

Marketing & Communication Vendor Needs Evaluation

Vendor Type	Marketing Need	Detail	Project Examples	Current Situation
Advertising agency ?	Advertising campaign development and execution for advertising CPS and online education in the region (maybe broader) - awareness, branding in the region and possibly for messaging and positioning nationally Concepting and execution of comprehensive campaigns is a must – focused on positioning, awareness, etc. Radio, print, online, outdoor, etc.	- Core capability is to create and execute marketing communications campaigns that support both overall brand building and program marketing - Bonus to have good media planning and buying so that we do not need a separate agency, and they feel they have expertise in this area - May have design capability for collateral, but does not have to - The agency must be okay with using the University brand standards and aligning CPS with NU, yet with CPS messaging. - Must be good at online and offline capable.	Brand awareness campaigns Summer Program marketing	- Use X for regional marketing; no happy with their turnaround. We may be too small to be a priority. Have a conversation. - Need to consider less expensive, more flexible agency??
Enrollment Marketing - online focus	Degree Program Marketing – online and offline targeted enrollment marketing Focus is to generate good leads for degree programs. Retention and yield strategies. Might be separate agency – but ideal if all in one.	- Online marketing national, internationally for all degree programs, portfolios, online master's degrees; - Great if they can do more than online marketing - Need capability beyond search marketing, as awareness is important in lead generation - Email knowledge and capability would be great, if nothing more than to have the agency understand the world of marketing beyond websites, banners, paid search. - Ability to take on one-off campaigns or larger distinct campaigns such as Graduate Campuses - Has knowledge and point of view on landing pages, calls to action	Market CPS portfolio of online degree programs nationally Generate leads for undergraduate degree completion Graduate Campus marketing (may need more than online marketing, but can't find it all in one agency)	- X agency does Graduate Campus online marketing - Probably need a direct mail and email marketing agency as well - X agency for paid search – can they do more than paid search? Should an online agency also do paid search to streamline the calls-to-action and remarketing?
Lead Nurturing	Revamp the lead nurturing emails and triggers to support both lead engagement, funnel management. Content and flow.	- Ideally looks at all touchpoints and not just email. - Experience in texting and social outreach in addition to email and optimizing for individuals. - Works with Marketo marketing automation.	- Lead nurturing cadence, triggers, and content. Evaluation first and implementation of new plan. - Retention plan – requires integration	No agency. Need to identify one that understands adult learner, yield, and retention.

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			of student system with CRM and marketing automation. Possible?	
Paid Search	Generate leads	Done inhouse and can't keep up with the changes in the ad world and the quantity of campaigns we need. Agency will help us quickly scale and bring in external experts in a number of areas.	Campaigns for niche programs where paid search works.	X agency for paid search
Web Development	Web development Special web projects and oversight	- We have web development - Need wider strategic thinking agency for new web plan and upgrade. navigation, etc.	- Review of current website, outcomes data, and create plan to significantly enhance or re-do the website. - Evaluate CMS systems and system security.	- X agency used for web development of CMS. They acknowledge they are more programmers than web strategists and often come in to maintain the website and CMS system. - We need to scope the need and how to get best all work done. It may be several resource. - Full agency review needed
Collateral Development & Design (Should include writing, editing, production)	- Collateral look/feel and application of brand digital and print - Ongoing design management - Special projects - Small ad needs possibly	- Digital and print capability is ideal- digital first. - Seek a primary design firm that others will implement off the standard. - Need a core designer who also oversees print production, selection of photographers and writers (if possible).	- Prospectus/Brochures - Alumni Magazine?	- Using multiple vendors - Lack of a cohesive approach - Design only abilities – no collaborative relationships
Direct mail/database marketing	Highly targeted, database-directed marketing to prospective students - generally printed direct mail for yield campaigns. May transition to email and targeted social. More discussion required.	- Identify and source lists for marketing managers to support lead generation efforts for degree program marketing - Direct marketing annual plan to support lead generation - Strong in identification of target audience, messaging/branding, and target marketing per degree program or portfolio - Able to track and measure the outcome of DM	- Enrollment marketing for specific degree or graduate campuses - Analysis of campaigns	No firm at this time. Need to identify agency or talent within other agency for print direct mail. If they know email, all the better yet highly unlikely
Media Planning, Buying	Ideally, agency is both media planning and buying.	- Must have strength outside of our local market to support national and regional marketing - Online/Interactive focus a must	Degree program marketing planning	- Multiple vendors with different projects; not working well - Goal is to streamline most to online

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	Where do we need augmentative support?	▪ Handle trafficking or work closely with design firm to oversee trafficking ▪ International knowledge important		marketing/ad agency
Videography	Support for inhouse capability; augment CPS needs outside of M&C needs	▪ May need multiple vendors/resources for different types of video projects (heavily produced vs. quick snippets)	▪ Student video testimonials ▪ Faculty testimonials	No vendor of choice? We can use a list
Photography, video	Bring the experience of being a student at CPS to life on the web, in advertising, and in email marketing/lead nurturing.	▪ May need more than one freelance photographer under contract for different types of photos ▪ Applies our photo style appropriately to all projects ▪ Consider bringing role in-house	▪ Headshots of leaders, faculty ▪ Ongoing storytelling on social, web, emails, etc.	We need to plan for how to better use visual imagery and not lean on event photography and headshots.
Production Management - tradeshow -	Day-to-day production jobs that are not already handled by vendors overseeing design work.	▪ Should be able to handle from handoff of design files through delivery ▪ Consult on projects, recommend vendors for merchandising, trade show materials, etc.	▪ Tradeshow storage and shipping ▪ Special projects (e.g. Graduation)? ▪ Managing print production – in the past	Do we need a separate tradeshow booth vendor? Need to discuss with faculty, enrollment about value of large booth events.
Message Strategy and Branding	Message strategy development. Branding concepts	▪ Craft strategic messaging for many audiences that resonate across yet is meaningful ▪ Use research to test concepts and reflect what is important to audiences, not just how we think we need to be.	▪ 1 time project	▪ PN out of DC
Research & Analysis	Analytic approach to segmentation needed, creating personas that work and go deep into media uses, behaviors, and what messages will get their attention.		Reputation Survey Best Customer Analysis	- Noel Levitz for current messaging and reputation/awareness - Possibly Hobson's for one time analysis
Writers, editors	Achieve consistency of voice, messaging across all communications platforms (e.g. website, publications, collateral, advertising, direct mail) Need strong web writing skills	▪ Should be able to follow the Northeastern editorial style guide and write in our voice ▪ Familiarity with higher education market is preferable ▪ Web writing may be a different resource – likely is	Articles for Encore Magazine Copywriting for web, brochures, mailers.	Freelance with a few favorites (Ginny Caggiano, Tango Group) Marketing managers doing too much writing