



2025 Semi-Annual Digital Marketing Report

CREATED FOR THE WHITEWATER UNIVERSITY INNOVATION CENTER & TECHNOLOGY PARK



Purpose:

Designed and built to meet business expansion and relocation needs, the Technology Park features over 130-acres, with 35-acres of shovel-ready “Certified in Wisconsin” sites.

Audience:

- Site selectors
- Developers

Unique Benefits:

- Below-average cost for utilities
- One of the lowest tax rates in WI



Commonalities:

- Leadership
- Visual Identity

Shared Benefits:

- Geographic advantages
- Economic resources
- University relationships
- Highly educated workforce
- Quality of life
- Below-average cost for labor



WHITEWATER UNIVERSITY
INNOVATION CENTER

Purpose:

The Whitewater University Innovation Center is a mixed-use incubator and serves as a community for entrepreneurs.

Audience:

- Entrepreneurs & startups
- Resource seekers

Unique Benefits

- Entrepreneurial assistance
- Entrepreneurial network & referrals
- Preparation to raise capital

MARKETING EFFORTS



- Website: <https://whitewatertechpark.org/>
- Blog
- LinkedIn Page
- Graphic Design of Flyers & Promo Materials
- <https://whitewateruniversityinnovationcenter.org/>
- App Space Channel
- LinkedIn Page
- Meetup Group
- Graphic Design of Flyers & Promo Materials
- Startup Success Blog
- Facebook Page
- Twitter Page

Innovation Center Annual Review

January 1, 2025 – December 31, 2025

OBJECTIVES

- Raise awareness
- Build a following
- Foster loyalty
- Generate leads.

Channel	Objective	Evaluation
Website	Create Awareness	20% of traffic came through organic search
	Build Following	5.7K new users
	Foster Loyalty	280 returning visitors
	Generate Leads	27 contact & 0 application submissions
Newsletter	Build Following	202 new subscribers
	Foster Loyalty	38% average open rate & 3% average click rate
Facebook	Create Awareness	6.9K views
	Build Following	49 new followers
	Foster Loyalty	63 content interactions
LinkedIn	Create Awareness	12,245 impressions
	Build Following	33 new followers
	Foster Loyalty	4 reposts & 442 reactions

Technology Park Annual Review

January 1, 2025 – December 31, 2025

OBJECTIVES

- Raise awareness
- Build a following
- Foster loyalty
- Generate leads.

Channel	Objective	Evaluation
Website	↑ Brand Awareness	16% of traffic came through organic search
	↑ Following	2.1K new visitors
	↑ Leads	30 contact form submissions
	↑ Loyalty	65 returning visitors
LinkedIn	↑ Brand Awareness	5,005 impressions
	↑ Following	17 new followers & 232 reactions
	↑ Loyalty	0 shares

Website Engagement & Retention

January 1, 2025 – December 31, 2025



Technology Park Top Pages & Posts

Home	10,921
About	272
Contact	173
Advisory Panel	130
Elizabeth Thelen	116
Site Selection	102

Retention

- 2.1K New Users $\downarrow 8\% \Delta$
- 65 Returning $\downarrow 11\% \Delta$

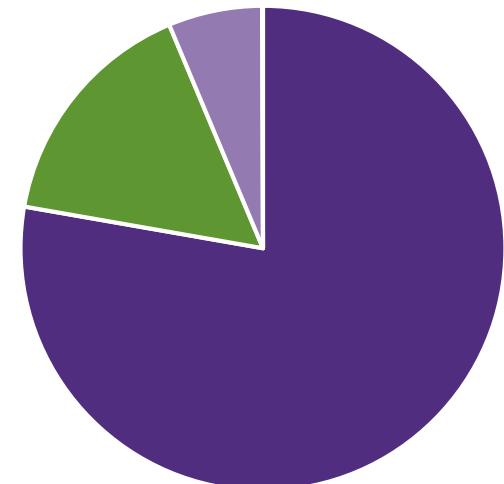
User acquisition

- 1,660 Direct $\uparrow 70\% \Delta$
- 340 Organic Search $\uparrow 89\% \Delta$
- 134 Referral $\downarrow 87\% \Delta$
- 1 Organic Social $\downarrow 66\% \Delta$

Engagement

- 1m34s seconds $\downarrow 56\% \Delta$
- 12,556 page views $\downarrow 54\% \Delta$
- 30 form submissions $\uparrow 25\% \Delta$

Users



■ Direct ■ Organic Search ■ Referral ■ Organic Social

Website Engagement & Retention

January 1, 2025 – December 31, 2025



Innovation Center Top Pages & Posts

Home	3,280
Incubation Program	721
About	436
Client Application	419
Room Rentals	347
The Incubator	292
Clients	208
Contact	202
Resources	150
Cesa 2 Member Spotlight	127

Retention

- 5.7K New Users ↑ 22% Δ
- 280 Returning ↓ 7% Δ

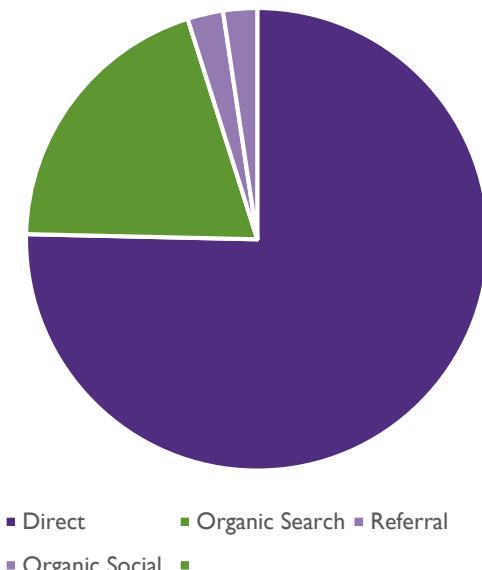
User acquisition

- 4,382 Direct ↑ 80% Δ
- 1,150 Organic Search ↓ 28% Δ
- 145 Referral ↓ 75% Δ
- 138 Organic Social ↓ 15% Δ

