




|   | ON DEMAND<br>ADVISOR  | ON DEMAND<br>PLANNER  | ON DEMAND<br>DIRECTOR  | ON DEMAND<br>CMO  |
|---|--|--|---|--|
| Strategic Plan Evaluation   | ✓  | ✓  | ✓   | ✓  |
| Campaign Evaluation   | ✓  | ✓  | ✓   | ✓  |
| Recruitment Process Evaluation  | ✓  | ✓  | ✓   | ✓  |
| Retention Process Evaluation  | ✓  | ✓  | ✓   | ✓  |
| Referral Process Evaluation   | ✓  | ✓  | ✓   | ✓  |
| Partnership Program Evaluation  | ✓  | ✓  | ✓   | ✓  |
| Target Market/Segmentation  | ✓  | ✓  | ✓   | ✓  |
| Messaging, Offers, Media Channel and Contact Strategy Evaluation                                | ✓  | ✓  | ✓   | ✓  |
| Developing Marketing Plans  |  | ✓  | ✓   | ✓  |
| Providing Market Intelligence   |  | ✓  | ✓   | ✓  |
| Developing Overall Marketing Communications & Student Recruitment/Advisor Enablement Plans      |  | ✓  | ✓   | ✓  |
| Developing Messaging Plans  |  | ✓  | ✓   | ✓  |
| Developing Digital, Social, & SEO Marketing Plans   |  | ✓  | ✓   | ✓  |
| Developing Integrated Marketing Planning, Budgets & Media Plans for Online and Offline Media    |  | ✓  | ✓   | ✓  |
| Project Management, Support and Other Services  |  |  | ✓   | ✓  |
| Providing Managerial Guidance for Implementation of All Marketing Plans, Programs and Campaigns |  |  | ✓   | ✓  |
| Management of Marketing Systems, Supporting Infrastructure and Tools                            |  |  | ✓   | ✓  |
| Other services to be determined   |  |  |   | ✓  |
| Price   | Call for Pricing   | Call for Pricing   | Call for Pricing  | Call for Pricing   |

On Demand Services are designed for colleges and universities that realize they need access to a little extra hands-on expertise in order to get them through a short term need such as the absence of a key team member, the development and launch of new programs and/or services or the pursuit of a new audience segment or expansion into a new geographic market.

The levels shown above - Advisor, Planner, Director and CMO - can all be customized based on your specific needs.

For more information, call us at 651-315-7588 or email [info@dwsassociates.com](mailto:info@dwsassociates.com)



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