

# MARKETING DASHBOARD

May 2017

## MARKETING HIGHLIGHTS & PRIORITIES:

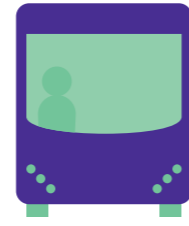
- Student Recruitment
- Celebrations of Achievement
- Student Funding
- End of year showcases

### CAMPAIGNS

In May 2017 the college brand was advertised on:



**15**  
BUSES



**50**  
TRAINS

### AND IN PUBLICATIONS INCLUDING:

- Professional Security

**5,000**

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



**2,422**

August 2017 Applications

### DIGITAL

In May 2017 there were:



Facebook posts reaching **179,000** people



organic Tweets reaching on average **41k** people a day



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

**29.8%**

**increase** in unique users to the New College Lanarkshire website compared to this time last year

### COMMS & PR

In May 2017 we drafted and issued:



### TO CREATE:

- **52** stories in local, national, industry and online news
- **1,284,778** opportunities to see the stories
- **£76,569** worth of editorial space in publications



### THE STAFF PORTAL HAD:

- **27** pages of content uploaded to it
- **52,211** visits

### DESIGN

In May 2017:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including **25** individual materials within those projects.

### EVENTS

in May 2017:



- ✓ INGLISTON REVIVAL
- ✓ SCOTTISH DENTAL SHOW
- ✓ CREATIVE INDUSTRIES SHOWCASE