



# DEVELOPING AND USING PERSONAS IN HIGHER ED MARKETING

July 20 and August 3, 2017

2:00 - 2:45 p.m. EDT

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*Are you effectively implementing personas into your current marketing strategy?*  
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## OVERVIEW

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Join us for this two-part online training series to learn how to better understand and target your core audiences by developing and incorporating personas into your marketing strategy. These two 45-minute sessions are focused on (a) creating effective personas, and (b) integrating them meaningfully into your marketing efforts. As part of this conversation, we will discuss:

- Elements of an effective persona
- Data to look into to inform persona creation
- How personas can inform marketing planning, media decisions, content strategy, and design considerations
- Guidance for continually updating and integrating your personas into marketing strategy

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[www.academicimpressions.com/webcast/developing-and-using-personas-higher-ed-marketing](http://www.academicimpressions.com/webcast/developing-and-using-personas-higher-ed-marketing)



## THE BENEFIT OF IMPLEMENTING PERSONAS

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Personas are representations of key user types that help organizations better identify, understand, and communicate with their primary audiences. Some practical examples of this in the higher ed context could be:

- “I am developing a landing page for a prospective student-facing ad campaign. I am conducting some research into the demographics, preferences, and attitudes of our target audiences, and developing personas based on this research to help me refine my messaging and design for the landing page.”
- “We are launching a new degree program in the Fall and discussing the best channels to use to promote the program. The personas we develop will inform the conversation about which channels we should prioritize, based on the preferences and media consumption behaviors of our target audiences.”

## EFFICIENT AND RESOURCE-RICH TRAININGS

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To match with your fast-paced schedule, we have deliberately designed these trainings to be brief, but powerful. Each 45-minute session is jam-packed with practical information from start to finish, and each is accompanied by a robust collection of worksheets and development templates that are designed to help you further develop and apply your own personas to your work.

## WHO SHOULD ATTEND

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If you are a marketing professional working in higher education, you will benefit from this webcast. This content has been designed to apply to all “types” of marketers, including those who work within:

- Enrollment Management/Admissions
- Advancement/Fundraising
- Central marketing
- Institutional marketing
- Individual programs or departments



## AGENDA

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### WEBCAST #1: Developing Personas in Higher Ed Marketing

Thursday, July 20, 2017 :: 2:00 - 2:45 p.m. EDT

**Learning Outcome:** After participating in this online training, you will be able to begin developing personas for your core audiences.

We will walk you through the process and give examples of how you can develop personas for your core audiences in-house on a limited budget. Topics to be addressed during the webcast include:

- What are personas, and why does higher ed need them?
- What are the elements of an effective persona?
- How do I go about developing my personas?

### WEBCAST #2: Using Personas in Higher Ed Marketing

Thursday, August 3, 2017 :: 2:00 - 2:45 p.m. EDT

**Learning Outcome:** After participating in this online training, you will be better able to integrate the personas you develop/have developed into your marketing strategy.

Once you have your personas developed, the task at hand is to ensure that they do not just sit on a shelf collecting dust—you must find ways to meaningfully integrate them into your marketing strategies. In this training, we will discuss and show examples of how you can apply and make the most of your personas in the context of:

- Marketing planning conversations
- Content strategy and design considerations
- Media decisions
- Direct marketing



## INSTRUCTOR

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### **Mike Barzacchini, Director of Marketing Services, Harper College**

Mike Barzacchini has worked in marketing and public relations for more than 20 years. For the past 16 years, he has served as director of the Marketing Services Department at Harper College. Mike developed Harper's first branding campaign and leads the College's integrated marketing, web, and social media initiatives.

Along with his higher ed experience, Mike has created communication campaigns for healthcare organizations, state government agencies, manufacturers, and consumer service companies. Whether leading a workshop, writing copy for a direct marketing project or planning a campaign, Mike's work is guided by the following three principles: access, usability, and relevance.



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## PRICING & REGISTRATION (CIRCLE ONE)

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WEBCAST #1: Developing Personas in Higher Ed Marketing	WEBCAST #2: Using Personas in Higher Ed Marketing	WEBCAST #1: Developing Personas in Higher Ed Marketing	WEBCAST #2: Using Personas in Higher Ed Marketing
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