

Higher Education with BG

Whether you're looking for a full marketing machine, a firm to work as an extension of your internal team, or a strategic advisor to your digital work, our full in-house team of digital strategists, channel experts, data analysts, and content specialists have you covered. From full-scale enrollment marketing campaigns to faculty thought leadership and everything in between, we have nearly 45 years of experience supporting education clients in their branding and enrollment marketing work. The services outlined below can be deployed individually or work together to provide full-service support.



Enrollment Marketing Audit

We review everything your enrollment marketing and admissions teams are doing and then provide an actionable marketing plan for achieving your goals moving forward. This involves looking at current and past paid and organic campaigns, data from your CRM and other enrollment tools, GA4 data, messaging, brand standards, and of course in-depth conversations with your key stakeholders.



Branding & Messaging

We develop materials that speak to the Identity and values of the institution, as well as the needs and preferences of its target audience by crafting a compelling brand narrative and messaging framework that effectively communicates the institution's strengths, values, and distinctive offerings to prospective students, faculty, and stakeholders.



Brand Campaigns

Through a strategic blend of digital marketing, content creation, and public relations initiatives, we will amplify the institution's brand presence and cultivate a strong, cohesive identity that resonates with its audience and drives enrollment and engagement.



Creative Development

We generate innovative ideas that resonate with the target audience and align with the institution's brand identity and values. Through iterative design processes, concepts are refined and transformed into visually captivating and emotionally engaging assets, including multimedia content, advertisements, and branding materials.



Enrollment Marketing Campaigns

We craft compelling narratives and experiences that inspire and motivate prospective students to take action, ultimately driving enrollment and fostering a strong connection with the institution. We don't just generate leads, we develop a journey that engages both your stealth and known audiences through strategic and layered advertising and organic campaigns that present the right messages at the right time.



PR & Thought Leadership

We craft strategic messaging to position the institution and its faculty as authoritative voices in their fields, garnering media coverage and industry recognition. Through targeted outreach, media relations, and content development/placement, we amplify the institution's reputation and visibility, attracting prospective students, faculty, and partners. This helps institutions establish themselves as leaders in academia, research opportunities, and collaboration.

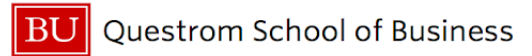


Content Hubs

We work with institutions to curate a diverse range of content, including articles, research papers, videos, and multimedia resources. These hubs provide valuable and engaging information to various stakeholders, including prospective & current students, faculty, alumni, and the broader academic community. Offering a wealth of educational content in one easily accessible location, enhancing brand visibility, establishing thought leadership, and fostering meaningful connections with audiences.

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 thebelfortgroup.com/success-stories



Let's Work Together!

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