

anthonyBarnum:

EdTech Campaign Snapshot

The Client



Watermark's software gives higher education institutions the insights they need to improve, evolve, and empower student success. Watermark's integrated digital solutions support assessment and accreditation, faculty activity reporting, course evaluation and surveys, and catalog and curriculum development for over 1,700 higher education institutions worldwide.

The Campaign

Watermark needed to establish thought leadership and visibility to carve out a brand voice, drive awareness, and generate top-of-funnel organic traffic. As an origination PR campaign, anthonyBarnum first sought to interpret Watermark's objectives into a PR strategy and create a series of thought leadership concepts that differentiated its platform and value in the market. Through thought leadership, anthonyBarnum led efforts to rapidly increase awareness of Watermark's visibility to persona-based decision makers.

The Placements

EdSource

[Minority males benefit from having a consistent academic coach, study finds](#)



**Inside
Higher
Ed**

[Study: Minority Male Student Success Linked to Having Consistent Academic Coach](#)

eCAMPUS NEWS
Today's Innovations in Education

[How 11 community colleges boosted minority male success and retention](#)

The Results

The program commenced with a data-driven announcement about the value of Watermark's platform to higher-ed institutions. The program pivoted to focus on thought leadership, leveraging the data the company recently announced. Within five months, the campaign produced 14 secured and published placements within its target media.

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