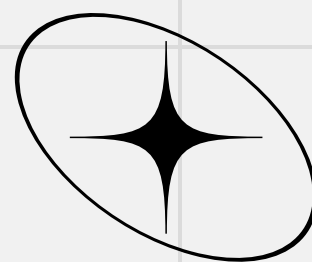


3/20/2024



CLIENT AUDIT

VAUGHN INSTITUTE

BY: SYDNEY, TAYLOR, AUTUMN, SOPHIA, ALLI

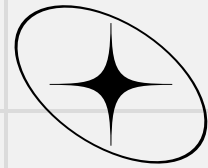


TABLE OF CONTENTS

1

COMPETITIVE ANALYSIS

2

CLIENT ANALYSIS

3

AREAS OF IMPROVEMENT

4

ANALYSIS OF CURRENT & TARGET AUDIENCE

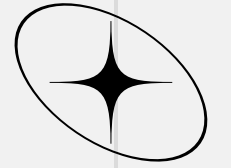


COMPETITIVE ANALYSIS





COMPETITIVE ANALYSIS

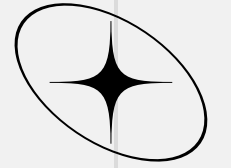


The Terry College of Business (1912)

- one of the leading business schools in the Southeastern US
- recognized by the Association to Advance Collegiate Schools of Business (AACSB)
- This is known as a mark of excellence in business education worldwide
- This means they meet strict standards of quality and continuous improvement

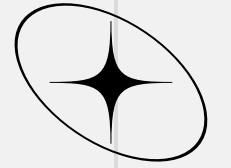


COMPETITIVE ANALYSIS



The Erivan K.Haub School of Business (1927)

- also holds accreditation from AACSB, the highest standard of achievement for business schools
- houses several centers and institutes that focus on specific areas of business research and practice
- known for preparing students to be leaders and innovative thinkers



COMPETITIVE ANALYSIS

Wisconsin School of Business (1900)

- is ranked number 7 for best public undergraduate business program and 18 for best public full-time MBA program
- also holds accreditation from AACSB.
- known for its world-class faculty of scholars, researchers, and industry experts
- home to several research centers and institutes
- The school maintains strong connections with the business community through partnerships and alumni networks



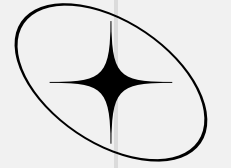
WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

SOCIAL MEDIA AUDIT - COMPETITIVE ANALYSIS

COLLEGE	BRAND CONSISTENCY	ENGAGEMENT	COMMUNITY MANAGEMENT	CONTENT VARIETY	CREATIVE	TOTAL
TIPPIE COLLEGE OF BUSINESS	3	2	3	2	2	13
TERRY COLLEGE OF BUSINESS	4	1	1	2	2	10
HAUB SCHOOL OF BUSINESS	2	1	1	1	1	6
WISCONSIN SCHOOL OF BUSINESS	3	2	1	1	1	8

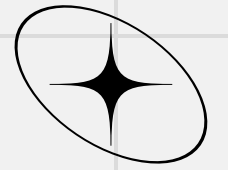
1: Needs Improvement 2: Fair 3: Good 4: Excels

SOCIAL MEDIA AUDIT - COMPETITIVE ANALYSIS



COLLEGE	FACEBOOK	INSTAGRAM	LINKEDIN	TWITTER
TIPPIE COB	11,000	9,026	37,000	7,500
TERRY COLLEGE OF BUSINESS	13,000	13,800	2,116	9,300
HAUB SCHOOL OF BUSINESS	N/A	N/A	4,316 (ALUMNI PAGE)	N/A
WISCONSIN SCHOOL OF BUSINESS	8,300	3,854	39,000	5,300

CLIENT ANALYSIS



Client does well:

-LinkedIn:

- Explains the college, what it has to offer, and what it takes to succeed

-Facebook:

- Posts news and info about the brand
- shows diversity and inclusion
- showcases opportunities like study abroad and upcoming webinars

-Instagram:

- has featured stories like a tour of campus, women in business, and more
- has collabs with many students and professors

Content does well:

-LinkedIn:

