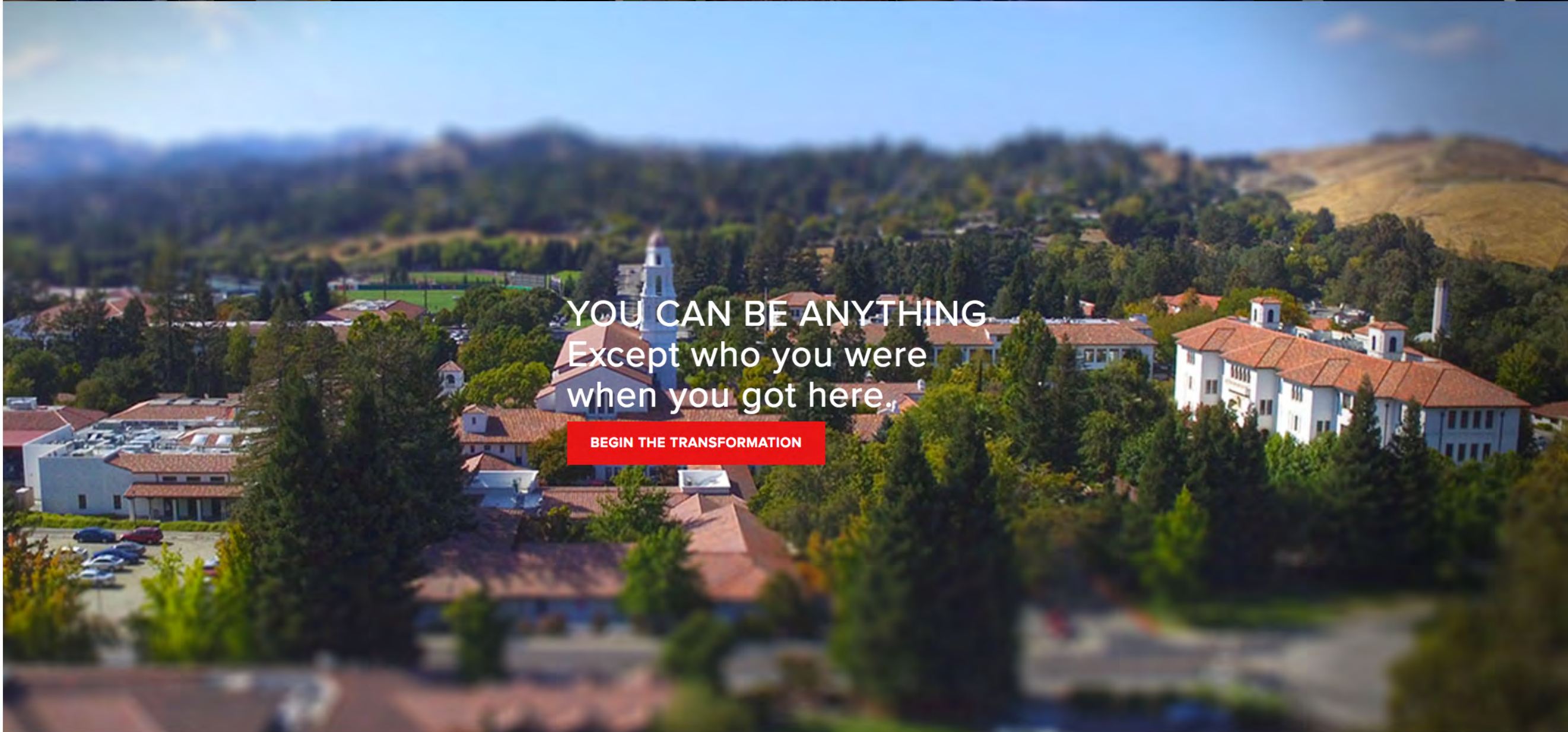
Alumni



Parents & Families



Giving



YOU CAN BE ANYTHING  
Except who you were  
when you got here.

BEGIN THE TRANSFORMATION








Be a chemical revolutionary. [↗](#)

Customize This Page

Keep what you want to see, hide what you don't.  
We'll remember your choices for the next time you visit.

