

I. Home page



HOME ABOUT CONTENT TRAINING CONSULTING



EXPERIENTIAL COMMUNICATIONS:
Strategic storytelling & engaging
education for the higher ed, research
and entrepreneurial communities.

YOUR GUIDE AND TRAINER TO HELP YOU GENERATE
COMMUNICATIONS IMPACT!

Kevin Anselmo 1/9/2017 11:48 AM

Comment [1]: These are the elements I am trying to add via Thrive. Ideally they would appear side by side.

THE HIGHER ED MARKETING COMMUNICATIONS ASSESSMENT

Evaluate Your Progress, Identify
Opportunities and Take Action!



KEVIN ANSELMO
Founder of Experiential Communications

The Higher Ed Market Communications Assessment

Evaluate your progress, identify opportunities and take action!

The book is divided into 10 Yes / No questions that will help you:

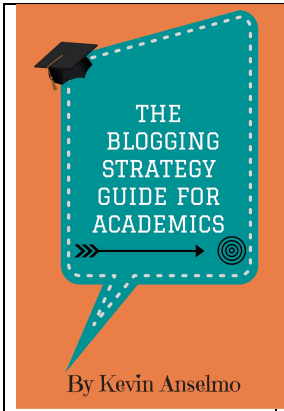
- Establish clarity on your marketing / communications team goals.
- Evaluate your messages.
- Ensure tactics are in place to support big picture objectives.
- Eliminate wasted resources.

Download free eBook

FIRST NAME _____

EMAIL _____

(We will also periodically send content related to higher education marketing communications. You can opt out of any time).



The Blogging Strategy Guide for Academics

Create compelling content online and reap the benefits:

- Being found via search (which could lead to new opportunities, such as speaking or consulting).
- Increasing research citations (which could lead to funding for new research).
- Linking your content to institutional and personal goals (like positioning a new program or initiative).

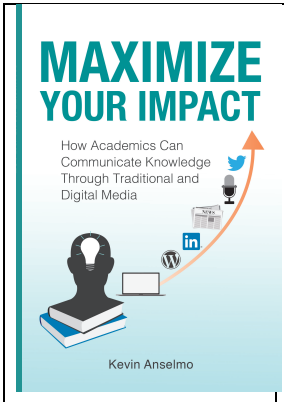
Your busy - don't create content until you have a strategy!

Download free strategy guide

FIRST NAME _____

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(We will also periodically send you content related to how academics can communicate to external audiences. You can opt out at any time).



Maximize Your Impact

An Academic's Guide to Communicating Knowledge through Traditional and Digital Media

Learn more*

Link to:

www.experientialcommunications.com/MaximizeImpact

EVERYTHING ELSE STAYS THE SAME ON HOMEPAGE

II. Adjust BLOG POST TEMPLATE. Also include this template on About Us Section.

<http://experientialcommunications.com/2016/06/22/integrate-content-into-the-customer-experience/>

What is your key messaging?
We can help you find out!



CATEGORIES

Select Category



Ambassador training - educate your colleagues so they can communicate effectively on their own.

RECENT POSTS

[Podcast Episode #63: Christie Campbell on How to Integrate a Marketing Automation Program at a School](#)

[Podcast Episode #62: How to Benefit from Medium](#)

[Podcast Episode #61: Victor Jimenez on Using a Podcast to Sell a Program](#)

[Podcast Episode #60: IMD Professor James Henderson on How to Create a Compelling Lead Magnet](#)

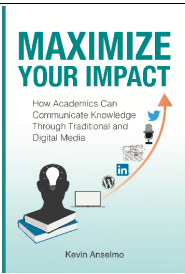
[Podcast Episode #59: The Importance of Media Monitoring](#)

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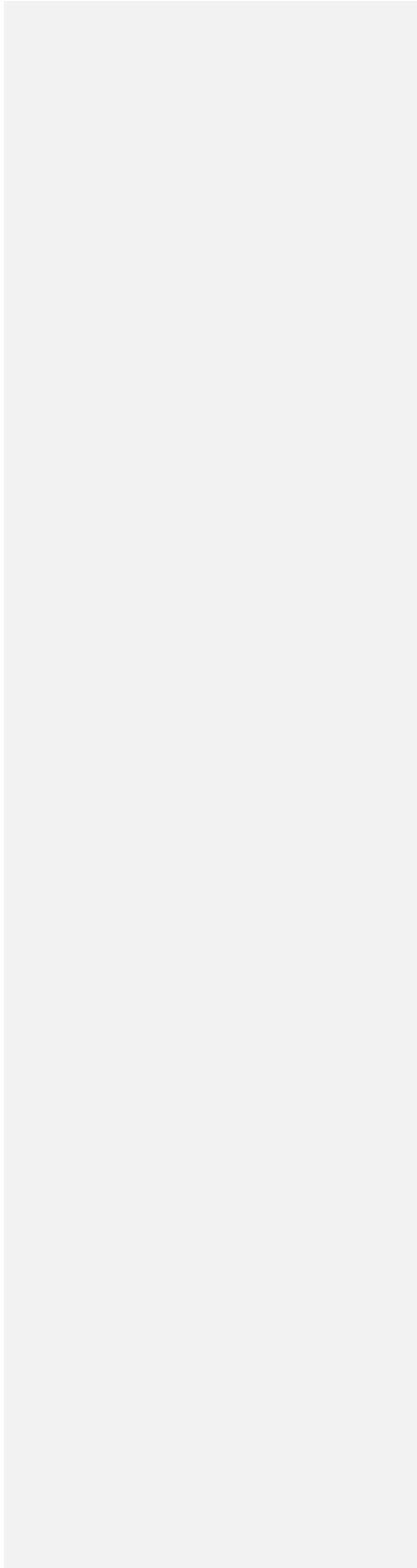
In between “ambassador training” and “recent posts” add the following (link to www.experientialcommunications.com/MaximizeImpact)



MAXIMIZE YOUR IMPACT
How Academics Can Communicate Knowledge Through Traditional and Digital Media
Kevin Arselino

The book cover features a silhouette of a person's head and shoulders, with a laptop and a stack of books below it. An orange arrow curves upwards from the bottom right, passing through icons for Twitter, LinkedIn, and YouTube.

Learn about Book



Replace top box with the following:

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**THE HIGHER ED
MARKETING
COMMUNICATIONS
ASSESSMENT**

Evaluate Your Progress, Identify
Opportunities and Take Action!



KEVIN ANSELMO
Founder of Experiential Communications

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