



Online Shop for University Marketing

Business Case: ABLE GROUP

ABLE GROUP

Under the joint umbrella of the ABLE GROUP, you will find strong, independently operating companies specialized in the field of Engineering and IT services. Every company and every branch in this network requires tools which are optimized to the requirements of each subsidiary regarding university marketing. To facilitate the coordination and to minimize time and effort involved, Deutsche Hochschulwerbung has developed a special ABLE GROUP shop for university marketing. Enterprises of the ABLE GROUP can easily access the password-protected online shop via intranet and may select and order the previously defined services in an uncomplicated way.

Task:

- Central solution for a simplified and standardized ordering process for university marketing
- Access to a password-protected online shop via intranet
- Cataloging the service portfolio of Deutsche Hochschulwerbung
- Implementation of individual order processes for customized activities on and alongside the campus

Measure:

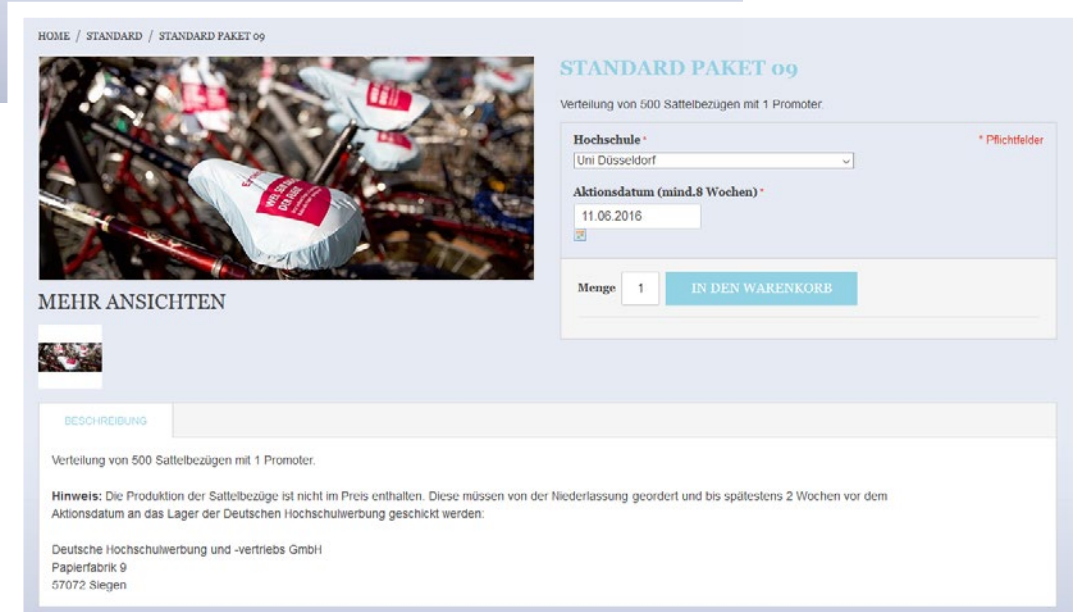
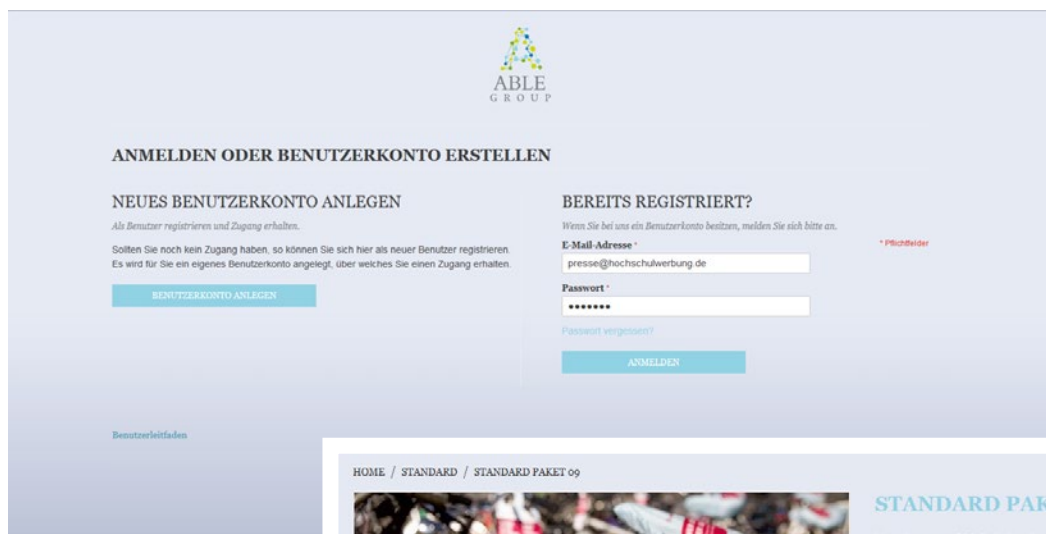
The ABLE GROUP Online Shop for university marketing offers a password-protected access to the service portfolio of Deutsche Hochschulwerbung, which is available via intranet for every branch. Jointly with the ABLE GROUP, we have defined the required services and accordingly created different packages. The Service Overview shows a detailed description and expressive photos of each product. On request, we can design a customized product with you (individual order process).

An advanced catalog search, by means of which the portfolio seeks for specific parameters and is hence able to quickly find the right product, completes the search.

In the segment: User Account, the responsible branch employee can view general settings like contact information and billing address and can easily and quickly adapt them. The order history of the branch shows an overview of implemented and planned activities of its university marketing.

Defined Products:

Poster campaigns, advertising in digital media or promotions on and off campus – in close cooperation with the ABLE GROUP, we have defined appropriate products by means of which the branches are able to achieve their goals in the regional university marketing.



Customized Products: Individual Order

Sometimes it is necessary to try something new in order to stand out and to transfer your message to the students. With an Individual Order, we can design customized solutions jointly with the branches on and off the campus.

Contact

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