 START CUSTOMIZING

field, they're even [tougher to beat](#) in the classroom.

[DIVISION I SPORTS](#)

Bucknell intramurals are [easy to join](#). If you have questions, check out our [FAQ](#).

[LEARN MORE ABOUT INTRAMURAL SPORTS](#)

students. We also offer [Club Varsity Men's Crew](#).

[FIND A CLUB SPORT FOR YOU.](#)

You want to sweat? We've got you covered. [hiking, bouldering](#)

You want to sweat? We've got you covered. [serious, we've got you covered.](#) If you're a night owl, [laid back, we've got you covered.](#) If you're a night owl, [KLARC](#).

# Take Action

FIND WHAT YOU'RE LOOKING FOR

Where do you want to go next?

 Search our site ...

Search

CHECK IT OUT



**Bucknell**  
UNIVERSITY

Lewisburg, PA 17837

ph: 570.577.2000

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NOW

MAR  
27

MAR  
23


MAR  
21

MAR  
20

MORE  
...

Be a chemical revolutionary.



 CUSTOMIZE THIS PAGE

NEXT SECTION

# Get to Know Us

NOW

MAR  
27

MAR  
23


MAR  
21

MAR  
20

MORE  
...

Be a chemical revolutionary.



 CUSTOMIZE THIS PAGE

NEXT SECTION

# Get to Know Us



# Academic Content

**“Do you have what I need?”**

# The Purpose of Academic Content

# The Purpose of Academic Content

- 1 Paint a picture of academic life

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- 1 Paint a picture of academic life
  - ▶ “What do classes look like?”

# The Purpose of Academic Content

- 1 Paint a picture of academic life
  - ▶ “What do classes look like?”
  - ▶ “What kind of jobs do your graduates get?”

Examples of Academic Content

# Academics Homepage

Examples of Academic Content

# Degrees & Programs



Examples of Academic Content

# Majors & Minors

Examples of Academic Content

**Courses, Curriculum, Faculty**

Examples of Academic Content

# Career Opportunities



Let our powers combine in academic content



Let our powers combine in academic content


User flow & Experience

Calls to Action





[APPLY](#)

[About](#) | [Our Location](#) | [Admissions & Aid](#) | [Academics](#) | [Research](#) | [GW Experience](#) 

[Home](#) ▶ [Academics](#)

A collage of three images representing different academic fields. On the left, a female student in a lab coat and safety goggles works in a chemistry lab. In the center, a male student in a blue lab coat works in a lab. On the right, a female student with glasses and a male student with dreadlocks are smiling while working on a laptop. The word "ACADEMICS" is overlaid in large white letters on a blue background.

# ACADEMICS

*Our classrooms have more than four walls;*  
**THEY HAVE GALLERY HALLS,  
CAPITOL DOMES, LOW TIDES AND  
HIGH BAYS**





## Spend Your Summer in the City

A summer at GW filled with learning and activities in the city might be exactly what you need to prepare for your future. We offer individual courses and multi-week programs for high school students, undergraduates, graduates and working professionals. Flexible schedules, smaller classes and the chance to explore D.C. make summer at GW a great way to kick off your year.

[Find a Summer Program](#)

## Experience GW as a Non-Degree Student

From sculpture and interior design to biology and computer science, taking a course as a non-degree student will allow you to learn the basics, develop further expertise or explore something brand new. As a non-degree student, you do not receive a certificate or degree from GW, but you can earn grades and credits, and receive an official academic record.

[Apply to Take a Course](#)

## Make Your Mark Through an Online Program

Spending time on our campuses is exciting, but with more than 100 online programs, you don't have to be in D.C. to join in.

