

PRESS RELEASE: Carnegie and Google Co-host Series of Higher Education Digital Marketing Workshops

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WESTFORD, MA, May 10, 2016—Carnegie Communications, the leader in digital marketing for higher education, and Google recently co-hosted a series of free, one-day digital marketing workshops. Over 250 higher education marketing and admission professionals gathered to discuss industry trends and best practices.

The workshops resulted from Carnegie being a Google Managed Agency Partner, a distinction reserved for Google's top-tier partner agencies globally. The events were held at Google's Mountain View Campus in California and New York City Headquarters, as well as The Big 10 Conference Center in Chicago. Topics ranged from mobile strategies and paid Search advertising to YouTube, social media, and the importance of Search Engine Optimization and its impact on prospective students.

Nick Carlson, Director of Web Initiatives, Communications, and Marketing at Monmouth College, said, "I walked away with a renewed sense of urgency regarding the role digital media needs to play in my institution. Armed with statistics straight from Google and Carnegie, I've got the tools necessary to sit down with administrators and make it a genuine priority."

Pablo Mejia, Agency Development Manager for Google added, "Carnegie Communications does a fantastic job covering the digital marketing space for edu. Our partnership allows us to capitalize on advertising opportunities for clients and provide on-going consultative support."

"Due to the overwhelming response and demand from attendees, we will be hosting **several more workshops** in other cities this year," said Joe Moore, Chairman and CEO of Carnegie. "We are thrilled with the feedback we've heard thus far and support we've received from our partners at Google."

The workshop series was inspired by the success of Carnegie's annual conference: Integrating Traditional & Digital Marketing Strategies. Next year's **Carnegie Conference** is being held February 1–2 at Walt Disney World.

About Carnegie

Carnegie Communications has been at the forefront of integrated, response-driven enrollment marketing and recruitment for over 30 years. Through customized, cutting-edge digital solutions and a multi-channel lead generation platform, Carnegie connects higher education institutions with the target audience they seek.

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