

# MARKETING DASHBOARD

April 2017

## MARKETING HIGHLIGHTS & PRIORITIES:

- Student Recruitment
- Student Association Elections
- WorldSkills Team UK announcement
- Student Funding

### CAMPAIGNS

In April 2017 the college brand was advertised on:



across the Lanarkshire and Glasgow area – including Glasgow Fort



### AND IN PUBLICATIONS INCLUDING:

- Transport News

5,000

New College Lanarkshire course guides were distributed at events, exhibitions and across our campuses.



2,186

August 2017 Applications

### DIGITAL

In April 2017 there were:



Facebook posts reaching 247,350 people



organic Tweets reaching on average 32k people a day



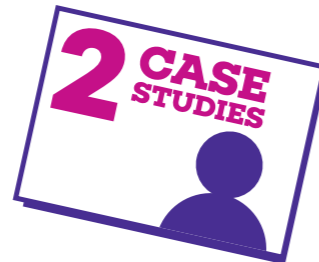
average minutes spent on the website by each visitor

26.65%

increase in unique users to the New College Lanarkshire website since its launch in September 2016

### COMMS & PR

In April 2017 we drafted and issued:



INTEGRATED COMMS PLAN (STUDENT FUNDING)

### TO CREATE:



- 43 stories in local, national, industry and online news
- 1,129,806 opportunities to see the stories
- £42,488.88 worth of editorial space in publications

THE CLAN

### THE STAFF PORTAL HAD:

- 51 pages of content uploaded to it
- 33,541 visits

### DESIGN

In April 2017:



### DESIGN JOBS WERE CARRIED OUT IN-HOUSE

including 32 individual materials within those projects.

13 projects were started in March and finished in April.

### EVENTS

in April 2017:



- ✓ EASTER WEEKEND
- ✓ MAKE-UP ARTISTRY SHOWCASE
- ✓ WORLDSKILLS TEAM UK ANNOUNCEMENT