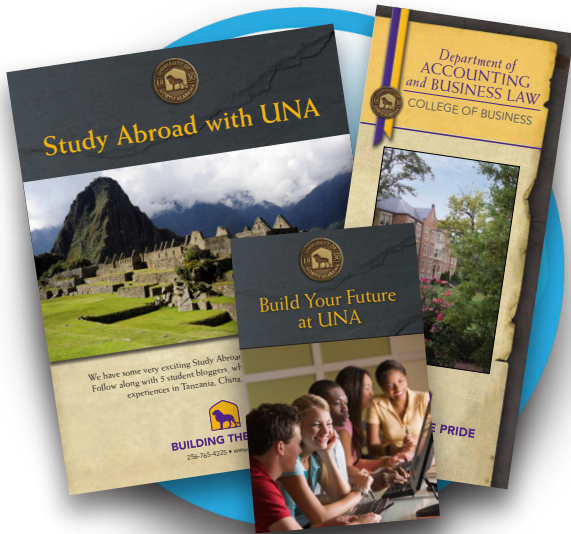


University of North Alabama saves time and money with HigherEdMarketingCenter.com



"HigherEdMarketingCenter.com frees our internal design staff from having to keep up with the continuous demand for smaller, but more frequently used marketing pieces, allowing them to instead concentrate on further developing our brand."

– Josh Woods

Director of Communications and Marketing
University of North Alabama



Institution
UNA

Address
Florence, Alabama

Website
www.una.edu

About the University

The University of North Alabama has over 7,200 students and 1,000 employees at its campus in Florence, Alabama, located between Birmingham, AL, and Nashville and Memphis, Tennessee. The university has over 90 different offices, departments and programs dedicated to its students' education and success.

The Challenge

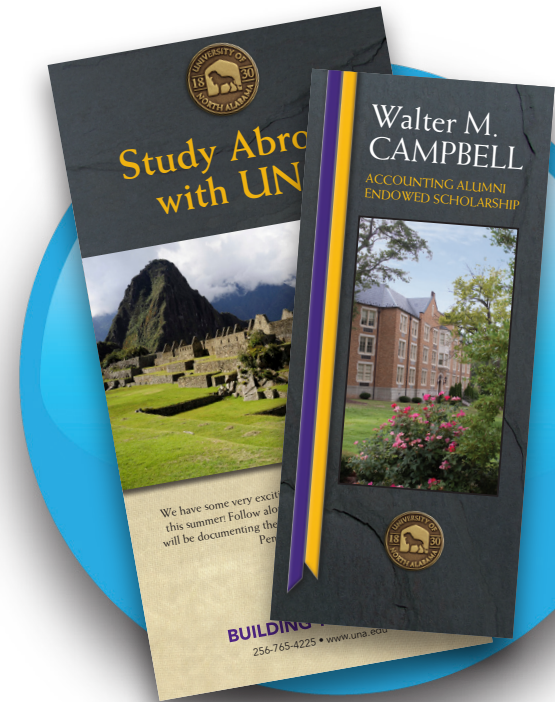
The University of North Alabama has over 90 different offices, departments and programs and 1,000 employees, each with their own ongoing needs for customized printed marketing materials. With limited resources, UNA's in-house design team struggled to keep up with demand while at the same time ensuring continuity of its brand in materials created independently by different department heads and staff members. After evaluating several different outsourced solutions, UNA found a solution that fit their budget and allowed them to use their own on-campus print shop to produce customized materials.

The Solution

With HigherEdMarketingCenter.com, UNA is able to quickly produce high quality, customizable marketing materials through an online portal – all for just a few hundred dollars a month. Faculty and staff members at the university can access the portal and select from a variety of professionally designed templates to create the school's most frequently used marketing collateral pieces in just minutes. Templates include everything from basic letterhead and business cards to tri-fold brochures for upcoming events, certificates of merit and postcards and can be customized with a department or program's text, photos, contact information and more. Final pieces are submitted to the design team for approval and then sent to the on-campus print shop for immediate production.

The Future

With HigherEdMarketingCenter.com, the University of North Alabama is in complete control of the creation and production of its own marketing materials. In addition to saving valuable time and resources, HigherEdMarketingCenter.com makes it easy for UNA to protect its brand and ensure that all marketing pieces look unified. Once templates for all of the university's frequently used marketing pieces are available to be customized and produced online by individual staff and faculty members, the in-house design team will be free to concentrate on larger marketing projects that extend the university's brand.



About HigherEdMarketingCenter.com

Our web-based marketing portal saves you time and money by putting you in complete control of the marketing production process for your college or university. As a member of HigherEdMarketingCenter.com, you'll have online access to all of your school's marketing materials – from basic letterhead and business cards to tri-fold brochures, certificates of merit, postcards, ads, flyers, posters, digital signs and much more.

HigherEdMarketingCenter.com centralizes your marketing process, enabling individual staff and faculty members to independently customize their own marketing materials while maintaining continuity – all for just a few hundred dollars a month! Once templates for all of your school's frequently used marketing collateral are available to be customized and produced online, your in-house design team will be free to concentrate on larger marketing projects that extend your school's brand.



For more information on HigherEdMarketingCenter.com email nreynolds@eadshop.com or call 404-943-1632.