



# 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.

<b>Channel</b>	<b>Objective</b>	<b>Evaluation</b>
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.

<b>Channel</b>	<b>Objective</b>	<b>Evaluation</b>
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

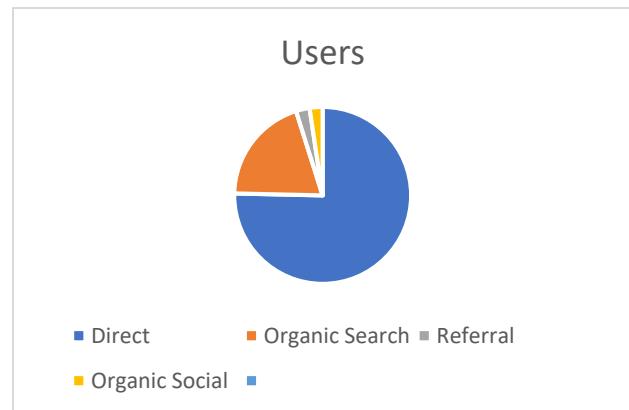
## Website

Reporting: January 1<sup>st</sup>, 2025 – December 31<sup>st</sup>, 2025

Comparison Period: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

### **Innovation Center**

Retention
<ul style="list-style-type: none"><li>• 5.7K New Users ↑ 22% Δ</li><li>• 280 Returning ↓ 7% Δ</li></ul>
User acquisition
<ul style="list-style-type: none"><li>• 4,382 Direct ↑ 80% Δ</li><li>• 1,150 Organic Search ↓ 28% Δ</li><li>• 145 Referral ↓ 75% Δ</li><li>• 138 Organic Social ↓ 15% Δ</li></ul>
Engagement
<ul style="list-style-type: none"><li>• 17 seconds ↓ 34% Δ</li><li>• 8,420 page views ↑ 11% Δ</li><li>• 38 file downloads ↑ 280% Δ</li><li>• 27 contact form submissions ↓ 6% Δ</li></ul>



<b>Innovation Center Top Pages &amp; Posts</b>	
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.

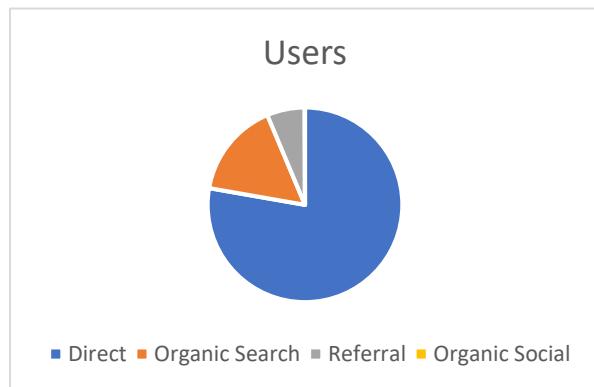
## Website

Reporting: January 1<sup>st</sup>, 2025 – December 31<sup>st</sup>, 2025

Comparison Period: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

### **Technology Park**

Retention
<ul style="list-style-type: none"><li>• 2.1K New Users ↓8%Δ</li><li>• 65 Returning ↓11%Δ</li></ul>
User acquisition
<ul style="list-style-type: none"><li>• 1,660 Direct ↑70%Δ</li><li>• 340 Organic Search ↑89%Δ</li><li>• 134 Referral ↓87%Δ</li><li>• 1 Organic Social ↓66%Δ</li></ul>
Engagement
<ul style="list-style-type: none"><li>• 1m34s seconds ↓56% Δ</li><li>• 12,556 page views ↓54% Δ</li><li>• 30 form submissions ↑25%Δ</li></ul>



### **Technology Park Top Pages & Posts**

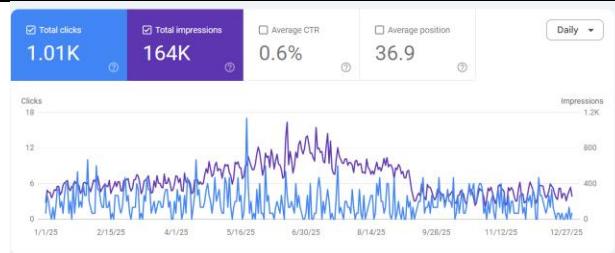
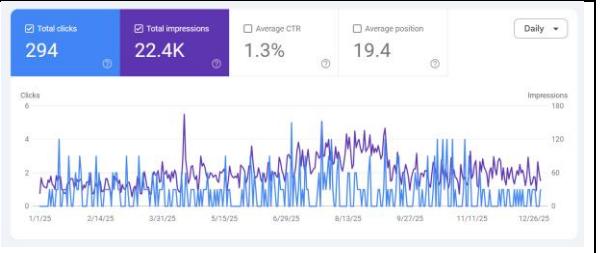
Home	10,921
About	272
Contact	173
Advisory Panel	130
Elizabeth Thelen	116
Site Selection	102

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 1<sup>st</sup>, 2025 – December 31<sup>st</sup>, 2025

Comparison Period: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

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

## 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

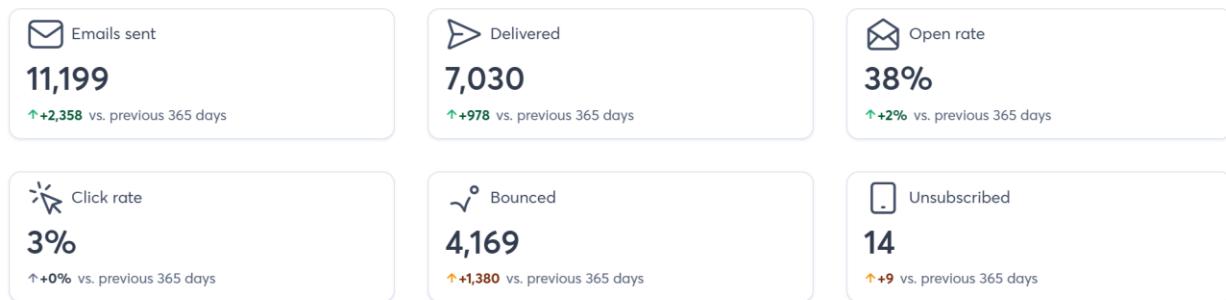
# Email Marketing

Reporting: January 1<sup>st</sup>, 2025 – December 31<sup>st</sup>, 2025

Comparison Period: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 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	2,245	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 1<sup>st</sup>, 2025 – December 31<sup>st</sup>, 2025*

*Comparison Period: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024*

### **LinkedIn**

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

<b>Innovation Center</b>	<b>Technology Park</b>
<ul style="list-style-type: none"><li>276 followers <math>\uparrow 14\%\Delta</math></li><li>33 new followers</li></ul>	<ul style="list-style-type: none"><li>57 followers <math>\uparrow 42\%\Delta</math></li><li>17 new followers <math>\uparrow 143\%\Delta</math></li></ul>
<ul style="list-style-type: none"><li>12,245 impressions <math>\uparrow 24\%\Delta</math></li><li>442 reactions <math>\uparrow 11\%\Delta</math></li><li>28 comments <math>\uparrow 55\%\Delta</math></li><li>4 reposts ---</li></ul>	<ul style="list-style-type: none"><li>5,005 impressions <math>\uparrow 211\%\Delta</math></li><li>232 reactions <math>\uparrow 307\%\Delta</math></li><li>1 comments <math>\downarrow 50\% \Delta</math></li><li>0 shares ---</li></ul>

### **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.