

Summary

In the Market Positioning Analysis report, Hanover assesses marketing messaging among 10 key Hartnell College competitors. This report includes an examination of websites and competitor program branding and marketing strategies, as well as a review of different online marketing strategies used by competitors. It is based on information from websites, social media platforms, and online advertisements.

Based on its marketing assessment analysis, Hanover recommends that Hartnell College develop a dedicated and clearly-labeled hub for potential students on its website and call it "Future Students." Most competitors maintain specific pages for prospective students that are easily identifiable and provide a wide range of information on the application process, the college's academic portfolio, and virtual events.

Hartnell's "Enroll Now!" pathway offers similar guidance but should be expanded to more comprehensively engage prospective students and offer a wider array of relevant information, resources, and testimonials. Additionally, Hartnell should create content pathways that different types of students can follow for their specific needs, especially for future, military/veteran, aspiring four-year transfer, and international students.

It is common for competitors to redirect students to specific pages depending on their background and status. This ensures that all prospective students can easily find the information they need around the application, matriculation, and financial aid processes. DeAnza College, for example, offers detailed information for dual-enrollment high school students and undocumented students as well as other common groups, highlighting the range of student types that would benefit from dedicated pages.

Finally, provide direct links to the institution's Instagram and LinkedIn accounts on the main landing page. Instagram is a common social media platform that competitors use, and Hartnell should link to its account alongside Facebook, Twitter, and YouTube. Not many competitors redirect students to LinkedIn, but it offers a way to showcase a strong alumni network and graduates' career success.