

# A World Leading Business School



## Business Schools We're Tracking



## OVERVIEW

- A leading business school sought out WatchMyCompetitor's (WMC) expertise to track other top global business schools. Despite its reputation and capacity to recruit highly qualified candidates, it regularly faces stiff competition from the most elite business schools for the best students.
- This is crucial because 204 of Fortune 500 CEOs have an MBA, the most common postgraduate degree. Furthermore the elite business schools produce the lionshare of top executives. Harvard produced the highest number of current Fortune 500 CEOs: 41 graduates, with 28 from its business school.
- Maintaining brand recognition is vital for renowned business schools. To achieve this, it needs to gauge the digital marketplace of competitors and market itself to attract the best applicants, who are then likely to be the next generation of top business leaders.

## THE PROBLEM

- The client had a marketing team consisting of 6 individuals that was capable of promoting the business school's brand. However, the team simply lacked the manpower to undertake effective monitoring of its closest well-funded competitors and to deliver effective reporting.

The intelligence this client specifically required are factors that impacted its **brand and prestige**. This meant that the client lacked the intelligence to fully gauge their marketing strategy and to make the necessary improvements required.

- The standard solution would be to hire at least one experienced insight analyst analyst to collate and report data, using software like Brandwatch and Power BI to achieve this aim. However 3 issues will arise when opting from opting for this solution:

- A Financial cost and time:** Hiring and onboarding an insight analyst to perform this task requires considerable resources. The median salary is \$60,000, it requires at least 3 months for the new hire to settle and the software tools required is another cost.
- B Foreign languages and data overload:** with just 1 analyst, when tracking a competitor's global digital footprint, there's simply too much data to handle, especially if foreign languages are involved. There was a major risk of important data being missed.
- C Data limitation:** Whilst software like Brandwatch, SEMRush, Spyfu all have their individual strengths. None of them provide a comprehensive analysis and real-time updates regarding competitors' global digital footprint.

## THE WMC SOLUTION

In the end this client chose WMC because it offered a holistic solution with its competitive intelligence platform.

**4 WMC employees** were assigned to this client. They addressed the client's needs, analyzed relevant data, and scheduled monthly performance meetings.

**11 competitors** were tracked in the USA, UK and Europe. Foreign language intelligence was also tracked and translated.

**7 types of intelligence** were monitored: from student financial support (scholarships, bursaries), faculty or leadership change, to new webinars and online courses announced.

**5 working days** were needed to fully set-up the platform. No effort was required by the client.



Companies that have benefited from the WMC solution.

## THE RESULTS

In the end the business school did not need to hire Insight analysts to monitor their competitors. In addition, no additional software was required. This saved the client's marketing team at least \$50,000 per year and enabled them to continue undertaking added-value tasks to preserve the school's brand.

Rather than having to establish a new insights department, WMC took on this role and integrated itself into this business school. To date this client has renewed its subscription for 4 consecutive years and the business intelligence provided enabled them to maintain its reputation as one of the world's leading business schools.



## CONTACT DETAILS

 [www.watchmycompetitor.com](http://www.watchmycompetitor.com)

 +44 (0) 203 884 1862

 [enquiries@watchmycompetitor.com](mailto:enquiries@watchmycompetitor.com)

 [www.linkedin.com/company/watchmycompetitor-co-ltd](http://www.linkedin.com/company/watchmycompetitor-co-ltd)

 @watchmycomp

## WMC INTEGRATES WITH

