



2024 Annual **Marketing Report**

Created for the Whitewater University
Technology Park & Innovation Center

Updated: January 9, 2025

2024 Annual Marketing Report

January 1, 2024 – December 31, 2024

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	37.87% of traffic came through organic search
	Build Following	4.7K new users
	Foster Loyalty	300 returning visitors
	Generate Leads	29 contact & 0 application submissions
Newsletter	Build Following	24 new subscribers
	Foster Loyalty	36% average open rate & 3% average click rate
Facebook	Create Awareness	Reach of 2,971
	Build Following	14 new followers
	Foster Loyalty	142 content interactions
LinkedIn	Create Awareness	9,827 impressions
	Build Following	34 of new followers
	Foster Loyalty	4 reposts & 396 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	8% of traffic came through organic search
	↑ Following	2.3K new visitors
	↑ Leads	24 contact form submissions
	↑ Loyalty	73 returning visitors
LinkedIn	↑ Brand Awareness	1,608 impressions
	↑ Following	7 new followers & 57 reactions
	↑ Loyalty	0 shares

Website

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

Innovation Center	Technology Park
<p>WHERE DO YOUR NEW USERS COME FROM?</p> <p>New users by First user primary channel group (Default Channel Grou...)</p> <p>Direct</p> <p>Organic Search</p> <p>Referral</p> <p>Organic Social</p> <p>Email</p> <p>View user acquisition →</p>	<p>WHERE DO YOUR NEW USERS COME FROM?</p> <p>New users by First user primary channel group (Default Channel Grou...)</p> <p>Referral</p> <p>Direct</p> <p>Organic Search</p> <p>Organic Social</p> <p>View user acquisition →</p>
<p>4.7K New Users ↑ 43.8% Δ</p> <p>300 Returning ↓ 30.6% Δ</p>	<p>2.3K New Users ↑ 79.6% Δ</p> <p>73 Returning ↑ 46.0% Δ</p>
<p>User acquisition:</p> <ul style="list-style-type: none"> 2,526 Direct ↑ 119% Δ 2,087 Organic Search ↓ 25.5% Δ 743 Referral ↑ 101.9% Δ 138 Organic Social ↑ 86.49% Δ 25 Unassigned ↓ 26.47% Δ 	<p>User acquisition</p> <ul style="list-style-type: none"> 881 Direct ↑ 11.4% Δ 516 Referral ↑ 454% Δ 226 Organic Search ↓ 3% Δ 43 Unassigned ↑ 187% Δ 6 Organic Social ↓ 57% Δ

	Innovation Center	Technology Park
Average Engagement Time	7 seconds ↓ 41.4%	3 m 55 s ↑ 52.8% Δ
Total Page Views	7,573 ↑ 175% Δ	27,683 ↑ 152% Δ
Total Sessions	5,509 ↑ 25.18% Δ	2,498 ↑ 72.9% Δ
Contact Form	29 to ↑ 123% Δ	24 ↓ 4%
Application Submission	0% Δ	Not applicable
File Download	10 ↓ 44%	Not applicable

Website (Continued)

Websites: January 1st, 2024 – December 31st, 2024

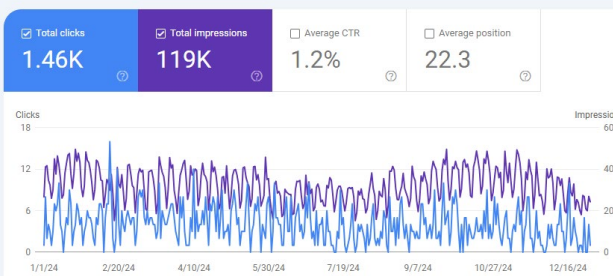
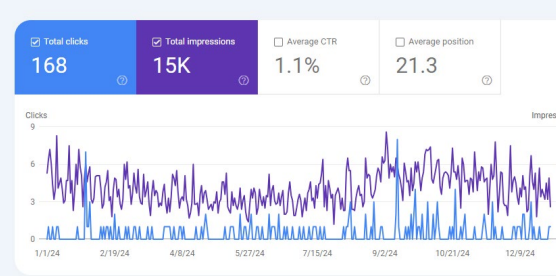
Comparison Period: January 1st, 2023 – December 31st, 2023

