

Gossip on your internal web



Send teasers

The [your department] team is off to the races in becoming socially savvy. Read more on their department page...

Obsessed with growing our state presence? Find out how the [your department] team is enabling automation to make this happen. Learn more...

What's the difference between direct mail and digital email campaigns? Come to our next meeting to find out...

Interested in learning how marketing aligns with our company strategy? Visit the [your department] page to see our last campaign metrics and our acquisition growth rates dashboard they developed as a result of the USF program...

Great leaps and bounds! Due to our social media management, we've surpassed 200k followers on Twitter. How? Check out our customer conversations via our social pages.

Where are we on digital outreach vs. ROI? Visit the [your department] page to see results metrics.

Culture isn't just for yogurt! Technology is where it's at – and our culture simply rocks! Join our upcoming contest...



Confess to the world...

[FinTech company] Works to Redefine FinTech

PRESS RELEASE: The [your company] announced today that [your name and title] has joined the Leadership Board for FinTech Certificate Program at USF Muma College of Business. “This is quite an honor,” [your name] commented. “Overall, it is one more step in illustrating our commitment to respond and deliver timely and unique, personalized experiences to our customers. Connecting to customers on a digital playing ground has become the more prevalent in the last 3 years. As a forward thinking business, we embrace this concept. It’s integral to our innovation, and we can’t afford any blind spots.”

[Add a section about you and your qualifications]

Through this newly appointed position on the USF FinTech Advisory Board, [your name] will provide input and leadership through classroom visits, forums and conferences, and by actively participating in student coaching opportunities. The Board supports attendees of the USF FinTech Certificate Program who are immersed in an intensive, collaborative and educational environment, learning to apply principles and techniques that drive digital marketing transformation.



Reap brand
kudos



...your relationship with USF!



Add
relationship
quotes

[Press release continued]

As part of this announcement, [your company] revealed they are ensuring that all of their [your department] employees will attend this exclusive program. “Our obsession with modern marketing is not new,” stated [your name]. “However, our level of commitment by our entire staff is accelerating.”

“We are delighted to announce this renewed commitment to our customers” said [your CEO / President]. “By ensuring our employees are well trained in digital marketing principles, we are transforming all corners of our organization. Ultimately, our customers will reap the benefits of being at the center of our focus.”

[Your name] confirmed, “USF has worked very closely with us, making their program available both in-person and online. It’s a great partnership and a privilege to serve on their Advisory Board.”

The FinTech Certificate Program at USF Muma College of Business is an interdisciplinary curriculum designed to provide the skills and insights needed to move FinTech initiatives forward within organizations. Quarterly classes are available in both 4-day in-person and 8-week online formats. Corporate programs are also available. Learn more at <https://www.fintechatusf.com/> or call 800.779.7188.



Keep the chatter going in blogs

Here are some ideas to get your juices flowing on writing blog posts on your company's site. Don't have a blog? Don't worry, use LinkedIn Pulse! Keep your articles short and concise. Readers love quick scans. Be a real winner and make yours only three paragraphs!

- How To Include Influencers In Your Content Strategy
- 3 Ways To Turn Your Customers Into Brand Fans!
- How Sales And Marketing Can Team Up To Drive Growth
- 10 Questions To Ask Before Creating A Marketing Video
- The Balance Of Creativity And Productivity In The Digital Age
- How To Supercharge Your Content Marketing With Quizzes
- Digital Marketing: Bouncing Back From Failed Social Posts
- 5 Ways To Intelligently Use Communications Data
- How AI And Public Relations Go Together Like PB&J
- The Communicator's Guide To Instagram Stories For Business
- The 5-step Process For Creating Captivating Stories



Be a thought leader!



Chinwag via a media calendar

#SMM rocks! We're leading the way!

#PPC – why it's vital for #smallbiz sites

5 tips for a #growthhacking program

Eye-catching subjects for #emailmarketing

Paving the roads to #digitaltransformation

Type of Marketing News

Type of Marketing News	Internal	Press Release	Twitter	Face Book	LinkedIn
Program Announcement	✓	✓	✓		✓
New Marketing Director	✓	✓			✓
Social Media Contest	✓		✓	✓	
LinkedIn Contest	✓		✓	✓	
New Personalized Offerings	✓	✓	✓	✓	✓
Conferences/Tradeshows	✓		✓	✓	✓
Feedback Action Taken	✓		✓	✓	✓
Employee SMM Awards	✓		✓	✓	
Video Testimonial	✓		✓	✓	✓
Case Study	✓		✓		✓
Blog Post	✓		✓		✓
USF Certifications	✓	✓		✓	✓

Let's talk!

Wow, I get it!

You made your message heard!

FinTech Certificate Program

USF MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

FinTech
Certificate
Program

Now, walk the talk.

Make the most of your Digital Marketing for Executives Program. Keep the conversation flowing by registering employees at USF TODAY!

800.779.7188

<https://www.fintechatusf.com/>