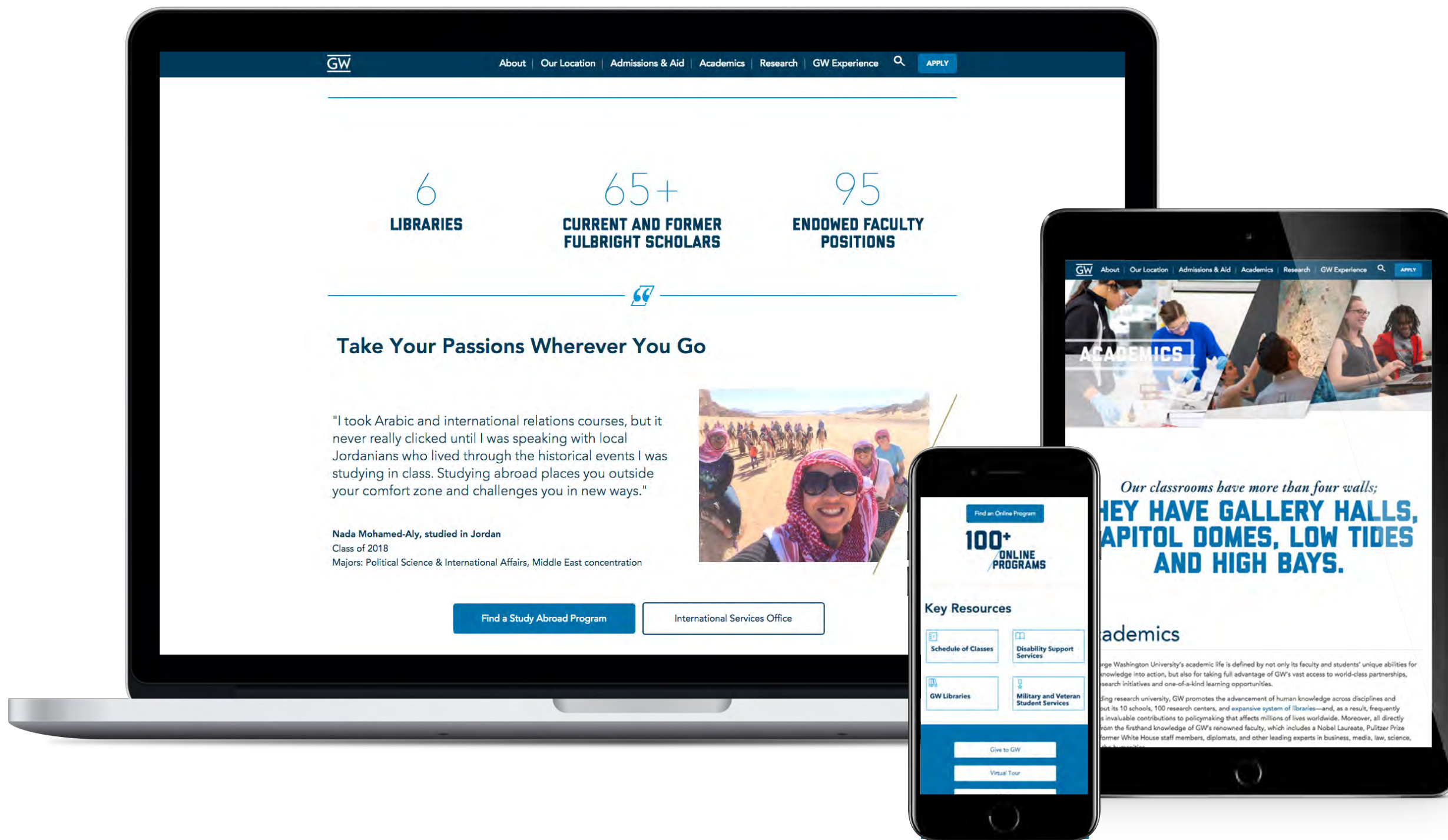
With programs in more than 12 areas of focus from nursing to engineering, you'll get the same quality GW education and benefit from our access to the nation's leaders and most powerful institutions.

