

GMAC DRIVES INDUSTRY CONVERSATION WITH MARKETWIRED IMPRESS



GMAC uses its Marketwired Impress News Center as a hub for its media strategy and as a dynamic home for shareable content such as infographics, video, and research.

DEVELOPING THE NEXT GENERATION OF BUSINESS PROFESSIONALS

The Graduate Management Admissions Council (GMAC) is an organization dedicated to meeting the testing needs of graduate business schools and students. GMAC is best known as the owner and administrator of the GMAT exam. GMAC uses media and press to maintain and expand its positioning as a thought leader in the ever-changing graduate management education space. With the growth of analytics as a key component of business decisions, GMAC added a section to the GMAT exam to evaluate students' big data skills. In 2013 it also

commissioned a book on change in management education, *Disrupt or Be Disrupted*. Publicizing these projects and initiatives is an important part of branding itself as a thought leader.

GMAC wanted to be able to use its new News Center site as more than just an archive for press releases, like its predecessor site. GMAC wanted the new site to host many different types of original content and to become a more dynamic resource center. GMAC also wanted a solution that would be easy to use and well-supported.

PUBLICIZING BUSINESS THOUGHT LEADERSHIP

GMAC was already using Marketwired for press release distribution when it started to explore switching to Marketwired Impress for its new News Center. By leveraging Marketwired Impress, GMAC was able to seamlessly connect its press release distribution with its online content strategy. Marketwired's care for its customers was also an important factor in the decision to use Impress. "I find customer support very responsive because I tend to ask a lot of questions, and I get answers very quickly," says Craig Colgan, Digital Communications Manager, Media Relations.

For many companies, media websites are static repositories of past announcements and press releases. GMAC's News Center is the hub of its media strategy resource center to help journalists deepen their understanding of graduate management education and learn how the GMAT exam connects students to schools. GMAC creates original content such as videos and graphics on various business, education, and career news topics, hosts these in its News Center, and publicizes them through social media.

GMAC uses Marketwired Impress's social media capabilities to position GMAC in the middle of key conversations. With the @GMACNewsCenter Twitter feed integrated into the homepage of the News Center, GMAC shares relevant updates and news about graduate business education with journalists and visitors. With more quality original content to share, its followers have grown and its engagement with media and influencers has increased exponentially.

SEEDING KEY CONVERSATIONS

Recently, GMAC used the Impress news center to promote its new book *Disrupt or Be Disrupted* by launching a content area for journalists. GMAC created videos and background information complementing the books' themes. Sites around the world included the GMAC-created video in their coverage of the book, giving more visibility to the organization.

Using Marketwired Impress, GMAC has become an important part of business management reporting in major news outlets. For instance, in addition to releases about the 2012-added Integrated Reasoning section of the GMAT exam, GMAC shared information in the News Center about how more business schools are launching big data education programs. *The Washington Post* carried a story about these programs and referenced this section of the GMAT exam as a valuable predictor for student success in these programs.

In the future, GMAC plans to increase its use of Impress's analytics capabilities to better understand how its content is being used. It also plans to use Marketwired Impress to offer region-specific news and content since its products and services are used worldwide. "We see our organization's News Center as a platform that can be a tremendous resource and media relations hub," says Craig Colgan. "We are happy to work with Marketwired as we continue to expand our vision."

SUMMARY

Situation:

GMAC's previous media website merely hosted news releases. It needed to make more news content and easily shareable resources accessible to journalists and bloggers to maintain and expand its position as a thought-leader in graduate management education.

Solution:

GMAC launched its new News Center with Marketwired Impress. Releases sent through Marketwired Distribute appear on the site automatically, and GMAC developed a hub of valuable resources for the business, higher education, and career media.

Impact:

Articles about GMAC's products, research, and major initiatives, as well as other important stories in business education, placed in media around the world, leverage resources produced by GMAC, further cementing its place as a source of expertise.

PRODUCT INFORMATION

Marketwired Impress is a content management system that gives companies the ability to create a news and media center with minimal IT involvement. GMAC leverages Impress's multimedia and social media capabilities to provide an invaluable resource center to journalists.