

# MARKETING COMPASS NEWSLETTER MEDIA MIX



## SQUAD 6

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WESTERN WASHINGTON UNIVERSITY  
MARKETING PROGRAM

INSPIRING  
INNOVATIVE  
MARKETERS

1

MARKETING  
PROGRAM



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# TARGET MARKET DESCRIPTION EARLY CAREER ALUMNI

## EARLY CAREER ALUMNI | GRADUATED 1-10 YEARS AGO

### Demographics

**Age:** 22-35  
**Gender:**  
**Ethnicity:**  
**Household Size:** 1-3  
**Education:** Graduated with Bachelor’s degree within the past 10 years  
**Occupation:** employed and working in the marketing industry  
**Mean Income:** \$46,000\* (2023 Data)  
**Median Income:** \$48,000\* (2023 Data)  
**Income over time:**



\*Data Via Western Washington University Marketing Program Creative Brief

### Psychographics

**Values:** integrity, excellence, curiosity, innovation, creativity, passion, productivity, freedom, growth, dedication  
**Attitudes:** Strong affiliation to the WWU Marketing Program/ Willing to engage  
**Lifestyles:** outdoors Northwest lifestyle, some more metropolitan.  
**Interests:** Finding career opportunities and building a professional network

### Geographics

Greater King County Area  
**King:** 585  
Pierce: 62  
**Snohomish:** 130  
Thurston: 33  
**Whatcom:** 169  
\*Data in Appendix 2

# TARGET MARKET DESCRIPTION EARLY CAREER ALUMNI

## EARLY CAREER ALUMNI | GRADUATED 1-10 YEARS AGO

**Usage Rate**

Urgent for connections, networking and career opportunities

**Usage State**

Advocate, loyal, periodically

**Benefits Sought**

Confidence (facing the future as a recent grad), happiness, peace, nostalgia, pride, contentment, inspiration, admiration (from their university and program), acceptance (by peers), and recognition (by their college, mentors and peers).

# TARGET MARKET MEDIA USAGE

## Early Career Alumni

Early Career Alumni: 24-35

### Facebook

According to our research from MRI Simmons, 66.14% of recent alumni use Facebook as their top social media. Through this platform we can highlight our newsletter through posting our link, student highlights, and that week's game on the WWU alumni facebook groups. Using this channel will help reach a good portion of our intended audience.

### Instagram

According to our research from MRI Simmons, 52.85% of our alumni use instagram. Through this platform we can highlight our newsletter through WWU's marketing account. We can post snippets and highlights of our newsletter, capturing and gaining alumni interest.

Appendix 1

# TARGET MARKET MEDIA USAGE

## Early Career Alumni

Early Career Alumni: 24-35

### LinkedIn

According to our research from MRI Simmons, 27.42% of people with Bachelor's or a Post-graduate degree use LinkedIn as their top social media platform. People ages 22-35 also had a moderate usage of LinkedIn as a social media site. We can use WWU's Marketing LinkedIn to highlight our newsletter, reaching both students and alumni. Through this channel, we can facilitate one-on-one connections between the two. We also plan on transferring our newsletter into a LinkedIn blog post as well.

### Email

According to our research from MRI Simmons, people ages 22-35 had a moderate usage of email in the last 30 days. For example, people age 30-34 had a usage rate of 10.79%. We can use WWU's Marketing email to highlight our newsletter, reaching both students and alumni. Through this channel, we can facilitate one-on-one connections between the two.

Appendix 1 & 1a

# MEDIA VEHICLES

Product Distribution	
Email	@WWU Marketing Program
LinkedIn Blog	@WWU Marketing Program

Promotion Distribution	
Facebook	@wwu_marketing
Instagram	@wwumarketingstudents
LinkedIn	@WWU Marketing Program

## Appendix 1b

# APPENDIX 1

CROSTAB TITLE : MRI-Simmons\_Crostab  
 STUDY NAME : 2022 Spring MRI-Simmons USA  
 WEIGHT TYPE : Population (000)  
 START FIELD DATE : 03/09/2021  
 END FIELD DATE : 05/04/2022  
 DATE EXECUTED : 01/29/2025

SELECTED BASE : Study Universe

	Study Universe	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Facebook	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Google Photos	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Instagram	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Linkedin	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Nextdoor(200%) [44]	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Pinterest
Study Universe	Unweighted	51,697	32,454	8,309	20,622	9,534	3,030
	Weighted (000)	254,237	161,922	39,052	94,668	36,026	26,691
	Vertical(%)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
	Horizontal(%)	100.00%	63.69%	15.36%	37.24%	14.17%	10.50%
	Index	100	100	100	100	100	100
Respondent: Highest Degree Received (Bachelor's degree OR Post-graduate degree)	Unweighted	24,709	15,899	4,337	10,746	7,194	1,944
	Weighted (000)	88,625	58,617	15,812	37,972	24,304	14,319
	Vertical(%)	34.86%	36.20%	40.49%	40.11%	67.46%	53.65%
	Horizontal(%)	100.00%	66.34%	17.84%	42.85%	27.42%	16.16%
	Index	100	104	116	115	194	154

[44] Item is only measured in wave B6. Use Wave B6 Weight to properly project to the total adult population.  
 External sources of data are not MRC accredited.  
 \* Projection values in this cell are relatively unstable, due to respondent count below 50. Use with caution.

