

Marketing: Postsecondary Style

On February 23, the Software & Information Industry Association held the third in the series of free postsecondary webcasts, Marketing: Postsecondary Style. Marketing Executives from the education industry offered insights into the marketing strategies that work in Higher Ed.

DESCRIPTION:

With shrinking budgets in an increasingly competitive environment, what marketing efforts yield results in Higher Ed? Which eStrategies really work? Are drayage costs a thing of the past? Participate in this webcast to hear what education marketing experts have to say about what works and what doesn't in postsecondary markets.

MODERATOR:

Linda Winter, President, The Winter Group

PANELISTS:

Charlene Blohm, President, C. Blohm & Associates

Jon Miller, VP Marketing, Marketo

Christopher Ziemnicki, Leader eMarketing Solutions, MDR

Watch the webinar:

{youtube}pPeItd2LOsA{/youtube}