Engagement

- 17 seconds ↓ 34% Δ
- 8,420 page views ↑ 11% Δ
- 38 file downloads ↑ 280% Δ
- 27 contact form submissions ↓ 6% Δ

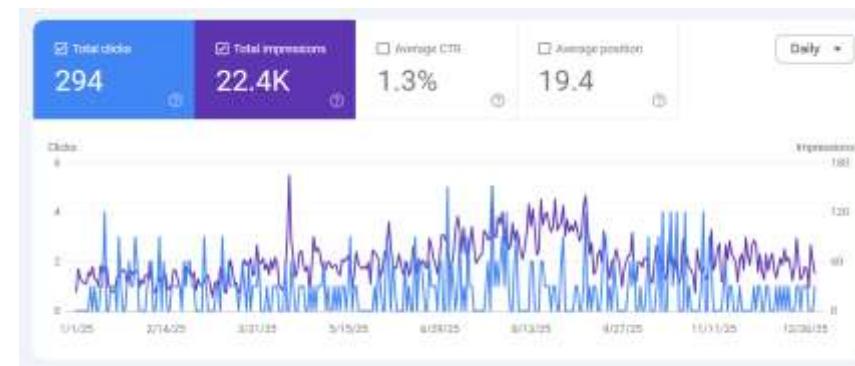
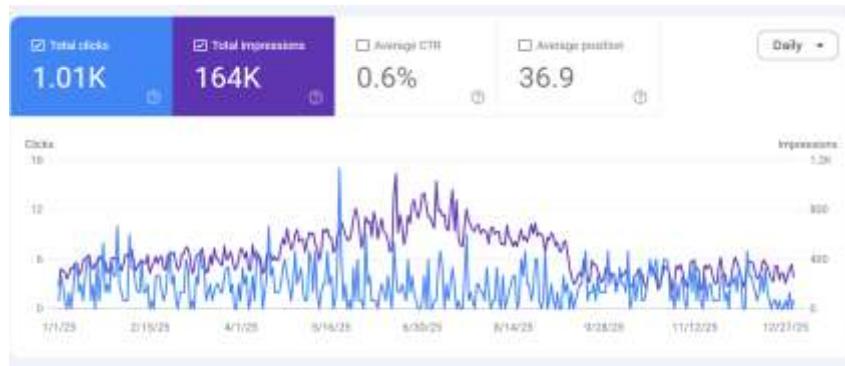
Users



■ Direct ■ Organic Search ■ Referral
■ Organic Social

Search Engine Optimization

January 1, 2025 – December 31, 2025



Innovation Center

- 164K Impressions $\uparrow 137\% \Delta$
- 1.01K Clicks $\downarrow 30\% \Delta$

Most clicked queries

- Whitewater Innovation Center
- Whitewater university innovation center
- iButtonlink
- Elizabeth Thelen
- Sources of income in business

Technology Park

- 22.4K Impressions $\uparrow 49\% \Delta$
- 294 Clicks $\uparrow 75\% \Delta$

Most clicked queries

- Taylor zeinert
- Elizabeth thelen
- University technology park
- Mason becker watertown wi

IC Google Business Profile

January 1, 2025 – December 31, 2025

Metric	
Number of people that viewed your Business Profile on Google Search using Mobile	2103
Number of people that viewed your Business Profile on Google Search using Desktop	1400
Number of people that viewed your Business Profile on Google Maps using Mobile	714
Number of people that viewed your Business Profile on Google Maps using Desktop	528
Number of interactions with the call button from your Business Profile	12
Number of requests for directions made from your Business Profile	762
Number of interactions with the website button from your Business Profile	116

IC Email Marketing

	2019	2020	2021	2022	2023	2024	2025
# of New Subscribers	27	23	29	38	56	24	202
# of Subscribers	793	793	816	830	727	746	934
Unsubscribe	10	8	11	12	12	5	14
Deleted Contacts	0	0	0	144	0	0	0
Sends	9,455	9,591	9,697	9,983	8,946	8,841	11,199
Opens	1,929	1,888	1,642	2245	2,472	2,166	2,686
Clicks	299	273	229	260	221	180	211
Overall open rate	28%	27%	25%	35%	38%	36%	38%
Overall click rate	16%	15%	14%	12%	9%	3%	3%

In 2025, our email subscriber list grew, our open rate increased, and click rate remained constant.

Social Media

January 1, 2025 – December 31, 2025

Facebook

Innovation Center	
• 540 followers	
• 6.9K Reach	
• 63 content interactions	
• 26 link clicks	

LinkedIn

	Innovation Center	Technology Park
• 276 followers		• 57 followers
• 33 new followers		• 17 new followers
• 12,245 impressions		• 5,005 impressions
• 442 reactions		• 232 reactions
• 28 comments		• 1 comment
• 4 reposts		• 0 repost



QUESTIONS?

