

NICHE® 

Example Storytelling Topics



- The importance/use of data in admissions/marketing communications
- Enrollment challenges you've overcome using Niche
- Gathering reviews and testimonials from constituents
- Ways to advocate for new admissions or marketing initiatives
- Leadership and team structure
- How to use data to inform strategy/tactics
- Crisis communication: guidelines, tips, case studies
- Improving parent/student communication and engagement
- Communicating about DEI work
- Marketing your institution or specific programs
- Demonstrating the value of the marketing communications function
- All things digital marketing: trends, case studies, guides, data, strategies
- Institutional storytelling
- Family/student recruitment tactics
- Student/staff retention
- Out-of-the-box marketing and outreach