



2025 Annual **Marketing Report**

Created for the Whitewater University
Technology Park & Innovation Center

Updated: January 7, 2026

2025 Annual Marketing Report

January 1, 2025 – December 31, 2025

Innovation Center Key Performance Indicators

The digital marketing efforts of the Whitewater University Innovation Center aim to raise awareness, build a following and relationship, foster loyalty, and generate leads.

<i>Channel</i>	<i>Objective</i>	<i>Evaluation</i>
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 Key Performance Indicators

The digital marketing efforts of the Whitewater University Technology Park aim to raise awareness, build a following, generate leads, and foster loyalty.

<i>Channel</i>	<i>Objective</i>	<i>Evaluation</i>
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

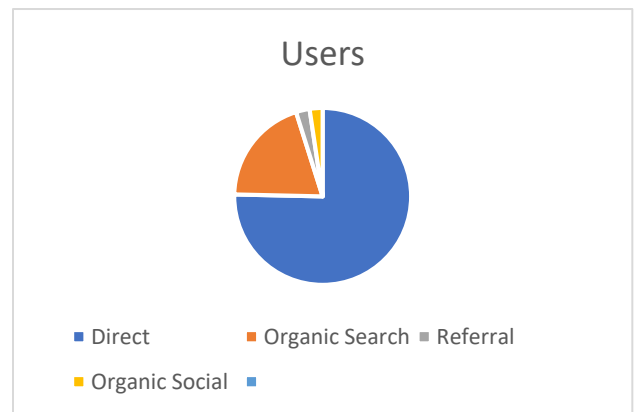
Website

Reporting: January 1st, 2025 – December 31st, 2025

Comparison Period: January 1st, 2024 – December 31st, 2024

Innovation Center

Retention
<ul style="list-style-type: none">5.7K New Users ↑ 22% Δ280 Returning ↓7%Δ
User acquisition
<ul style="list-style-type: none">4,382 Direct ↑80%Δ1,150 Organic Search ↓28%Δ145 Referral ↓75%Δ138 Organic Social ↓15%Δ
Engagement
<ul style="list-style-type: none">17 seconds ↓34% Δ8,420 page views ↑11% Δ38 file downloads ↑280% Δ27 contact form submissions ↓6% Δ



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

Organic search has been declining in recent years. Refreshing the website will help add new & relevant content. Room Rentals was one of the more recent pages and has continued to bring in more traffic. The drop in referral traffic was due to leadsgo.io (not quality traffic). It artificially inflated traffic in 2024 and was not present in 2025. Organic social media has slightly decreased.

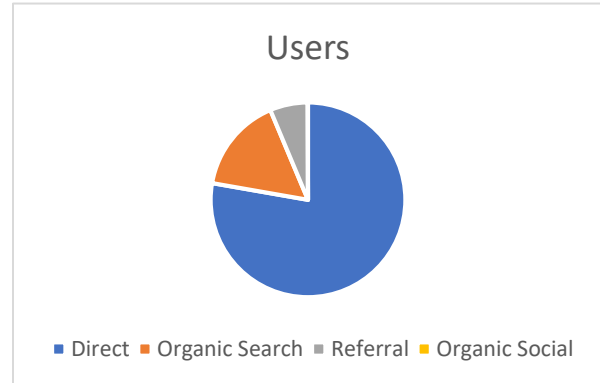
Website

Reporting: January 1st, 2025 – December 31st, 2025

Comparison Period: January 1st, 2024 – December 31st, 2024

Technology Park

Retention
• 2.1K New Users ↓8%Δ
• 65 Returning ↓11%Δ
User acquisition
• 1,660 Direct ↑70%Δ
• 340 Organic Search ↑89%Δ
• 134 Referral ↓87%Δ
• 1 Organic Social ↓66%Δ
Engagement
• 1m34s seconds ↓56% Δ
• 12,556 page views ↓54% Δ
• 30 form submissions ↑25%Δ



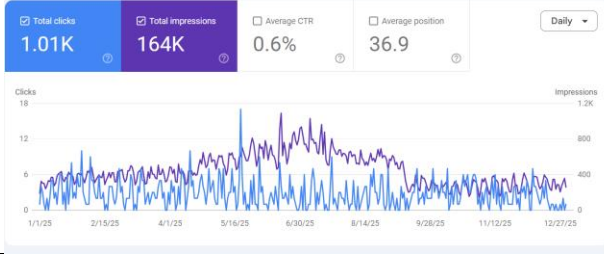
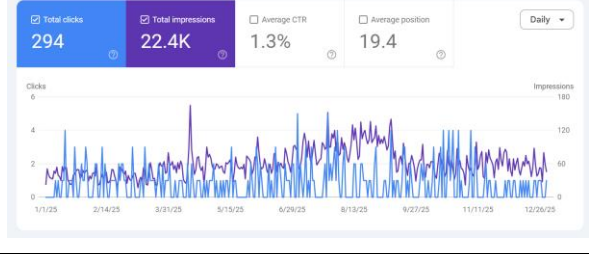
Technology Park Top Pages & Posts	
Home	10,921
About	272
Contact	173
Advisory Panel	130
Elizabeth Thelen	116
Site Selection	102

