

# Tulane University

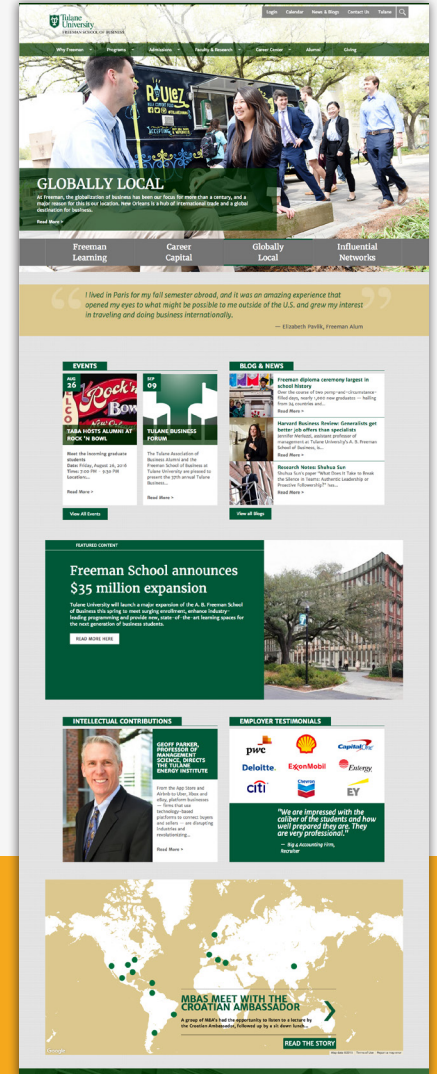
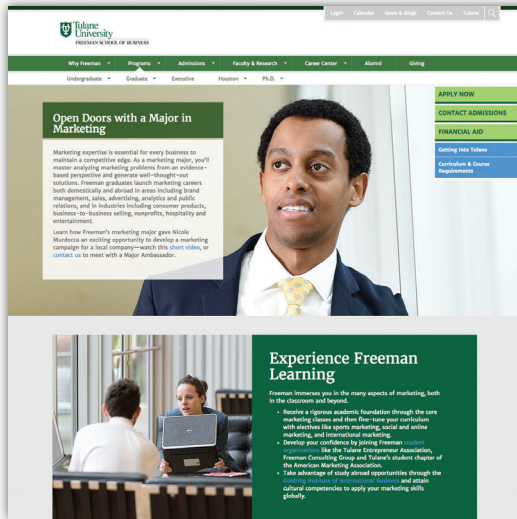
The Freeman School of Business at Tulane University partnered with Converge to refresh the School's website and showcase the Freeman experience for today's mobile-savvy business student.



## CASE STUDY | WEBSITE REDESIGN

### STRATEGY

- Identified brand attributes through on-campus exercises with various stakeholders
- Developed uniquely Freeman web concepts that showcase the rich culture of New Orleans
- Created fresh copy to support the new brand attributes and illustrate the Freeman story
- [freeman.tulane.edu](http://freeman.tulane.edu)



"Working with Converge on our website redesign and rebranding project has been a fantastic experience. Their ideas, energy and expertise are helping us bring the Tulane Freeman experience to life online."

JOHN CLARKE, ASSOCIATE DEAN OF GRADUATE PROGRAMS, FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY

## RESULTS

CONVERGE WROTE:

60 pages of web page content

90 faculty bios



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION



CONVERGECONSULTING.ORG