

# MARKETING DASHBOARD

March 2017

## MARKETING HIGHLIGHTS & PRIORITIES:

- Student Recruitment
- Scottish Apprenticeship Week
- New campaign: Turn a Like into a Living
- ScotHot Competition
- Capital Competition: VIP Prom Package
- Performing Arts
- Marketing and Sparqs Awards

### CAMPAIGNS

In March 2017 the college brand was advertised on:

#### CAPITAL RADIO

On a two week airtime campaign for our **VIP Prom Promo Package**:

- **20x** 30 seconds presenter read
- **88x** 30 second advert
- Reached **1.9 million** people aged 15+



**7,586**

August 2017 Applications



#### AND IN PUBLICATIONS INCLUDING:

- Hoolit Magazine
- Connect Magazine
- The Herald
- Business Insider Magazine

**5,000**

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

### DIGITAL

In March 2017 there were:



Facebook posts reaching **72,854 people**



organic Tweets reaching on average **5.3k people** a day



**average minutes** spent on the website by each visitor



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

### COMMS & PR

In March 2017 we drafted and issued:



#### TO CREATE:

- **59** stories in local, national, industry and online news
- **548,781** opportunities to see the stories
- **£44,840.32** worth of editorial space in publications



#### THE STAFF PORTAL HAD:

- **52** pages of content uploaded to it
- **62,649** visits to **The Clan**
- **Six hours** of staff training sessions

### DESIGN

In March 2017:



#### DESIGN JOBS WERE CARRIED OUT IN-HOUSE

Producing multiple marketing materials for all curriculum areas and support teams.

### EVENTS

in March 2017:



- ✓ SCOTTISH APPRENTICESHIP WEEK
- ✓ VOLUNTEER WEEK
- ✓ GREEN WEEK