

Apply modern content approaches to colleges and universities.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to higher education contexts.

BENEFITS



Faster modernization



Improved digital experiences



More impactful communications

SAMPLE PROJECTS + NEEDS

Whether you're trying to modernize your organization, make communications more effective, or innovate with AI, content is critical.

- ▶ Optimize content for search engines + other channels
- ▶ Update message + narrative / storytelling
- ▶ Deliver the right content across the student journey
- ▶ Apply plain + inclusive language at scale
- ▶ Grow a new audience / customer segment
- ▶ Set + implement content standards
- ▶ Test effectiveness of content with specific populations
- ▶ Modernize communications with specific populations
- ▶ Improve content consistency + accuracy
- ▶ Implement AI + modern tech for content operations
- ▶ Promote content effectively to improve reach + engagement
- ▶ Audit a large set of content assets

SAMPLE CLIENTS



EMORY

Yale



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data

"THE CONTENT SCIENCE TEAM WAS RESPONSIVE, EASY TO WORK WITH, AND ALWAYS READY TO CONSIDER NEW IDEAS."

Paul Gerard, University of Portsmouth



CONTENT SCIENCE

Insight • Idea • Implementation • Impact