Direct and organic search has increased, while referral and organic social decreased. The large drop in referral traffic was due to leadsgo.io (not quality traffic). It artificially inflated traffic in 2024 and was not present 2025

Google Search Console

Reporting: January 1st, 2025 – December 31st, 2025

Comparison Period: January 1st, 2024 – December 31st, 2024

Innovation Center	Technology Park
 <p> Total clicks 1.01K Total Impressions 164K Average CTR 0.6% Average position 36.9 </p>	 <p> Total clicks 294 Total Impressions 22.4K Average CTR 1.3% Average position 19.4 </p>
<ul style="list-style-type: none"> 164K Impressions ↑137%Δ 1.01K Clicks ↓30%Δ 0.6% Average CTR ↓50%Δ 36.9 average position ↓64%Δ 	<ul style="list-style-type: none"> 22.4K Impressions ↑49%Δ 294 Clicks ↑75%Δ 1.3% Average CTR ↑160%Δ 19.4 average position ↑11%Δ
Most clicked queries <ul style="list-style-type: none"> Whitewater Innovation Center Whitewater university innovation center Innovation center Elizabeth thelen Ibuttonlink 	Most clicked queries <ul style="list-style-type: none"> Taylor zeinert Elizabeth thelen University technology park Mason becker watertown wi

Google Business

Reporting: January 1, 2025 – December 31, 2025

Measure	2025
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

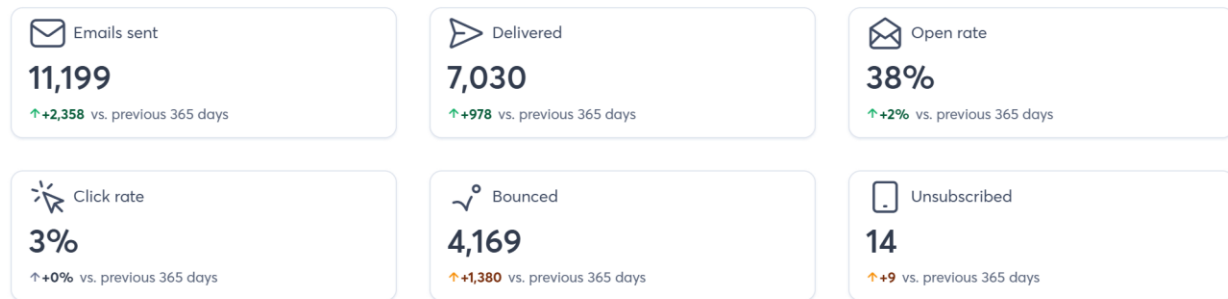
Email Marketing

Reporting: January 1st, 2025 – December 31st, 2025

Comparison Period: January 1st, 2024 – December 31st, 2024

Overall Account Performance

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



Whitewater University Innovation Center

Website visitors continue to opt-in to the Whitewater University Innovation Report. The Whitewater Innovation Report features client anniversaries, news & updates, events, and Startup Success blog articles. Interested parties can subscribe through the website. The newsletter is sent the second Tuesday of every month at 11:00 am.

	2019	2020	2021	2022	2023	2024	2025
# 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%

**Towards the end of 2022, the University deactivated all Warhawk for life emails.

Social Media Marketing

Reporting: January 1st, 2025 – December 31st, 2025

Comparison Period: January 1st, 2024 – December 31st, 2024

LinkedIn

As a professional network, LinkedIn is the most valuable and is prioritized. Year over year, the following and engagement continues to improve.

Innovation Center	Technology Park
<ul style="list-style-type: none">• 276 followers ↑ 14%Δ• 33 new followers	<ul style="list-style-type: none">• 57 followers ↑42%Δ• 17 new followers ↑143%Δ
<ul style="list-style-type: none">• 12,245 impressions ↑24%Δ• 442 reactions ↑11%Δ• 28 comments ↑55%Δ• 4 reposts ---	<ul style="list-style-type: none">• 5,005 impressions ↑211%Δ• 232 reactions ↑307%Δ• 1 comments ↓50% Δ• 0 shares ---

Facebook

As a relational social platform, the audience consists of clients, affiliates, and others in the Whitewater community. Client news and accomplishments resonate well.

	2022	2023	2024	2025
Page Likes	374	446	----	----
Followers	428	477	491	540
Reach	2,771	2,141	2,971	----
Views				6.9K
Content Interactions	178	190	142	63
Link Clicks	57	43	----	26
Visits	----	----	397	639

Twitter

As a micro-blogging platform, the audience is broader and reaches others in our entrepreneurial ecosystem as well as clients and affiliates. Resources, competitions and awards, funding opportunities, and client shout-outs resonate well. Twitter has been de-emphasized as it was primarily used for events.