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Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Reddit	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Shutterfly	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Snapchat	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_TikTok	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Tumblr	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Twitch
6,527	1,312	10,372	10,614	1,029	2,151
27,573	6,014	50,723	52,622	4,183	9,908
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
10.85%	2.37%	19.95%	20.70%	1.65%	3.90%
100	100	100	100	100	100
3,873	800	4,119	4,160	502	918
12,933	3,132	14,143	14,817	1,578	2,897
46.90%	52.08%	27.88%	28.16%	37.72%	29.24%
14.59%	3.53%	15.96%	16.72%	1.78%	3.27%
135	149	80	81	108	84

# APPENDIX 1a

Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Twitch	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Twitter	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Vimeo	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Yelp	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_YouTube	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Any Social Media/Photo/Video-sharing services
2,151	9,960	1,284	3,839	28,571	44,126
9,908	43,438	5,150	15,015	134,968	215,177
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
3.90%	17.09%	2.03%	5.91%	53.09%	84.64%
100 ⇌	100 ⇌	100 ⇌	100 ⇌	100 ⇌	100
918	5,730	879	2,778	14,664	21,691
2,897	19,504	2,947	9,227	51,156	77,861
29.24%	44.90%	57.22%	61.45%	37.90%	36.18%
3.27%	22.01%	3.33%	10.41%	57.72%	87.85%
84 ↑	129 ↑	164 ↑	176 ⇌	109 ⇌	104

CROSSTAB TITLE : Untitled(1)

STUDY NAME : 2022 Spring MRI-Simmons USA

WEIGHT TYPE : Population (000)

START FIELD DATE : 03/09/2021

END FIELD DATE : 05/04/2022

DATE EXECUTED : 03/04/2025

SELECTED BASE : Study Universe

		Study Universe	Respondent: Age_22-24 Years	Respondent: Age_25-29 Years	Respondent: Age_30-34 Years
Study Universe	Unweighted	51,697	2,569	4,842	5,991
	Weighted (000)	254,237	9,878	20,479	25,109
	Vertical(%)	100.00%	100.00%	100.00%	100.00%
	Horizontal(%)	100.00%	3.89%	8.06%	9.88%
	Index	100 ⇌	100 ⇌	100 ⇌	100
Internet: Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days_Linkedin	Unweighted	9,534	583	1,167	1,340
	Weighted (000)	36,026	1,842	3,934	4,764
	Vertical(%)	14.17%	18.65%	19.21%	18.97%
	Horizontal(%)	100.00%	5.11%	10.92%	13.22%
	Index	100 ↑	132 ↑	136 ↑	134

# APPENDIX 1b

Select All		*** Respondent: Age_22-24 Years	*** Respondent: Age_25-29 Years	*** Respondent: Age_30-34 Years	***
Study Universe	*** Unweighted	51,697	2,569	4,842	5,991
	Weighted (000)	54,237	9,878	20,479	25,109
	Vertical (%)	00.00%	100.00%	100.00%	100.00%
	Horizontal (%)	00.00%	3.89%	8.06%	9.88%
	Index	100 ←	100 ←	100 ←	100 ←
Mobile Phone/Tablet: Features/Communication Features/ Email Personally used in last 30 days	*** Unweighted	41,448	2,089	4,022	5,111
	Weighted (000)	01,462	7,971	17,120	21,741
	Vertical (%)	79.24%	80.69%	83.60%	86.59%
	Horizontal (%)	00.00%	3.96%	8.50%	10.79%
	Index	100 ←	102 ←	105 ←	109 ←

# APPENDIX 2

## Appendix 6 - 10 year Alumni Data

Date Accessed and Verified 05/09/2024

### Graduate Outcomes Report by Wages Over Time:

UG	UG - Business & Economics	Accounting	50K	\$51K						\$115K
		Decision Sciences	100K	\$61K						\$177K
		Economics	50K	\$39K						\$105K
	Finance & Marketing	DG01 - Business Administration	0							
		DG02 - BusinessAdmin-Marketing Conc	50K	\$42K						\$125K
		DG03 - Business Admin-Finance Conc	50K	\$48K						\$126K
	Management		50K	\$39K						\$120K

### Graduate Outcomes Report by County:

DG02 - BusinessAdmin-Marketing Conc	Employed in WA	Unduplicated students	813	100%	\$73K	\$61K
	King		585	72%	\$82K	\$69K
	Pierce		62	8%	\$66K	\$63K
	Snohomish		130	16%	\$64K	\$56K
	Thurston		33	4%	\$83K	\$66K
	Whatcom		169	21%	\$50K	\$45K

\*Updated as of January 11th, 2024 from [Graduate Outcomes Report – Office of Institutional Effectiveness – Western Washington University \(www.edu\)](#)