# CASE STUDY:
# The Carlson School of Management

Instagram Social Strategy and Target Audience Research
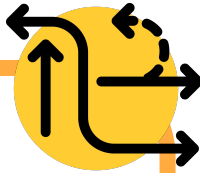
# Where We Started

## Client's Overall Goal
Increase total engagement with the Carlson Instagram. Increase Instagram follower growth with Class of 2027

## How To Get There:
- Complete a survey and focus group to better understand Gen Z's relationship to Carlson.
- Flesh out target audience and key demographics
- Generate strategy and media plans for Carlson

# What did we want to accomplish with research?

## UNDERSTAND

## EXPLORE

## ASSESS

What Carlson content **draws students in most effectively**?

How do **students engage with Carlson online**?

What **factors** influence **prospective students to choose Carlson School of Management** over other competitors (other business schools)?

How do **prospective students engage with Carlson** on social?
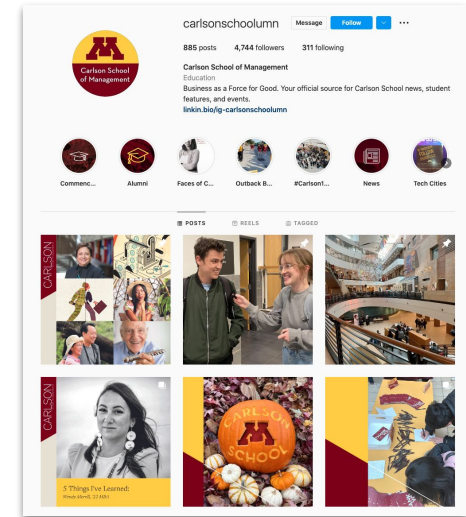
How **impactful is Carlson's current content** with both current and prospective students?

How do students **want to participate with Carlson on social?**

1. **Ideate** survey questions to gain meaningful results pertaining to current/prospective students and the Carlson School.

2. Attain at least **50** responses to the survey in our audience target.



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# How Did We Plan to Research – Focus Group

1. Create **in depth** questions for our focus group so we may see Carlson through the eyes of a current business student
2. Interview **five** Gen Z students using this set of questions
3. **Analyze** results of the survey and interviews to gain insights and begin to brainstorm big ideas.

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# Survey Results

# The Results are In...

**50 UMN Students Surveyed**

5 In depth focus group attendants

Range of demographics collected

100% of respondents between ages of 18-23

70% of respondents were Carlson Undergraduate students

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# How can we improve the content?

"More interactive stories"
"Do polls!"
"More engagement with students"
"Market the instagram better to get better engagement"
"Make it more fun & engaging for young people"

→ Create content that allows more **interaction and engagement** from the audience such as trivia, polls, and Instagram reals

"feature student life more"
"more student focus content"
"More about students"
"More student spotlights"
"Make it more interesting with student testimonials"

→ Change the content feed to **focus more on student life**

"Featuring and putting the spotlight on even more bipoc individuals"
"Include more diversity"
"Show more students of color and the diversity of students"

→ Not many thoughts on **diversity**; may be because **81%** of the survey takers **identified as White.**

# Focus Group Insights

# Professionally Proud, Socially Embarrassed

- **Professionally**:

    - Students are proud to be a Carlson student

    - Great reputation

    - Can get you a quality job

- **Socially**:

    - Students are *not* proud to be a Carlson student

    - Stereotypes surrounding Carlson students

    - Other schools in the University of Minnesota don't

        like Carlson

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# From the Focus Group...

"I like to see student oriented events posted for on Instagram. It helps me stay in the loop about relevant events"

"Undergraduate business career center website difficult to navigate"

"I want to see content tailored towards students"

"There are LOTS of Faculty highlights and recognition"

"I loved the interviews of a student's favorite Carlson professors! It was funny and useful!"

"Too many promotions"

"I like the branding and consistency of style"

"It does not feel like this content is geared towards me"

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# How do current students think of the Carlson school?

Marketing girlies
Prestigious  Frats  Pretentious
Professional  Studious  Networking  Finance bros
Elitist
Collaboration  Business  Money  Rude boys
Strict  Money  No Friday classes
Easy  Opportunity  Preppy  Problem-solving
Privileged  Smart  Uptight
Childish  Exclusive  Dull
Disassociated

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

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*When you think of the Carlson School of Management, what words come to mind? – Backpack Carlson Survey – US, 2022*

# Summary of Insights

- Students are **professionally proud**, **socially embarrassed**
- Students **value work/life/school balance** on social
- Over half of Gen Z feel they would be better represented in advertising if more **people without perfect lives** were shown.[1]
  - Gen Z Students value **authentic representation and diversity**
- Students see through formal promotions
- Still progress to be made when it comes to **Carlson stereotypes**
- **Enjoy branding and visuals**

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# Primary Persona: The Gopher Go-Getter

## Current Carlson Student

Value Diversity

Disillusioned by world, crave honesty

Social media Savvy

Trendy

Mental Health >

Informal

18-23 years old

Care about a brands **values**.
*Who are they* if they follow "x" brand?

Work/life balance

Overwhelmed

**Self Expression**

Social media is an extension of themself

Pre-professionals

**Authenticity**          **Relevancy**          **Experience**          **Career Growth**

# Secondary Persona: The Gopher Glimpse

## Prospective Student

Value Diversity

Engagement

Social media trends

Extracurriculars

Network System



Desire to find a program that **meets their needs** in desired areas of study

Scholarships/funding

School/life balance

Academically challenging

Transfer credits

Stay on track for degree

14-18 years old

**Authenticity**        **Future Plans**        **Experience**        **Personal Growth**

# What does the Target Audience Currently Think?

# Truth:

Carlson has an instagram?

# Tension:

I'm not a business bro.

Why would I want to follow Carlson on instagram?

# The Big Idea

# Business in the Front

# What claims can we make to support the message?

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- Diverse experiences of students

- Rigorous education from world-class faculty

- Innovative and impactful experiential learning programs

- A transformative global experience

- A competitive edge when entering the workforce and throughout their careers

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- The University is taking the time to show the true diversity across campus by giving platforms to POC and other minority groups
  - There are students from many different backgrounds that attend Carlson

- The University is showcasing Carlson life through authentic content created by current students
  - Through use of social media trends and pop-culture references , Gen Z is encouraged to engage in content

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# What is the desired brand voice (tone of the communication)?

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- **Authentic and diverse student voices**
  - Embrace the flaws
- Professional
  - Open
  - Clear
  - Confident
  - Dynamic
  - Impactful
  - Bold

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# FINAL RECOMMENDATIONS

**WORK WITH ON-CAMPUS GROUPS/INFLUENCERS/CURRENT STUDENTS TO PROVIDE AUTHENTIC CONTENT FOR CARLSON.**

COLLABORATION IS KEY

KEEP IT AUTHENTIC

KEEP THE PROMOTIONS ON LINKEDIN

# Thank you! Questions?