**100+**  
**ONLINE  
PROGRAMS**

[Find an Online Program](#)

## Key Resources

[Schedule of Classes](#)[Disability Support  
Services](#)[GW Libraries](#)[Military and Veteran  
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## ACADEMIC PROGRAMS

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## MULTIDISCIPLINARY GRADUATE DEGREE PROGRAMS

[Martin School of Public Policy & Administration](#)  
[Patterson School of Diplomacy & International Commerce](#)

[Graduate Center for Biomedical Engineering](#)  
[Graduate Center for Nutritional Sciences](#)  
[Graduate Center for Toxicology](#)  
[Sanders-Brown Center on Aging](#)



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# Hi there. Let's find a major or degree program that fits you.

I like to... →

I want to be a ... →

I'm searching for ... →

Browse all programs →

Get more information about going to the University of Kentucky

next

**You Tube**

**twitter**

**tumblr.**

## Admissions

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[Freshmen](#)  
[International Students](#)  
[Transfer](#)  
[Visiting \(Transient\)](#)

## Finances

[Student Account Services](#)  
[Financial Aid](#)  
[Scholarship](#)  
[Tuition & Fees](#)  
[Cost Calculator](#)

## Academics

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[Bulletin](#)

## Experience UK

[Visit UK](#)  
[Social Media](#)  
[Virtual Campus Tour](#)  
[Campus Safety](#)  
[seeblue.com](#)

## Resources

[Veteran Resource Center](#)  
[Stuckert Career Center](#)  
[High School Students](#)



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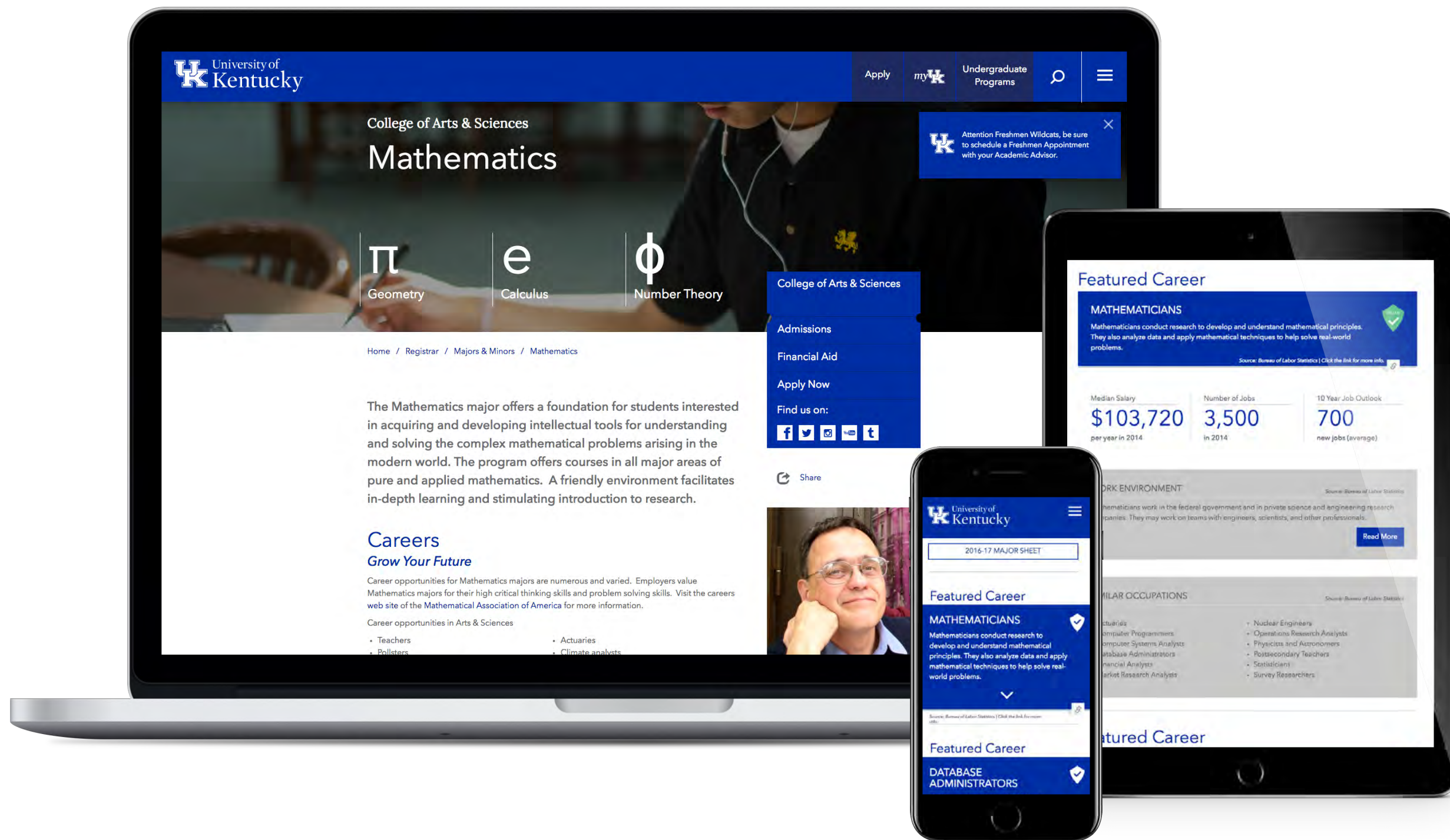
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[seeblue.com](#)

