



# LIFT: Outcomes Fact Sheet

Fact Sheet on the outcomes of the Texas State University LIFT  
(Learning and Insights for Forward Traction) Program



# LIFT Snapshot

About the Program + Cohort

## PROGRAM FOCUS

Development of structured, repeatable social media and digital marketing capabilities.

## ABOUT THE PROGRAM



### Program Type

Short-term, online training program

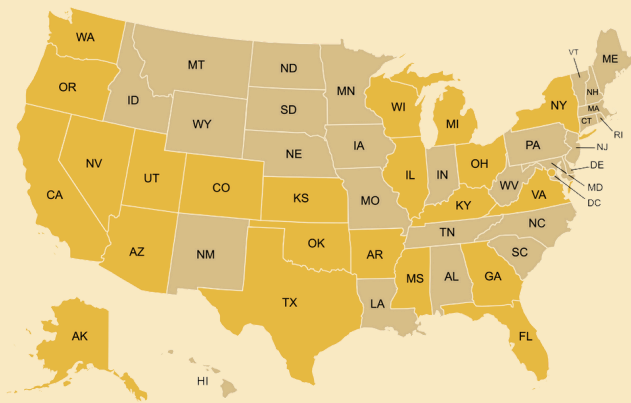
### Program Length

Six weeks

**COHORT SIZE:** 350 entrepreneurs admitted

**24**  
States & D.C.

**82%**  
Texas



### Geographic Reach:

Participants from across the United States, with the majority located in Texas

**Target Audience:** Small business leaders seeking to build foundational digital marketing strategies and systems

**Funding:** Primary funding provided by the Ewing Marion Kauffman Foundation.



# LIFT Outcomes

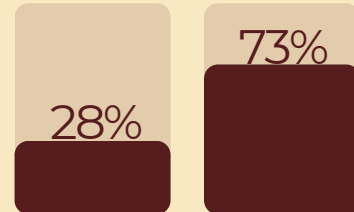


## Marketing Confidence

The share of participants reporting they were very confident using social media to grow their business.

**+45%**

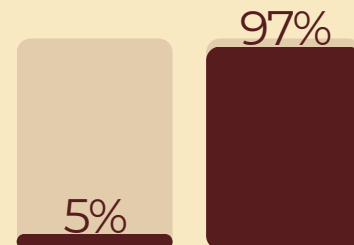
BEFORE AFTER



## Strategic Understanding

The share of participants rating their understanding of how to use social media for business growth as "good" or "expert."

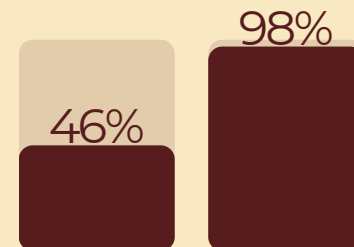
**+92%**



## Adoption of Goal-setting Practices

The share of participants with defined social media goals.

**+52%**



## Participant Satisfaction

**96%**

of participants reported being satisfied with the program.

## Endorsement Intent

**95%**

of participants would recommend LIFT to other business owners.



TEXAS STATE  
UNIVERSITY



EWING MARION  
KAUFFMAN  
FOUNDATION