

THE FITTING ROOM

CONSUMER MARKETING

CASE STUDY

innovative,
analytical
& disrupting.

case study

Company: Inside Higher Ed

Service(s): Digital Marketing

About: As a digital media company for higher education, Inside Higher Ed, is the leading outlet for news, resources, and careers, (www.insidehighered.com)

Problem Statement: Inside Higher Ed needed to promote their products, events and services their clients in academia with engaging content and visuals.

Approach: Design digital ads and web banners for advertising online and in their daily newsletter. Also, develop nurture campaigns and other email campaign series for events, services and their new careers website.

The logo for Inside Higher Ed, featuring the words "INSIDE" and "HIGHER ED" in white, uppercase, sans-serif font, stacked vertically within an orange rectangular background.

case study

FINAL DESIGNS

The designs below were used by Inside Higher Ed in digital marketing campaigns.

385,000+ faculty
1,023 institutions
exclusive data*

ANNUAL FACULTY COMPENSATION SURVEY

*Full-time U.S. faculty salary and benefits.

VIEW THE DATA

aaup
AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS

ANNUAL FACULTY COMPENSATION SURVEY

385,000+ faculty
1,023 institutions

*Exclusive data on full-time faculty salary and benefits at two- and four-year colleges and universities in the United States.

VIEW THE DATA

aaup
AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS

INSIDE HIGHER ED

READER SURVEY

We want your feedback! Let us know how we are doing by taking a short survey.

FEED BACK

WIN a \$75 Amazon.com gift card!

NOT OUT OF THE WOODS

Colleges, Diversity and Affirmative Action After Year of Protest and Court Battles

9.15.16
The Gallup Building
101 F Street, NW
Washington, DC 20004

INSIDE HIGHER ED
GALLUP

READER SURVEY

We want your feedback! Let us know how we are doing by taking a short survey.

FEEDBACK

WIN a \$75 Amazon.com gift card!

INSIDE HIGHER ED

Recruit more great-fit candidates.

Use advanced technology to get your jobs in front of the right candidates.

INSIDE HIGHER ED CAREERS

POST A JOB

1 JOB ALERTS

Receive alerts for new jobs matching your skills and interests.

GET ALERTS

INSIDE HIGHER ED CAREERS

THANK YOU!