

Marketing Steppingblocks on Campus



Engage in Social Media Campaigns:

Leverage popular social media platforms such as Instagram, Twitter, and Facebook to create engaging content that highlights the platform's benefits and features!

[Need content to post? Reach out to the Partner Success Team!](#)

Collaboration with Faculty:

Work closely with faculty members to integrate the platform into relevant courses or academic programs. Showcase how the platform can enhance teaching, research, or project management.

[Click here to download an eBook with ready-to-go classroom integration materials!](#)



Testimonials and Case Studies:

Collect testimonials and success stories from students, faculty, or staff members who have benefited from using the platform. Share these stories through various channels! . Case studies highlighting specific achievements can also help demonstrate the platform's effectiveness.

[Click here to read some case studies from some of our partners!](#)

Offer Demonstrations:

Set up booths or information sessions in-person across campus, or set up virtual demonstrations to showcase all that the platforms have to offer!

[Need Steppingblocks to be in or run virtual sessions? Reach out to the Partner Success Team!](#)



Create University Specific Flyers:

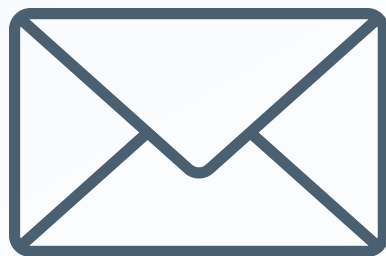
Create flyers that highlight the platform's standout features while providing a convenient avenue for students, staff, and faculty to access them effortlessly.

[Click here to download customizable flyers!](#)

Utilize Campus Ambassadors:

Recruit enthusiastic and influential students as campus ambassadors to serve as brand advocates. Provide them with exclusive access to the platform, training, and promotional materials. These ambassadors can share their experiences, conduct demos, and spread awareness among their peers, staff, and faculty.

[Need support with training sessions or training materials? Reach out to the Partner Success Team!](#)



Personalized Email Campaigns: Create targeted email campaigns tailored to specific groups such as students, faculty, or staff. Highlight how the platform can address their unique needs and offer personalized benefits. Include compelling visuals, testimonials, and call-to-action buttons to encourage sign-ups or further exploration.

[Need support developing emails or content for campaigns? Reach out to the partner success team!](#)

Contact Partner Success

Dr. Jacob Bonne | Partner Success Manager
jacob@steppingblocks.com

Amanda Kallach | Partner Success Associate
amanda@steppingblocks.com

Brian Waldron | Partner Success Specialist
brian@steppingblocks.com

Richelle Hurley | Partner Success Associate
richelle@steppingblocks.com