

COMPETITOR REVIEW OVERVIEW

What You Need to Know About a Competitor Review

Competitor Review Process Steps

1. Identification of key competitors by the College and Interact
2. Set up and planning by the College and Interact, which includes timing of contact attempts and the College providing local addresses for re-mailing information packets (if necessary)
3. Interact researcher contacts the Admissions departments of the College and the key competitors, posing as a prospective student, and requesting a mailed information packet
4. Interact researcher does background research while waiting for information packets to arrive from the College and its competitors
5. Interact researcher analyzes all data
6. Interact writes summary report with recommendations for improvements
7. Interact delivers report to the College

Key Data That is Reviewed by Interact Researchers

1. First impressions of the College and its competitors intake process
2. Welcome packets received (or not received) from the College and its competitors
3. Website of the College and its competitors, especially regarding new students
4. Generational marketing of the College and its competitors
5. Consistency of the admissions process for the College and its competitors
6. Threats to the College from its competitors
7. Opportunities for the College to stand out from its competitors

Content of the Research Report

1. Analysis and summary of contact attempts, a review of the materials that were received, an audit of the respective websites from the prospective student experience, and identification of other issues noted as a result of the research
2. A comparison of the College's and key competitors' statistics
3. Highlights of both the strong and weak points of the College's and its key competitors' communication processes
4. Recommendations for improvement for the College to improve its own messaging while taking advantage of competitors' shortcomings

Where Do You Send Items and Ask Questions?

Ship All Physical Items to: Interact Communications, 502 Main Street – 3rd Floor, La Crosse, WI 54601

Questions? Call: 608-781-8495, Mark Mastej ext 204 or Andrew Hughes ext 201