THE CHALLENGE

The Idaho State University Housing Department is a team dedicated to providing students secure and affordable living environments. Their research indicates that students living on campus are more likely have reduced stress, healthy social lives, achieve academic success, and graduate.

The Housing Department has sustained success over the years as measured by a consistent 10% increase in year over year occupancy rates. Despite their successful track record the Housing Department was not satisfied and felt the need to better serve students. They had a marketing plan in rough draft form, but lacked a formalized, focused plan to articulate and deliver their message to prospective tenants. As part of their outreach process they wanted expert advice to improve, evaluate, and test their ideas.

THE SOLUTION

The ISU Housing Department hired Bengal Solutions to provide an objective and professional analysis of their marketing plan. Craig Thompson, the ISU Housing Director, reported, “We hired Bengal Solutions because they have the expert marketing perspective we need to refine and refresh our marketing plan....” The Housing Department and Bengal Solutions partnered to develop a focused marketing message, suggest communication channels, and evaluate current marketing plans.

THE IMPACT

The Bengal Solutions team delivered a marketing plan on time and within budget with new and original ideas on modern marketing best practices. They provided research backed “watch-outs” and recommendations. Some of the recommendations included the use of inexpensive social media tools to reach younger generations of prospective and current tenants. Craig Thompson commented, “We estimate that by using Bengal Solution we saved $20,000 to $25,000 dollars on market research costs compared to other equally qualified consulting firms.”

“We hired Bengal Solutions because they have the expert perspective we need to refine and refresh our marketing plan.

We are highly confident in the ISU College of Business. They are a valuable resource for Pocatello.”

Craig Thompson
Director
ISU Housing Department
February 2011

Bengal Solutions offers low-cost consulting services to local businesses. It is a vehicle for the Idaho State University College of Business’ mission to stimulate economic growth in Southeast Idaho. If your business is interested in engaging Bengal Solutions and the E-Center, call Sam Peterson, MBA at (208)282-2966 or email petesam@isu.edu.

http://isu.edu/cob/casestudies.shtml