

Higher Education at BG

From integrated enrollment marketing and thought leadership to brand development, reputation management and capital campaigns, our higher education practice is focused on helping colleges and universities elevate their brands and stand out in the higher education landscape. Our work with institutions—large and small—private and public – has given us the opportunity to develop methodologies that incorporate both digital and traditional media while establishing a foundation of performance that creates reliable success outcomes.



Discovery

Our 360-degree discovery process provides us with qualitative data and message points that will serve as the basis for the campaign.



Messaging

We develop overarching messaging points that serve to speak to your different constituencies in a way that will resonate with them.



Creative & Branding

We reinvigorate higher education brands by developing unique and distinct positioning while creating impact through visual design.



Advancement

We develop integrated campaigns that leverage custom creative, targeted messaging and integrated marketing to support everything from alumni engagement and annual giving campaigns to major gifts initiatives.



Digital Marketing

Our channel agnostic approach ensures that your budgets are always applied to the highest impact areas that influence visibility and enrollment.



Technology Integrations

We design process-driven solutions from customized website implementations to CRM and multi-channel marketing automation.



Social Media

We develop paid and organic strategies, plus content campaigns to support your social presence to create meaningful interactions.



Thought Leadership & PR

Our team has experience promoting milestones, data and thought leadership from faculty to build awareness and visibility.



Reporting

We let the data dictate strategy. Every asset and campaign is measured and optimized to best meet and exceed performance goals.

Our Experience

Click on one of the logos below to learn more about how we collaborate with some of the top institutions and organizations in higher education.



Our Creative Portfolio

Learn more about our creative services at portfolio.thebelfortgroup.com.



Let's Work Together

Contact: Leah Gallagher, Vice President | Higher Education Practice Area Lead
Leah@thebelfortgroup.com