

CEDAR RAPIDS, IOWA, AUGUST 15, 2011/ PRNewswire/-**Stamats, Inc. and Catchfire Media join forces to form a new alliance for digital marketing services: Stamats Catchfire.** This strategic partnership combines the core strengths of Stamats, the nation's premier higher education marketing and communications firm, with the innovative capabilities of Catchfire Media, experts in digital media services. As a result, Stamats' higher education clients will gain a greater range of digital services and expertise to enhance their marketing and recruitment efforts.

Stamats, Inc., long a leader in higher education research and marketing, serves colleges and universities by conducting essential research, improving brand marketing, creating award-winning publications, designing optimized websites, and developing dynamic multi-channel strategies to reach prospective students. Stamats Integrated Marketing conferences annually present industry-leading strategies in marketing, technology, and recruitment for higher education clients nationwide.

Des Moines-based Catchfire Media works with local and national organizations to create custom solutions for a wide variety of technology challenges. Catchfire Media's team of digital professionals develops comprehensive digital strategies for non-profit, corporate, and public-sector clients. Offering both strategic consulting and custom development services, Catchfire Media focuses on leveraging new technologies to provide exceptional digital user experiences for their clients.

The Stamats Catchfire alliance will serve new and existing higher education clients by combining the two companies' digital expertise to include:

- Mobile site and application design
- Social media marketing services
- Analytics testing and decision-making
- Website design and development
- User experience testing, development, and design

“Within this alliance, Stamats will continue to serve as the lead provider of strategic counsel as well as integrated creative content and execution for our higher education clients. Catchfire Media will provide the additional expertise, services, processes, and technologies to meet the evolving needs of a rapidly transforming marketplace,” says Bill Stamats, Vice President, General Manager, Educational Services Group at Stamats, Inc.

“Stamats is the national leader in higher education marketing. Catchfire is on the cutting edge of digital, social and mobile media. Together, we will offer the most comprehensive marketing solutions in higher education,” says Jon Troen, Managing Partner at Catchfire Media.

About Stamats

Stamats, Inc. is a higher education marketing company helping colleges and universities meet their goals for recruiting students and raising funds through research, planning and consulting, brand marketing, digital marketing, print media, and creative services.

About Catchfire Media

Catchfire Media is a social media and technology solutions provider offering comprehensive planning, analysis, web and application development, and long-term professional services for local and national organizations. Our team partners with clients, to develop and implement strategies to guide their social and digital media efforts. Catchfire Media has an experienced team of professionals with diverse and extensive social media, development, and design backgrounds.

SOURCE: Stamats, Inc.

For More Information, Contact:

Sabra Fiala
Strategic Marketing Director
Stamats, Inc.
Cedar Rapids, Iowa
Sabra.Fiala@stamats.com
1.319.365.5421
1.800.553.8878

Facebook: www.facebook.com/stamatsinc

Twitter: @stamats

[Back to top](#)

RELATED LINKS

Stamats, Inc.: <http://www.stamats.com/>

Catchfire Media: <http://www.catchfiremedia.com>

Stamats Catchfire: <http://www.stamatchfire.com>

Stamats Catchfire Twitter: @stamatchfire