- Posts of graduating classes

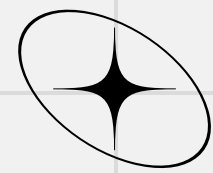
-Facebook:

- Sports information
- stats of the college

-Instagram:

- Featured mentors, athletes, and students

CLIENT ANALYSIS



What's posted:

-LinkedIn:

- Upcoming events
- Black businesses
- opportunities with new programs

-Facebook:

- Visiting businesses
- Random Tippiie facts
- Congratulations to students and graduates

-Instagram:

- Spotlighted students, professors, and guest speakers

How often are they posting:

-LinkedIn:

- About 2-4 times a week

-Facebook:

- Almost everyday

-Instagram:

- About 1-2 times a week

Community management:

-LinkedIn:

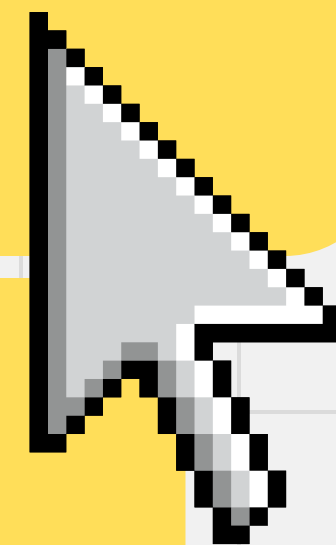
- Posts links to informative article
- Posts about upcoming events on campus

-Facebook:

- Asks questions in posts to get more response

-Instagram:

- Engages by bringing in successful students and professors to feature





1
Creation

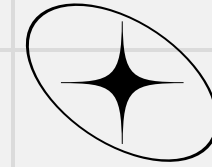
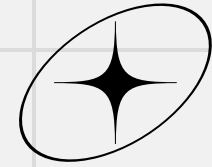
2
Content

3
Connection

NEXT STEPS TOWARD IMPROVEMENT



CREATION



Instagram

Purpose:

Social
engagement with
students

LinkedIn

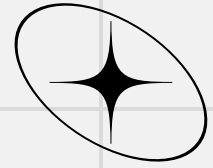
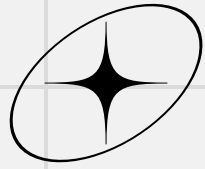
Purpose:

Professional
engagement with
students

Facebook

Purpose:

Social
engagement with
parents and
students



CONTENT

Social Media

- Student testimonials
- Upcoming events
- Q&A sessions / lives
- Internship opportunities

Word of Mouth

- Students and advisors speak at classes and events on campus

Digital TVs / Flyers

- QR codes
- Announcements, events, deadlines
- Mission statement

CONNECTION

Tippie

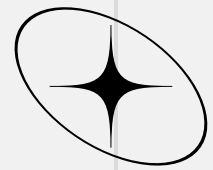
- Partnered social media posts
- Information booth at Tippie events
- Pop-up tables at Tippie during school days

From students, for students

- Testimonials: internship, case competition, conference

Advisors & Mentors

- Office hours
- Lectures and Q&A panels
- Partner new/interested RMI students with upperclassmen



