

PAST MARKETING SUMMIT TOPICS

ZLRIGNITION

Research report on what our prospective students are telling us about the adventure campaign

College of Business / College of Agriculture and Life Sciences

Integrating the adventure campaign

ZLRIGNITION

Results of testing Iowa State brand creative ideas with teens

TRU Research

Results on college-bound teen behavior

Royall and Company

"How communication influences college choice" /
"How the economy is affecting students' college choice"

University Marketing

Elevator speech for responding to "Why should my daughter/son choose Iowa State?"

ISU Printing

Green tips for your printed materials

ZLRIGNITION

Report on Google Adwords pilot campaigns for three Iowa State colleges

Dr. Robert Johnson

"Social Media's Marketing Impact: What is Possible, What is Not"

For reference:

Outstanding Marketing Practice Award

PUSH Branding + Design

"Beyond the PDF – how to make your web site have impact"

Dr. Tom Hayes

"Connecting the Dots: Principles of Marketing in a Really Short Time"

Dr. Robert Johnson

"Search Engine Optimization, Writing for the Web and Mobile Device Marketing"

TRU Research

"Youth-Oriented Brand Marketing"

Scott Samoleski

"Communicating with Prospective Students"

MK Seipke

"Telling the Brand Story with Content Marketing"

PUSH Branding + Design

"A mobile-first mentality"

ZLRIGNITION

"Enjoy the Adventure 3.0"

Dr. Robert Johnson

"Writing Right for the Web"

ZLRIGNITION

"The Buzz on Content Marketing"

PUSH Branding + Design

"Stop 'Em in Their Tracks"

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Outstanding Marketing Practice Award

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"Destination 2050 - Iowa State's National Reputation Campaign And How You Can Help"

PUSH Branding + Design

"Stinky Cheese: How to Construct a Social Media Mouse Trap"

Haley Cook

Presentation by Outstanding Marketing Practice Award Winner