

# MARKETING DASHBOARD

October 2017

## MARKETING HIGHLIGHTS & PRIORITIES:

- January 2018 courses launched
- August 2018 course collation
- Development of Faculty plans
- Graduation

**PLANNING**  
In October 2017 we planned for projects including:



- Graduation 2017
- Christmas 2017
- Faculty marketing
- Foundation Apprenticeships
- Flexible Workforce Development Fund
- DigiSkills
- January 2018 courses
- August 2018 courses

**SOCIAL MEDIA**  
In October 2017 we generated:



Facebook posts, viewed by **18,193** people.



Twitter impressions, plus **5,147** profile visits and **213** mentions



**2 hours** of social media training

**DIGITAL**  
In October 2017 we found:



**76.14%** increase in usage YOY. **71,129** vs **40,381**.



Spent on the website by each visitor (**2.94%** increase YOY)

**COMMS & PR**  
In October 2017 we drafted and issued:



**PRESS RELEASES**



### TO CREATE:

- **12** stories in local, national, industry and online news
- **47,054** opportunities to see the stories
- **£13,103.86** worth of editorial space in publications



### THE STAFF PORTAL HAD:

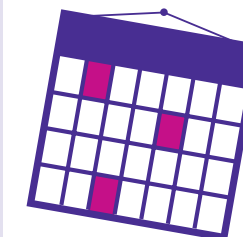
- **29** pages of content uploaded to it
- **53,821** visits

**DESIGN**  
In October 2017:



**DESIGN JOBS WERE CARRIED OUT IN-HOUSE** including **47** individual materials within those projects.

**EVENTS**  
in October 2017:



- ✓ NETWORK OF NETWORKS
- ✓ ECOMEDIA
- ✓ WORLDSKILLS ABU DHABI
- ✓ DENTAL DEGREE LAUNCH