## Resources

[Veteran Resource Center](#)  
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# Dynamic Content

**“What makes you different?”**

# The Purpose of Dynamic Content



# The Purpose of Dynamic Content

- 1 Expand your school's digital reach

# The Purpose of Dynamic Content

- 1** Expand your school's digital reach
- 2** Keep piquing prospective student's interests

# The Purpose of Dynamic Content

- 1** Expand your school's digital reach
- 2** Keep piquing prospective student's interests
- 3** Show 1 or 2 key benefits of a program



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- 4** Remind them they'll have a life!

# The Purpose of Dynamic Content

- 1 Expand your school's digital reach
- 2 Keep piquing prospective student's interests
- 3 Show 1 or 2 key benefits of a program
- 4 Remind them they'll have a life!
- 5 Help them take that step to "apply now"

Examples of Dynamic Content

**Blogs**



Examples of Dynamic Content

News

Examples of Dynamic Content

# Student & Faculty Stories

Examples of Dynamic Content

# Infographics



Examples of Dynamic Content

**Video**

Let our powers combine in dynamic content





Let our powers combine in dynamic content

Images & video for social & blogs

“Think social first”



## 4 How to make your content plan sustainable





# Constant Analysis & Communications





# Content Calendars





A top-down view of a wooden desk. In the upper right, a silver laptop is partially visible. To its left is a white cup of coffee on a matching saucer. Below the coffee cup are a pair of black-rimmed glasses. In the center, a person's hands are writing in a blue notebook. The notebook is open to a page with a calendar grid for February 2017. To the right of the notebook are three Polaroid-style photographs. A dark tablet or laptop lid is in the bottom right corner. The entire scene is overlaid with a semi-transparent dark filter.

Keep the Brainstorm Alive & Record your Ideas



# Repurpose, Remix, Recycle





Goal

**Increase Graduate Enrollment**



Approach

**Emphasis on “Dynamic” Content**

Because  
the market is crowded & noisy.

Because  
everyone is using the same messages.



Because  
we all want to read engaging, helpful content.

# The Process

# The Process

## 1 Keyword & topic research

# The Process

- 1** Keyword & topic research
- 2** Content recommendations



# The Process

- 1** Keyword & topic research
- 2** Content recommendations
- 3** Blog posts

# The Process

- 1 Keyword & topic research
- 2 Content recommendations
- 3 Blog posts
- 4 Supporting SEO

