



re-nventing an established brand online...



The University of Mobile needed a new vibrant website and a refreshed University Brand, so who did they call? When the University of Mobile decided a major change was needed for the University's recruiting efforts, they invited nvisionative, along with our strategic creative partner The Visible Group, to visit the University and make suggestions. After extensive discussions with our creative and strategic marketing team, we discovered the University had some glaring inconsistencies within their current website.

They were not alone! In our study we noticed many small to mid-sized universities and colleges face many of the same glaring inconsistencies. Primarily, these inconsistencies are caused by years of neglecting their websites. The main effect of this is a lack of consistency within the messaging of the websites. No consistency means more confusion and less retention of site visitors. In a tight economic environment, it becomes even more vital to present a consistent and exceptional brand image and message on the internet.

We re-branded, re-shaped and re-vitalized the University of Mobile website by minimizing the amount of pages, creating a standard across-the-board message and developing a "university for tomorrow" brand appeal. The University of Mobile website is poised to achieve what the previous website could not... Excitement!

Brand consistency is key for any website. Colleges and Universities face an uphill battle with the sheer number of pages from content editors on their websites. We help our clients strategically think through their site map to maximize the impact and keep things within scope. Our Content Management System helps to enforce consistency.



By employing our cutting-edge Content Management System (CMS), the University of Mobile will now be able to reduce the stress of keeping a massive institutional website updated regularly and keep web-related costs down. Gone are the days of paying an outside firm outrageous amounts of money for updating a few lines of text and a handful of pictures. Using the CMS' intuitive and easy-to-use interface, employees at the University of Mobile are able to edit entire sections of their website with just a few clicks!

The CMS is incredibly robust, able to handle virtually any web need that institutions like the University of Mobile may have. Everything from news feeds, to video galleries, to e-commerce solutions can all be handled within this powerful environment. nvisionative works alongside our clients to help them identify needs and provide custom solutions within the CMS, tailored to meet and exceed those very same wants and needs!

In addition, the University will now be able to maintain a much more consistent image throughout all of their web-facing resources. This is a significant change that will help the University build a stronger brand, allowing it to develop an identity that sets it apart from other schools. The University of Mobile's new image will allow it to convey the academic benefits of attending while showcasing the "uMobile Experience," giving prospective students a window into the exciting day-to-day happenings at this fantastic institution. This personalized picture will provide the school with a great platform to more effectively connect to, communicate with, and attract students over time.

By analyzing the specific needs of our clients, we create custom blueprints to improve the client's web-facing image, bringing their online presence to a level they can be proud of and within their desired budget. Our combined expertise in web development, strategic marketing, and branding means we attack our clients' weaknesses, implementing strategies and solutions to turn those weaknesses into growth - not just with snappy high-tech solutions, but with real measurable ideas that create measurable results!

DON'T TAKE OUR WORD FOR IT...

Brian Boyle, vice president for development at the University of Mobile, said it is important to the university that the website have a clean look and feel that appeals to prospective and current students, parents, alumni and donors. "Many times your website is the first impression that people have of your university. The University of Mobile has an excellent reputation for being friendly and welcoming, and this new website reflects that," Boyle said. Boyle goes on to say that the content management system gives the university's marketing office the ability to control the overall content, look and feel of the site while providing other departments the ability to update and add information about their areas with minimal training. Boyle said feedback since the launch of the website indicated both site visitors and internal users were happy with ease of navigation, overall design, and flexibility. "We are extremely pleased with our new University of Mobile website," Boyle said.

contact us for
your company's
website/brand
re-nvention!



WE IMPRESSED UMOBILE, LET US IMPRESS YOU!

Dr. Mark Foley, president of the University of Mobile, said he is "pleased and excited" about the new website. "The University of Mobile recently launched a bold strategic plan for the future with the goal of taking our university's ideals to the national stage. We needed a bold website to provide the platform that would support us in the present and grow with us in the future. I am very pleased and excited about our new website and the capabilities it provides our university," Foley said.