

Discovering Beloit College's Brand through Social Listening

The Team

Campus Sonar

Campus Sonar helps higher education leverage social media intelligence (data) to inform their strategies and campaigns to better recruit and retain students, evolve program offerings, earn sustainable donations, and demonstrate societal value. We use social listening, a market research tool, to [capture insights and data from the internet](#) in a way that's reliable, fast, and cost-effective compared to traditional market research methods.

As an extension of your on-campus team, the [humans behind Campus Sonar](#) ensure that the social media intelligence we capture is categorized in ways that make sense, analyzed in the appropriate context, and investigated thoroughly to identify opportunities for your campus to take meaningful action and inform on-campus strategy. Our team works closely with you to understand your current environment (strengths, weaknesses, opportunities) and short- and long-term goals to design and execute customized social listening research to support and inform your needs.



Beloit College

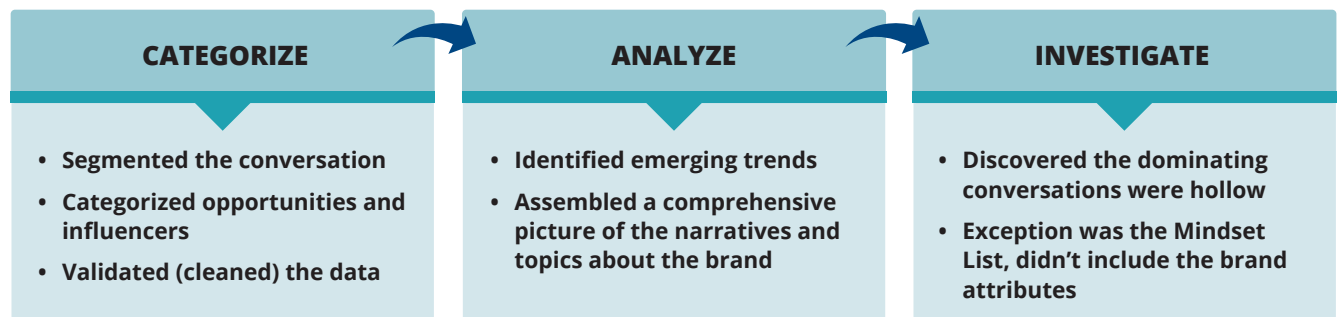
[Beloit College](#) is a longstanding private liberal arts school that's older than the state of Wisconsin. The undergraduate enrollment is about 1,400 students and the average annual conversation volume is 30,000 conversations. The college plays a big role in re-developing the city of Beloit.

Goal: Re-invent Beloit College as a premier destination for the future.

Tim Jones, Beloit College's Chief Communications and Integrated Marketing Officer, was charged with cultivating demand for the college and carving out a niche in the market. To do this, Beloit College needed to shift their narrative, and tell the story of Beloit College as a premium product in the marketplace that is worthy of the price point. From [conversations with Liz Gross](#) at Campus Sonar, Tim knew social listening could enable them to see the total online conversation around the Beloit College brand, including how it bends and shifts, rises and falls around certain topics (some topics within their control, many not).

Partnership

Campus Sonar partnered with Beloit College, working with them to deeply understand their goals, priorities, and desired brand attributes. Using this information, Campus Sonar designed custom social listening research and delivered social media intelligence and insights that informed the strategies Beloit College built to reach their goals.



Insights

Data analysis discovered a hollow conversation around Beloit College online.

Campus Sonar analyzed three years of online conversations around Beloit College and removed all conversations related to athletics. What was left wasn't very substantial—the online conversation around Beloit College didn't match the college's brand and the topics weren't impactful or meaningful representations of the college.

Conversation analysis discovered the need for deliberate narrative. Campus Sonar evaluated the conversation topics over time, which caused Beloit College to recognize the need to be more deliberate in the narratives and topics they shared. Simple ideas like the ones below nudged the conversation into a more representative view of the college.

- Put more people in their social work images to illustrate the success of the program.
- Refer to “on brand” experiences (e.g., exclusive opportunities, mentorship, liberal arts in practice, etc.) with more consistency in language and imagery.

The college has a long way to go, but they have a clearer view of how their brand story shows in the higher education marketplace in specific moments over time.

Monitoring the conversation creates opportunity. The college also learned that social listening is key to making progress in monitoring their reputation. For example, they released a joint press release with the admissions group about their [SHE-CAN partnerships](#). They saw trending topics change from “sunset” and “click” to “scholarship” and “mentorship.” Seeding the conversation was influential, and it empowered the students involved to share what they’re passionate about. For Beloit College, this was a testament to the power of paying attention and fostering the conversation.

Campus Outcomes

Once Campus Sonar discovered that the online conversation around Beloit College wasn’t substantial and didn’t match their brand, the college drove a purposeful brand management effort.

- ✓ Campus Sonar benchmarked the current conversations around Beloit College’s three brand pillars: liberal arts in practice, mentorship, and social justice. This will allow analyst Amber to categorize the everyday conversation into segments to align with each attribute. The segmentation will help Tim and his team see how online conversations corresponded with the brand so they can create their marketing strategy.
- ✓ Beloit College implemented a targeted marketing and content strategy around the brand pillars. These drove Beloit College's brand management efforts, including on social media, and they shaped the college’s education experience to empower people to do what they love.
- ✓ Campus Sonar will track the change in conversation around the brand pillars over time.

Learn More

Read more about Beloit College’s partnership with Campus Sonar and how they're [continuing to elevate their brand](#).

Find out how Campus Sonar can help you achieve your institution's goals, develop strategic insights, and identify opportunities for meaningful action. Contact us at info@campussonar.com.

Visit campussonar.com | Call (877) 553-8308