TARGET AUDIENCE

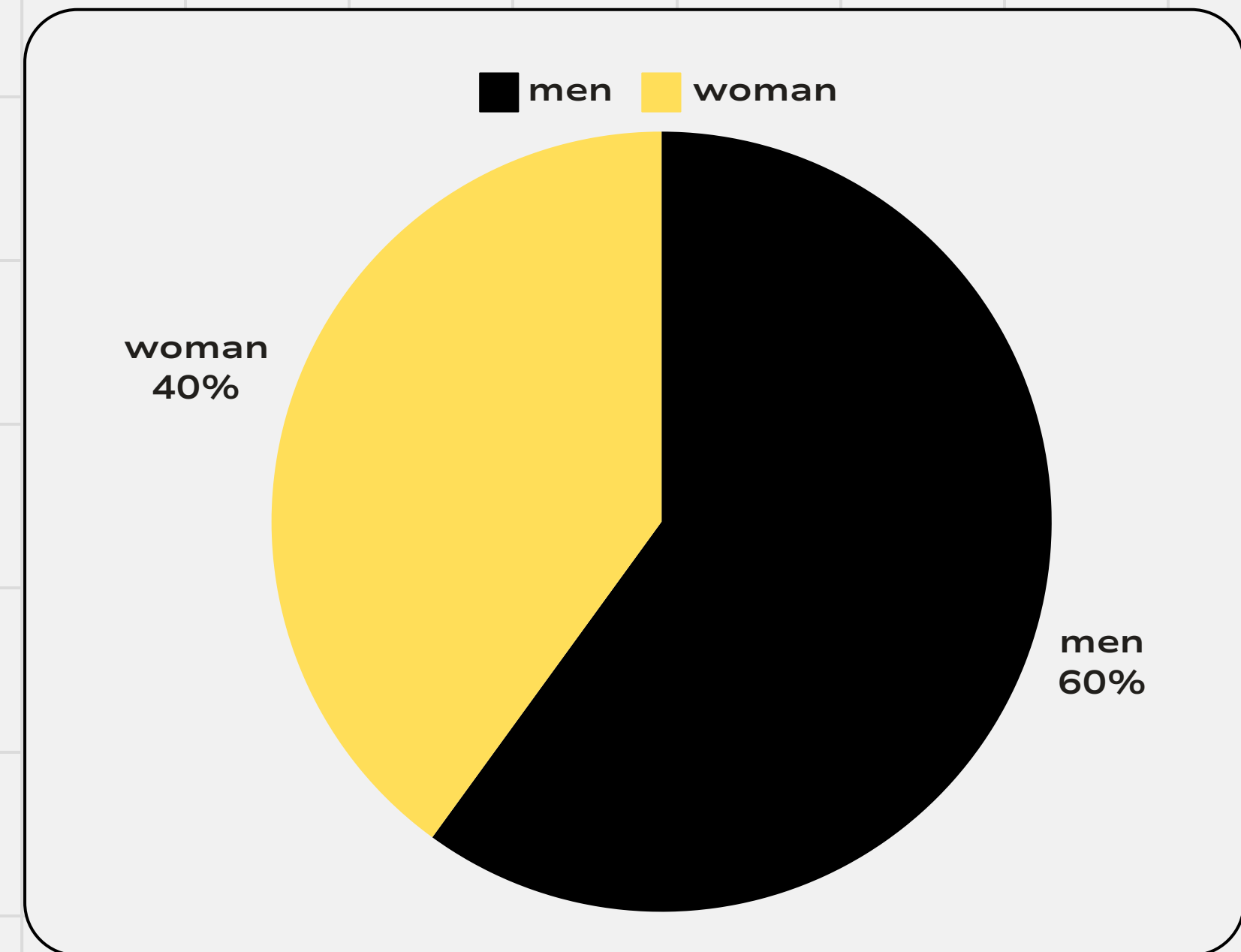
Overview:

Incoming University of Iowa students, students in Tippie or with similar majors, and parents of these students

Demographics:

Tippie and RMI students predominantly male

Targeting upcoming / attending students of all locations

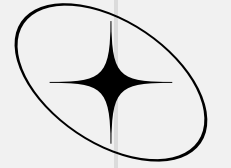


TARGET AUDIENCE

The word "IOWA" is written in a large, bold, yellow, sans-serif font. It is centered within a white rectangular box that has a thin black border. Below the box, there is a horizontal black line.

Tippie College of Business

Vaughan Institute of Risk Management



Audience:

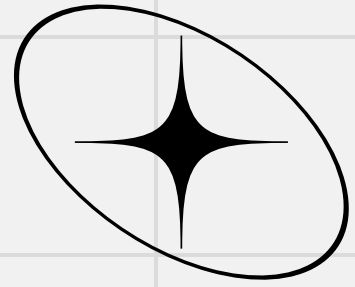
Targeting incoming students, as well as underclassman at University of Iowa in similar majors to business

- can be done through social media such as Instagram and Tik Tok

Will also target parents of these students, as they influence their kids decisions

- can be done through platforms such as Facebook and LinkedIn

Vaughn Institute needs to expand their demographics on different genders, ages, and interests / majors, but also target potential RMI majors



THANK YOU

- Tippie has the best social media brand compared to competitors
- Target audience: first and second years at the University of Iowa in business and similar majors
- Improve with: “Creation, Content, Connections”

