

Rising to the Challenge

Higher Education Marketing/Communications

Doing More with Less

On average, higher-ed marketing teams complete **27% more projects** per team member than their peers in other industries.

Print Work is Paramount

Higher Ed Marketers Produce **print projects 136% more** often than their peers.



Serving More Stakeholders

Higher Ed Marketers serve **22% more stakeholders** per team member compared to their peers.

More Peaks and Valleys

While most companies tend to experience relative stability in the balance of work throughout the year, education marketers experience major highs in March and October and severe dips in July and December.



More Markups

Higher education marketing projects receive **3x as many comments** during the feedback process compared to their peers.