



# IMPROVE YOUR BRAND

# IMPROVE YOUR FUTURE

KNOW WHERE YOU NEED TO BE HEARD:



INFLUENCERS



SOCIAL MEDIA



ON-CAMPUS



ONLINE



COLLATERAL



*The Traditional Higher Education Model is Being Disrupted. Use Strategic Branding to Transform the Way Your School Competes.*

## | THE PHILOSOPHY

Our proven five-step method brings results - allowing you to make informed business decisions and tune in to your core audience



The challenges of campus administration are constantly increasing. Technology and competition have completely changed the school-student-community landscape.

***"The best tool in your toolbox is a strong brand and message."***

This is what we do. Our years of experience in university administration, on campus, mean we understand your challenges and needs.

**A viable and healthy future begins NOW!**

Contact The Pulse Group at (213) 840-6257 or online at [thepulsegroup.org](http://thepulsegroup.org)



# THE PROCESS

Making a difference based on data, analysis, smart strategy and great creative.



## LISTEN

**Hear the spoken and unspoken needs.**

What key business objectives need to be accomplished to achieve success? Which key stakeholders need to be heard? What is and isn't working?

**Your brand is talking. What is it saying?**

We analyze your marketing and your competitors'. We define your audiences by talking to stakeholders, customers, prospects, influencers and prioritize critical improvement areas.

## DISCOVER



## INNOVATE

**Let's position your brand for success.**

Telling your story begins with consistent messages based on your team's vision and input, customer insight and data. We develop a thoughtful brand strategy which is practical for your institution.

**Target your message to hit the mark.**

Now it's time to launch! Engage your target personas on new and traditional platforms to reach audiences where they are.

## ENGAGE



## MEASURE

**Track, evaluate, and improve.**

You've created a buzz and your key influencers are now your brand ambassadors. Measure your results. Tweak what's not working and double down on what is. Repeat for continual improvement.

## COLLEGE & UNIVERSITY CLIENTS

UNIVERSITY OF SOUTHERN CALIFORNIA  
 UNIVERSITY OF CALIFORNIA, LOS ANGELES  
 YALE UNIVERSITY  
 UNIVERSITY OF TEXAS  
 STANFORD UNIVERSITY  
 UNIVERSITY OF CALIFORNIA, BERKELEY  
 VIRGINIA TECH UNIVERSITY  
 PRINCETON UNIVERSITY  
 UNIVERSITY OF CALIFORNIA, SANTA BARBARA  
 WASHINGTON STATE UNIVERSITY  
 UNIVERSITY OF CALIFORNIA, SAN DIEGO  
 UNIVERSITY OF MINNESOTA  
 UNIVERSITY OF MASSACHUSETTS  
 UNIVERSITY OF KENTUCKY  
 BOSTON COLLEGE  
 TUFTS UNIVERSITY  
 UNIVERSITY OF CALIFORNIA, RIVERSIDE  
 SANTA CLARA UNIVERSITY

## PRINCIPAL TEAM MEMBERS

For more information, please visit [www.thepulsegroup.org](http://www.thepulsegroup.org)

**KIM ROYSTER**  
 Customer Insight

**MERRY ANN MOORE**  
 Content Strategy

**KIMBERLE BADINELLI**  
 Communications & Marketing

**BILL WILSON**  
 Branding & Creative

**JULIE CHIRON**  
 Development & Alumni Engagement

Improve recruitment and retention, engagement and fundraising, and the reach of your university regionally and nationally.

**Speed up the heartbeat of your program. Contact us today!**



## THE PULSE GROUP

Integrated Resources - Concept to Completion

69411 Ramon Road, #651  
Cathedral City, CA 92234  
p: (213) 840-6257

e: [kroyster@thepulsegroup.org](mailto:kroyster@thepulsegroup.org)