

From: "Academic Impressions" <[events@academic-impressions.com](mailto:events@academic-impressions.com)>  
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To: [psmits@csufresno.edu](mailto:psmits@csufresno.edu)  
Subject: Measuring the ROI of Integrated Marketing and Branding Initiatives :: Webcast  
Reply-To: [events@academic-impressions.com](mailto:events@academic-impressions.com)

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[Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives](#)

## Webcast

# ACADEMIC ■ IMPRESSIONS

December 17, 2009 :: 1:00-2:30 p.m. EST

Step-by-step primer of how to measure the return on investment for integrated marketing and branding initiatives.

Higher education marketing professionals are under tremendous pressure to prove the effectiveness of their marketing and branding initiatives. To ensure continued funding, marketing offices must measure return on investment and communicate success to the right people.

This webcast will provide you with a step-by-step primer of how to measure the return on investment for integrated marketing and branding initiatives.

[Program Brochure](#) (pdf) | [Register](#) | [Agenda](#)

## WHAT YOU WILL LEARN

- Learn best practices and potential pitfalls in measuring ROI
- Review multiple examples of how ROI has been successfully measured at other institutions
- Review ROI measurement templates that can be adapted to your institutional marketing and branding efforts

## WHO SHOULD ATTEND

This webcast is designed for marketing and communications professionals who want to more effectively measure ROI of their integrated marketing and branding campaigns. Vice presidents and directors of marketing, as well as others with marketing-related duties, will find the balance of expert perspective and useful tools and resources to be a major benefit to advancing their efforts.

## INSTRUCTOR

Elizabeth Scarborough, CEO and Partner, SimpsonScarborough

[Learn more about the instructor](#)

## REGISTRATION INFORMATION

[Register online](#) or call 720.488.6800.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

## YOU MAY ALSO ENJOY

### [Writing Right for the Web](#)

Learn how to use web writing and content presentation principles to increase your site's effectiveness and search engine visibility.

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## INCLUDED TEMPLATES

Get these adaptable ROI measurement templates with your registration!

Marketing Cost Per Student/Donor

Revenue Contribution

Market Share

Student/Donor Acquisition Cost

Cost Per Lead

Advertising to Sales Ratio

[Learn More](#)

## UPCOMING CONFERENCES

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