# The Process

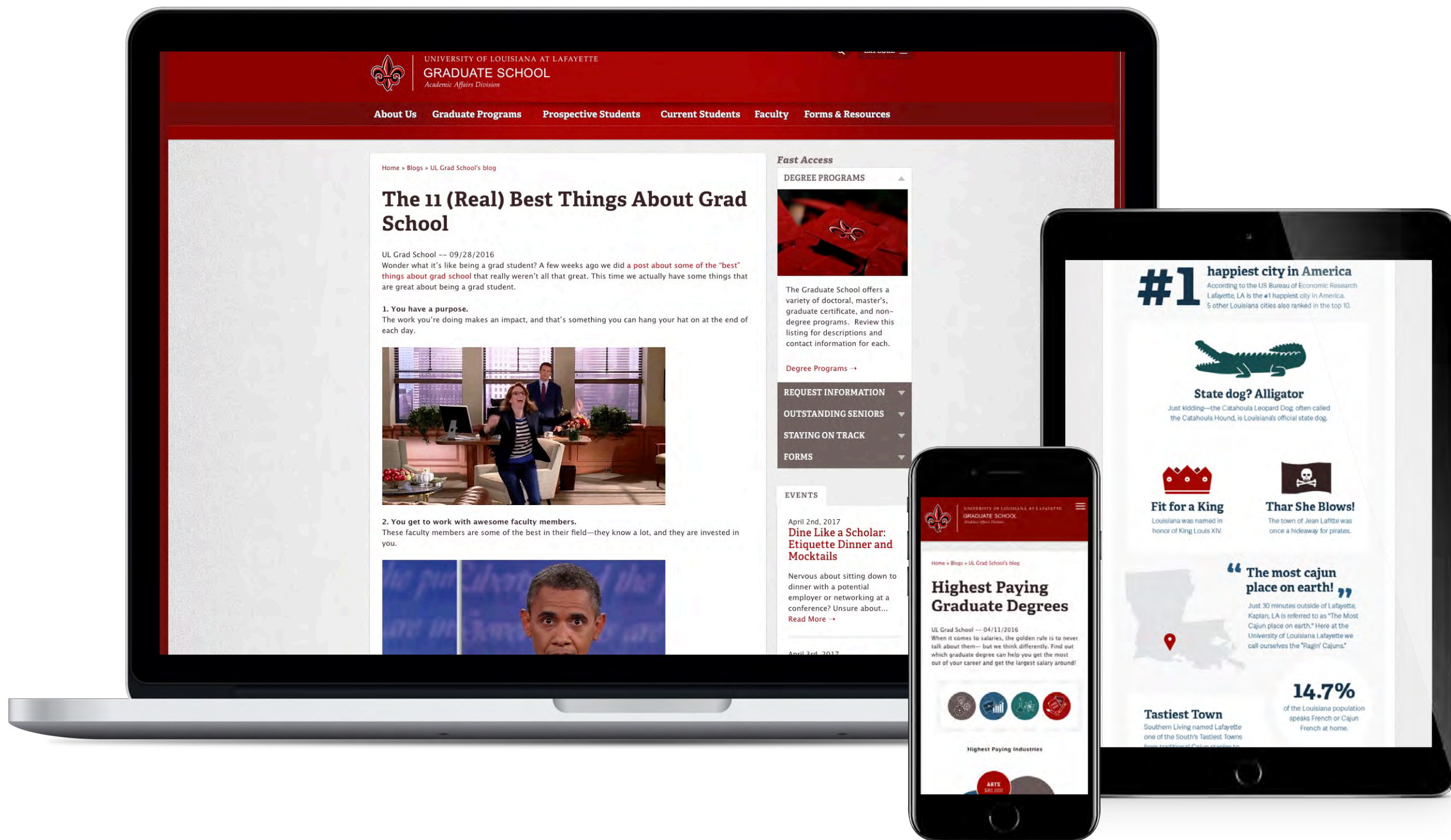
- 1 Keyword & topic research
- 2 Content recommendations
- 3 Blog posts
- 4 Supporting SEO
- 5 Analysis



