



**Zehno Cross Media Communications  
Workshop, Speaking Engagement and Article Topics  
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For more information on these topics, to inquire about additional topics or Zehno's speaking and consulting staff, contact 504-525-1271 x226 or amy@zehno.com

**Lean Marketing: Stay Ahead in the Downturn**

The daily ups and downs of the markets and shrinking endowments have created some unease, to say the least. If you're feeling the pinch, there are ways you might get more bang for your buck out of your communications suite. From consolidating photoshoots to gathering content that can be repurposed across many tools, a more economical approach is all in the planning—and in demonstrating return on investment to the powers that be.

**Apply Yourself: Building an Applicant Pipeline Against the Demographic Tide**

You may be aware of the demographic crunch that is impacting prospect pools for many institutions. Don't panic. Use communications to reach into new target markets and sustain their interest in—and application to—your programs.

**Parental Advisory: What Parents Want**

Parents play an important role in the average college-bound student's decision-making process. This raises a key question for admissions teams. What are *their* deciding factors? Tuition cost? Location? Safety? Find out what parents are thinking, from the initial college search all the way through freshman year, and learn how you can address their questions and concerns.

**Be the Brand Champion**

A communications firm can help strengthen your brand and develop strategies to integrate it into a crowded communications marketplace, but it's up to you to carry the torch. To make a brand more than a new logo or tagline, institutions must weave authentic messaging and experiences into every fiber, channel and experience. And faculty and staff must buy in and believe. Learn how successful admissions and marketing leaders have successfully implemented brand roll-outs, integrated powerful messaging across campus and created enthusiasm along the way.

## **Green Matters: Creating Earth Friendly Communications**

Seemingly small cultural and process shifts can contribute to a more ecologically aware and sustainable institution (and planet!). From soy inks and recycled paper to wind-powered printing plants or server farms, there are a number of opportunities you can take advantage of to help conserve our natural resources. Fringe benefit: Students everywhere are looking with a critical eye at what they perceive as wasteful. According to AMP Agency's Green AMPlified Study, "a whopping 95% of millennials consider themselves to be at least a little environmentally conscious, so it's important for institutions to let them know what they are doing for the cause."

## **Quick and Dirty SEO**

Do you wish your Web site performed better in searches by your target audiences? Search engine optimization (SEO) can improve both the volume *and* quality of traffic. Page titles, meta tags, subheads and other tricks of HTML coding help Web sites rank higher on Google and ensure your site is seen.

## **Size Matters: Tips to Save on Mailing**

Trying to trim the fat off the communications budget? Make the most of your dollars by carefully considering the size, weight and ratio of your communications materials. Half an inch can end up saving \$20,000!

## **You Can Do It: Flickr, Blogs, YouTube**

You've got the goods—photo albums, ready and able bloggers, video content galore—and an audience awaits. But how exactly do you get all of it to work on your Web site? It's easy. No, really. We'll show you how to integrate multimedia and "Web 2.0" content on your branded Web site in a flash. Then we'll focus on extending your message to the social media realm.

## **The Mobile Web**

Web sites aren't just for computers anymore. A new generation of Internet-enabled cell phones means people are taking your site to a (much) smaller screen. What's important when optimizing a Web site, regardless of mobile platform, carrier or browser?

## **Move Away from the Billboard**

At 20' x 60', a billboard seems like it should make a pretty big impact on drivers and other passers-by. Combined with newspaper and magazine ads, posters at bus stops, and the occasional television spot, you're sure spending a lot of money—but are you moving the needle? The availability of relatively inexpensive and targeted, personalized strategies such as e-mail blasts, segmented direct mail, Facebook pages and groups and word-of-mouth campaigns lets you have meaningful conversations customized to meet target market interests. Learn how to make these tools work for you.

## **Now Featuring: Using Web Features to Achieve Your Communications Goals** (updated)

If you believe your Web site could be working harder to help you meet your department goals, consider using a Web feature. These short, high-impact tools will capture—and keep—your audience's attention. Read case studies of how schools have used Web features.

