

## EMG Hosts Online Student Recruitment Best Practices Webinar

Date: 06-18-2009 04:28 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Earthbound Media Group](#)

IRVINE, CA – With more than ten years experience in the higher education marketing and communications arena providing subject matter and case study examples, Earthbound Media Group (EMG) will host a free webinar titled “Bringing It All Together: Best Practices in Online Student Recruitment” on Wednesday, June 24th, 2009, from 10:00 a.m. to 11:00 a.m. (PDT). Featuring EMG’s Managing Partner and Chief Visionary Officer Damien Navarro and Senior Marketing Analyst Brandon Reiser, the hour-long presentation will cover industry best practices to boost qualified leads, achieve a positive return on investment (ROI) and increase overall market share.

“Given today’s economic difficulties, the higher education community is confronted with a variety of challenges ranging from budget cuts to branding issues to reaching their target audiences,” explained Navarro. “To effectively achieve enrollment goals, schools nationwide need to develop a uniform online and offline recruitment strategy that effectively communicates a strong brand and messaging that will resonate among a student audience overburdened by the clutter dispersed by an already crowded marketplace.”

Having successfully worked with more than 25 of the most renowned names in higher education including USC, UCLA, UC Irvine and Teachers College, EMG will highlight hot topics surrounding student recruitment and admissions that are keeping marketing and public relations professionals at colleges and universities from around the country abuzz. Both Navarro and Reiser will provide attendees insight in leveraging social media, digital PR and buzz building strategies, using pay-per-click and online display advertising to generate student leads, applying web analytics to drive marketing decisions, integrating offline and online marketing initiatives to increase conversion, and finally, using unique URLs and landing pages to increase personalization and measurability.

To learn more about how EMG is using the latest innovative marketing platforms and strategies in student recruitment toward achieving measurable and successful results, register online today to view the complimentary webinar at: [www2.gotomeeting.com/register/295079851](http://www2.gotomeeting.com/register/295079851).

About EMG ([www.earthboundmediagroup.com](http://www.earthboundmediagroup.com))

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

Earthbound Media Group  
14988 Sand Canyon Ave., Studio 5  
Irvine, CA 92618  
phone: 9498574000  
email: [emginfo@earthboundmediagroup.com](mailto:emginfo@earthboundmediagroup.com)  
web: [www.earthboundmediagroup.com](http://www.earthboundmediagroup.com)

[You can find this press release here](#)