



The Campus Agency, Inc. Launches OnCampusNation Platform to Revolutionize College Brand Marketing

BOSTON, MA, UNITED STATES, April 14, 2023 /EINPresswire.com/ -- [The Campus Agency, Inc.](#), a leading college brand marketing agency that helps consumer brands market to the 18-24 demographic, has announced the launch of [OnCampusNation](#), a new platform dedicated to helping brands find and recruit talented students more efficiently and effectively.

"Peer-to-peer marketing is still king in the college space, especially as it has become harder and harder for brands to gain the attention of Gen Z consumers, said Chris Nyland, President of The Campus Agency. "They don't respond to traditional marketing tactics that college students did even 5 years ago. When considering a new product or brand, they often turn to their peers for validation. Our clients see a ton of ROI by collaborating with students and tapping into their influence on social media to cut through the clutter, drive relevancy, and convert them into loyal customers."

"We created OnCampusNation to solve brands' daily pain points in recruiting students. We hear from clients every day about how difficult and inefficient it is to find a dedicated recruiting resource online that consists of just college students actively looking to work with brands. With our extensive experience in college brand marketing, we developed OnCampusNation to offer brands of all sizes access to the best tools and talent, making it easier for them to connect with the right ambassadors and take their campaigns to the next level".

[Sweetgreen](#), the popular healthy fast casual food chain, was one of the first brands to leverage OnCampusNation and has seen a ton of success. "We saw a great response from the campaign. The ambassadors selected showed such passion that we actually have been given even more opportunities from them and have felt very impactful." said Sophie Kacha, Marketing Manager, NRO/Retail at Sweetgreen.

Students who register for free on OnCampusNation fill out a profile and have the ability to include their resumes to make it easy to sort and vet through top talent. For a limited time, the platform is also free for brands to post opportunities, vet student candidates, and hire them if they are looking to run an internal campaign. Brands also have the ability to tap into OnCampusNation's suite of full-service options powered by The Campus Agency, including strategy development, creative design, recruiting assistance, and social media management, which are available for brands that require additional support.

“Our goal for OnCampusNation is to quickly become a resource for everyone, no matter your size, goals, or budget. Whether you are a young startup just getting started or a global brand, we want you to be able to rely on OnCampusNation as a place you can turn to create successful campaigns,” said Nyland.

Visit <https://oncampusnation.com> to learn more about ways to connect to talented students around the country.

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