Innovation Center Top Pages & Posts		Technology Park Top Pages & Posts	
Home	3,257	Home	26,809
Incubation Program	618	Contact	160
About	388	About	148
26 Sources of Income	326	Site Selection	96
Client Application	309	Board of Directors	80
The Incubator	246		
Clients	206		
Contact	198		
CESA 2	196		
How Do I Craft a Business Plan	186		

Google Search Console

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

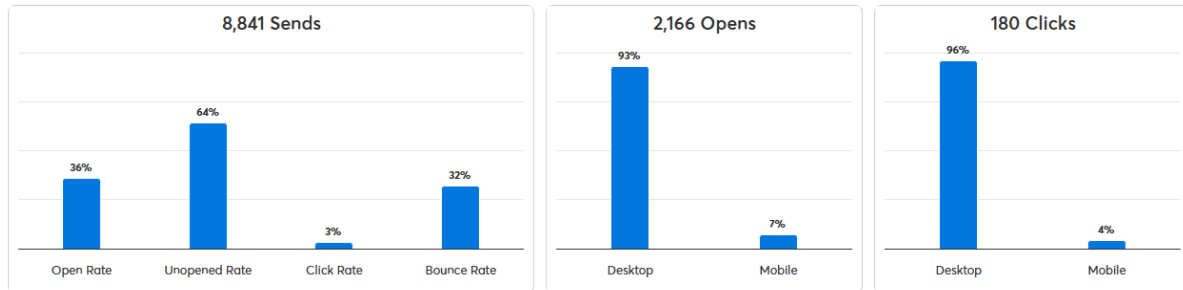
Innovation Center	Technology Park
	
<ul style="list-style-type: none"> • 155K Impressions ↓23%Δ • 1.83K Clicks ↓23%Δ • 1.2% Average CTR ↓20%Δ • 26.2 average position ↑14.8%Δ 	<ul style="list-style-type: none"> • 15K Impressions ↓69%Δ • 168 Clicks ↑1.8Δ • 0.5% Average CTR ↑120%Δ • 22 average position ↑3.2%Δ
<p>Most clicked queries</p> <ul style="list-style-type: none"> • Whitewater Innovation Center • Wisconsin cesa map • Source of income in business • Whitewater university innovation center • Sources of business income • Elizabeth thelen 	<p>Most clicked queries</p> <ul style="list-style-type: none"> • Elizabeth thelen • David schurlock • Technology park

Email Marketing

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

Overall Account Performance



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
# New Subscribers	27	23	29	38	56	24 ↓57% Δ
# of Subscribers	793	793	816	830	727	746 ↑2.6%Δ
Unsubscribe	10	8	11	12	12	5 ↓58% Δ
Deleted Contacts	0	0	0	144	0	0
Sends	9,455	9,591	9,697	9,983	8,946	8,841 ↓1.16% Δ
Opens	1,929	1,888	1,642	2,245	2,472	2,166 ↓12.3% Δ
Clicks	299	273	229	260	221	180 ↓18% Δ
Overall open rate	28%	27%	25%	35%	38%	36% ↓5.2% Δ
Overall click rate	16%	15%	14%	12%	9%	3% ↓66% Δ

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

Social Media Marketing

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

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
Page Likes	374	446	----
Followers	428	477	491 ↑2.9%Δ
Reach	2,771	2,141	2,971 ↑40.6%Δ
Content Interactions	178	190	142 ↓25% Δ
Link Clicks	57	43	----
Posts	---	147	----
Visits	----	----	397 ↓1.5% Δ

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.

LinkedIn

Innovation Center	Technology Park
<ul style="list-style-type: none">• 243 followers ↑ 16%Δ• 34 new followers ↑ 143%Δ	<ul style="list-style-type: none">• 40 followers ↑21%Δ• 7 new followers ↑133%Δ
<ul style="list-style-type: none">• 9,827 impressions ↓19.7% Δ• 396 reactions ↓20.3% Δ• 18 comments ↓210% Δ• 4 reposts ↓71% Δ	Updated <ul style="list-style-type: none">• 1,608 impressions ↓14.7% Δ• 57 reactions ↓35.95% Δ• 2 comments ↓50% Δ• 0 shares ↓100% Δ