

MARKETING DASHBOARD

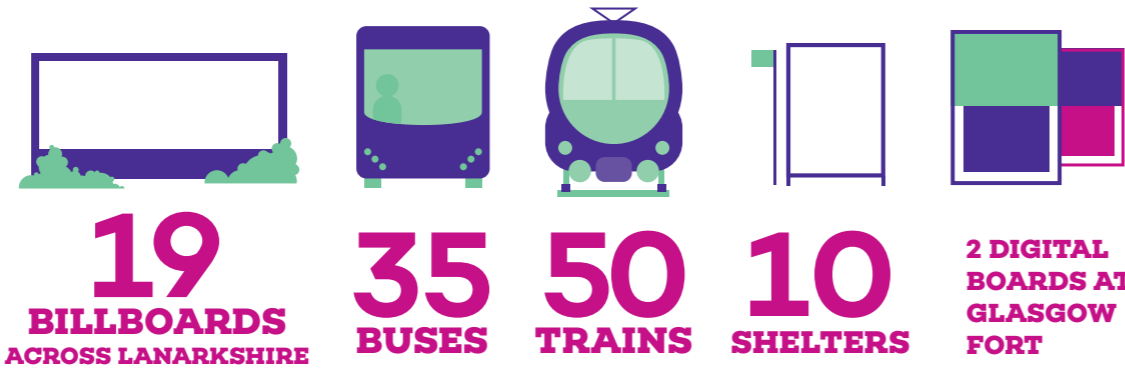
June - August 2017

MARKETING HIGHLIGHTS & PRIORITIES:

- Clearing
- Student Recruitment
- Student Welcome
- Project Planning

CAMPAIGNS

In Summer 2017 the college brand was advertised on:



PUBLICATIONS:

- Hoolit Magazine
- Wishaw Press
- Cumbernauld News
- West Lothian Courier
- Airdrie & Coatbridge Advertiser
- Motherwell Times
- Hamilton Advertiser
- Carluke & Lanark Gazette
- Rutherglen Reformer
- Kirkintilloch Herald

CAPITAL FM RADIO:

- Clearing Promo - **109 spots** on reaching **293,306** 15+ adults in the West of Scotland
- Internship Promo - **77 40 second ads**, **16 presenter reads** reaching **549,400** 15+ adults in the West of Scotland

DIGITAL

In Summer 2017 there were:



Facebook posts reaching **96,685 people**

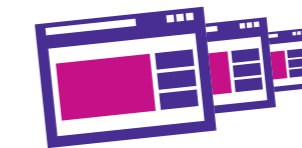
WEBSITE



114,012 visitors



average minutes spent on the site by each visitor



3 new sections on the site created in line with specific campaigns including clearing, student funding and student welcome



5 emails sent to **1995** prospective students for trial 'Keep Warm' campaigns

COMMS & PR

In Summer 2017 we drafted and issued:



TO CREATE:

- **112** stories in local, national, industry and online news
- **2,494,875** opportunities to see the stories
- **£111,026.55** worth of editorial space in publications



THE STAFF PORTAL HAD:

- **198** pages of content uploaded to it
- **108,962** visits to The Clan
- **Six hours** of staff training sessions

DESIGN

In Summer 2017:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE

including **68** individual materials within those projects.

EVENTS

in Summer 2017:



- Staff big breakfast for Maggie's Lanarkshire
- Ignition Festival
- British Transplant Games
- Canal Fest
- Student Enrolment Week
- Freshers' Week

PROJECT PLANS

PLANNING MEETINGS WERE HELD FOR:

- Exam Results
- Awards Ceremonies
- 2018 Recruitment
- Christmas
- Halloween

CPD SESSIONS

The team attended an average of **14 hours of CPD sessions**, including a site visit to Ayrshire College to share best practice with another Marketing & Communications team