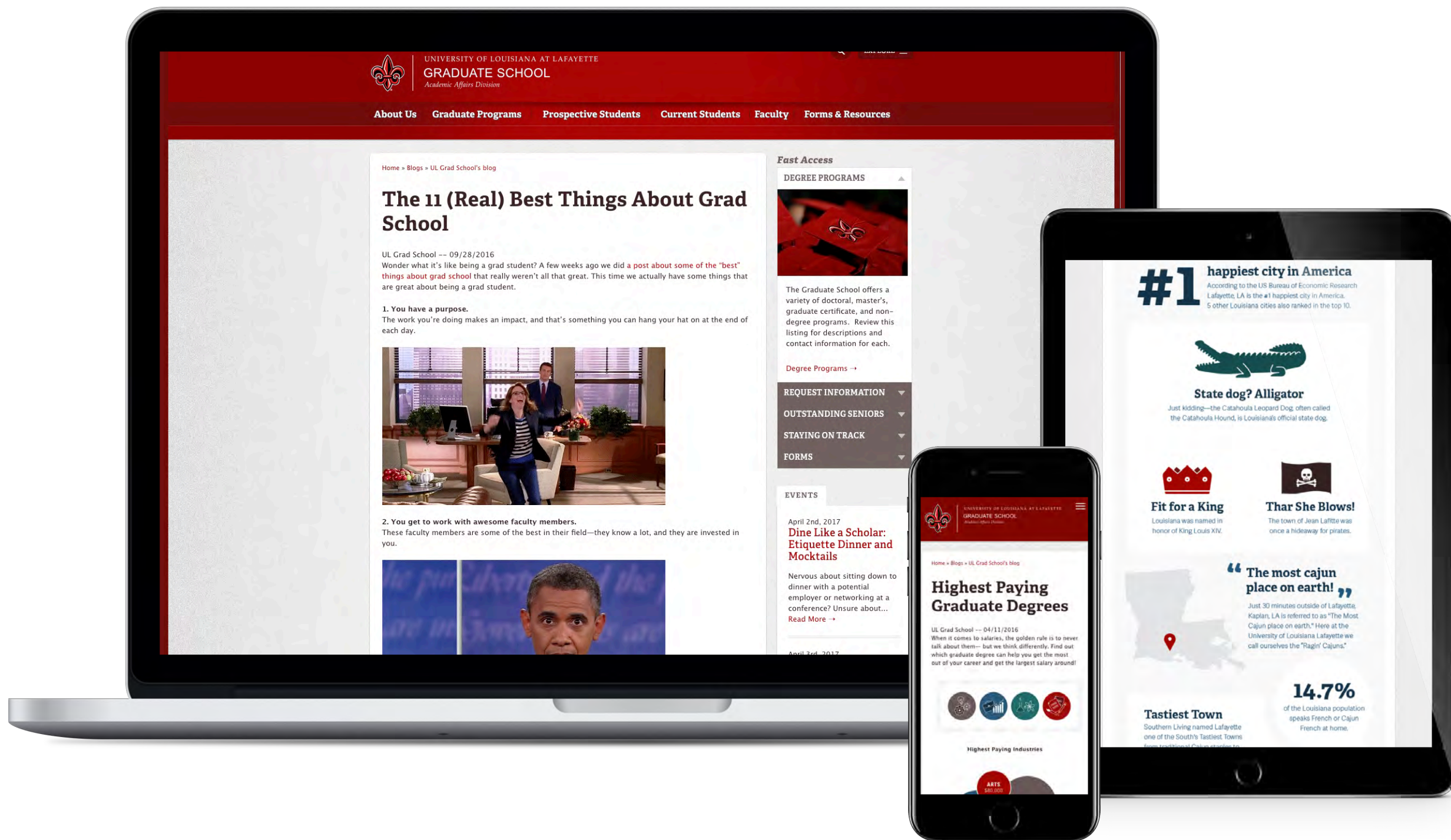








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94%

application soft  
conversion rate increase

41%

target keywords  
in the top 10

117%

more visitors to the  
application site



# Bringing it All Together

# Bringing it All Together

- 1 Think like a prospective student

# Bringing it All Together

- 1 Think like a prospective student
- 2 Combine your powers

# Bringing it All Together

- 1 Think like a prospective student
- 2 Combine your powers
- 3 Be helpful & engaging



# Bringing it All Together

- 1 Think like a prospective student
- 2 Combine your powers
- 3 Be helpful & engaging
- 4 Know your tiers

upandup.agency/cake

# Questions?

