

# MARKETING DASHBOARD

September 2017

## MARKETING HIGHLIGHTS & PRIORITIES:

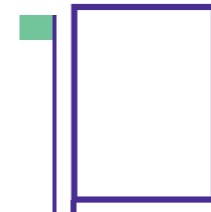
- Student Recruitment
- Celebrations of Achievement
- Student Funding
- End of year showcases

### CAMPAIGNS

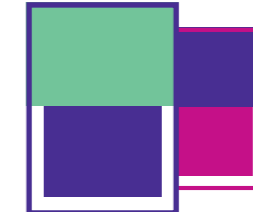
In September 2017 the college brand was advertised on:



**8**  
**BILLBOARDS**  
ACROSS LANARKSHIRE



**10**  
**SHELTERS**



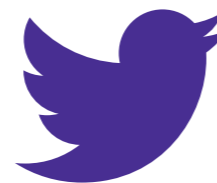
**2 DIGITAL BOARDS**  
**AT GLASGOW FORT**

### DIGITAL

In September 2017 there were:



**39** Facebook posts reaching **82,054 people**



**91.5k** Twitter impressions



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



**70,671** website users

### COMMS & PR

In September 2017 we drafted and issued:



**12** **PRESS RELEASES**

#### TO GENERATE:

**17** items of print coverage and **7** online, worth **£14,479.23** in advertising spend and with **239,230** opportunities to see

#### EVENTS

in September 2017:



- ✓ **FRESHERS' EVENT (KIRKINTILLOCH)**
- ✓ **LANARKSHIRE UCAS HIGHER EDUCATION EXHIBITION**
- ✓ **NATIONAL INCLUSION WEEK (ALL CAMPUSES)**

### DESIGN

In September 2017:



**DESIGN JOBS WERE CARRIED OUT IN-HOUSE** including **67** individual materials within those projects.

