



WGU INDIANA

Dittoe Public Relations Boosts Media Placements for Leading CPG Brand By 216%

CHALLENGE

- ✓ STAND OUT TO TARGET STUDENTS
- ✓ MEANINGFUL STORYTELLING
- ✓ DEMONSTRATE EXPERTISE

As a result of the COVID-19 pandemic, online learning became an even more prominent fixture in our education system, helping students reach their goals and climb the career ladder in a flexible, “go at your own pace” environment. The pandemic also prompted many workers to change careers, requiring them to go back to school to learn new skills.

With growing competition among established online universities as well as traditional colleges that began offering more online courses during the pandemic, WGU Indiana needed a way to stand out to its target student demographic.

The University began looking for a public relations partner who could tell its story in a meaningful way and establish an ongoing cadence of thought leadership opportunities to demonstrate its expertise in higher education.

SOLUTION

- ✓ THOUGHT LEADERSHIP
- ✓ MEDIA INTERVIEWS
- ✓ SPEAKING ENGAGEMENTS
- ✓ LINKEDIN ARTICLES
- ✓ NEWSJACKING

Through a well-crafted strategy, Dittoe PR uses regular thought leadership opportunities to educate WGU Indiana’s target audiences about higher education and workforce development challenges, solutions and more.

Dittoe PR consistently and proactively secures media interviews, contributed byline articles, letters to the editor, op-eds, award nominations and speaking engagements. The agency also co-writes monthly LinkedIn articles for the WGU Indiana Chancellor as another way to leverage her voice and build her digital footprint.

The tactic that has been most impactful in driving thought leadership opportunities for WGU Indiana is newsjacking. Dittoe PR takes national discussions and localizes them, often offering a different lens than what other leaders are saying about the issue.



RESULTS

- ✓ HYPER-LOCAL MEDIA OUTLETS
- ✓ COMMUNITY-BASED MEDIA
- ✓ TARGETED OUTREACH

The success of Dittoe PR's thought leadership efforts for WGU Indiana and WGU's Central Region is measured by volume and impact. It is often the hyperlocal, community-based media outlets that reach WGU's target audience in rural and lower income areas, as well as those where non-traditional students reside and who lack access to traditional higher education institutions.

From January 2021 through June 2022, Dittoe PR has achieved the following results for WGU Central:

COVERAGE + STATS

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646

MEDIA HITS

903M

MEDIA IMPRESSIONS

\$7M

AD VALUE EQUIVALENCY

162

MEDIA PIECES WRITTEN