

## Website Design + Interactive Marketing Strategy for Higher Education

### Institution Earn an A+

#### CASE STUDY: Morehouse School of Medicine

**Client:** Morehouse School of Medicine

**URL:** [www.msm.edu](http://www.msm.edu)

**Solutions:** Website Design + SEO Management + Portal Development + Online Strategy + Marketing + Social Media + Video Development

### Overview

Morehouse School of Medicine (MSM) is a leading medical educational provider based in Atlanta, GA with a long history of success and social impact. MSM promotes a stimulating and scholarly environment that attracts talented individuals committed to addressing the health care needs of vulnerable populations.

### Situation and Challenges

As with many higher learning institutions, Morehouse School of Medicine felt like their website and online presence no longer reflected their successes and advanced reputation—nor the image they wanted to portray. MSM also wanted better student and alumni engagement and easier usage for faculty.

Solar Velocity (SV) and other interactive marketing agencies were approached with several challenges that needed to be addressed and solved:

- A stale, stagnant website design with numerous navigation hurdles that severely limited the level of interaction among departments, financial aid and scheduling.
- A lack of a logical and functional website navigation resulting in a frustrating hassle for users rather than an informative experience.
- A complex content management system (CMS) that resulted in no website content maintenance, old—and incorrect—copy and a lack of a clear content strategy plan. What's more, no one was accountable for the website or even knew how to make changes.
- 1000+ website pages that needed to be consolidated and streamlined.
- A lack of social media usage or a managed online presence besides their website.

## Approach

Morehouse School of Medicine chose Solar Velocity as their agency partner because of the agency's wide range of marketing and technology know-how combined with their ability to execute. Also cited as factors were that MSM liked having a one-stop shop that could take care of everything and that the SV staff was creative and displayed a helpful "bedside manner."

*Solar Velocity Inside Look: Discovery meetings are critical to the creative process and execution. They include both the SV team and the client team. Together the group solidifies a detailed mission plan and strategy, defines the target audience, goals and challenges, and brainstorms design concepts and focus group plans.*

As with every client, the SV team approached MSM's challenges with innovative and practical solutions. A comprehensive strategy was put together for website design, SEO management, back-end infrastructure, portal development, marketing, social media, video development and an expanded online presence. Four key areas that addressed the plan developed: **website design and architecture, content strategy, intranet development** and **social media implementation**.

## Solutions

### 1. Website Design and Architecture

*Objective: Improve user experience with a simple— yet fully informational— design*

To address the outdated design issues, discovery meetings were held between Solar Velocity and Morehouse School of Medicine to focus on developing a new, crisp design. The SV team planned and built new architecture for the site that regrouped and organized functional and informative content. This created an intuitive navigation that was not only designed for ease of use, but also scalable and adaptable to future evolution. The streamlined navigation thoroughly reduced the 1000+ page count. Lastly, search engine optimization (SEO) was applied to the site.

**Results:** A modern website image and design that improved the feel of the site and created a user-friendly experience for alumni, students and faculty. **The bounce rate decreased by 20% after the new website launched. The average user time spent on the website increased by 60%.** MSM was thrilled with the overall control they were able to regain from the design and architecture overhaul.

## 2.

### Content Strategy

*Objective: Streamline and strategize website content maintenance*

*Average user  
time on the  
website  
increased 60%*

The daily maintenance of a website is an integral concept that prevents sites from becoming stale with old information. With a higher learning institution, it's imperative to maintain ongoing communications with the community, alumni, students and faculty. In order to facilitate this task, the Solar Velocity team simplified the process through the implementation of a new content management system (CMS) that was friendly to non-technical faculty and internal staff, allowing departments to control their own website sections. The CMS that SV implemented also allowed Morehouse School of Medicine to create compliance rules and standards throughout the website. The new CMS also had tools and functionalities for blogs and distribution of press releases.

**Results: MSM saved money (and precious faculty time)** by switching to the new CMS that Solar Velocity recommended. They were also pleased with the ability to walk away with internal policies and procedures for content strategy and website maintenance.

## 3.

### Intranet Development

*Objective: Increase internal collaboration*

Morehouse School of Medicine lacked a method of internal collaboration and communication among staff and faculty. To address this, Solar Velocity developed a private intranet that securely shares internal information as well as increases collaboration within MSM. Users can view information and data via a web-browser rather than maintaining physical documents such as procedure manuals, internal phone list, etc.

**Results:** MSM saved money on printing and duplicating documents and memos with the new intranet. Eliminating paper usage also resulted in a bonus benefit for MSM of going green and reducing waste.

*Bounce rate  
decreased by  
20% after the  
new website  
launched*

## 4.

### Social Media Implementation

*Objective: Engage audience and increase interaction*

Once the technical components of this process were addressed, the next step was to focus on the bigger picture: increasing interaction and audience engagement.

Social media strategies were developed for the largest social networking sites: Facebook, Twitter, LinkedIn and YouTube. These social media platforms are essential conversation tools that increase awareness and establish open communication lines among students, alumni and faculty.

**Results:** Solar Velocity not only executed social media marketing plans, but also **put together an internal social media policy for faculty and staff.** This project also entails ongoing social media training for quality assurance and client knowledge retention.

## About Solar Velocity

To create your own success story, contact Solar Velocity at **404.978.2237** or visit [www.solarvelocity.com](http://www.solarvelocity.com).

Solar Velocity is one of the fastest-growing interactive marketing and technology firms in the Southeast. Founded in Atlanta, GA, Solar Velocity is an award-winning, full-service marketing company that blends traditional marketing with cutting edge website design, social media, search marketing and web/mobile development. Solar Velocity's innovative services produce measurable marketing campaigns and interactive software for medium and large businesses. Since 1999, Solar Velocity has come to the rescue of clients—one project at a time. As defenders of truth, justice and effective marketing, the Solar Velocity team has been pioneering marketing and technology solutions for hundreds of companies. Clients include AT&T, Lotus Cars, AFLAC, and BP.