

MARKETING DASHBOARD

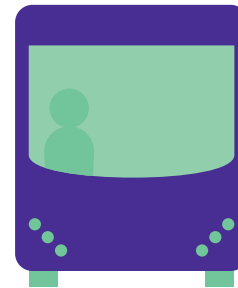
April 2018

CAMPAIGNS

In April 2018 the college brand was advertised on:



at Croy, Coatbridge Sunnyside and Airdrie train stations



20 BUSES



1 x digital billboard on Airbles Road, Motherwell

DIGITAL

In April 2018 there were:



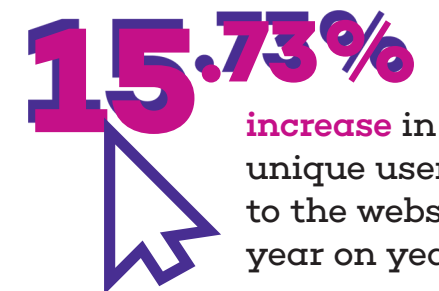
Facebook posts reaching 19,822 people



Tweets, with 88.9 Twitter impressions, 3,131 profile visits and 161 Twitter mentions



average time spent on the website by each visitor



increase in unique users to the website year on year

COMMS & PR

In April 2018 we drafted and issued:



TO CREATE:

- 21 stories in local, national, industry and online news
- 281,618 opportunities to see the stories
- £18,291.58 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 85 pages of content uploaded to it
- 38,235 visits to The Clan

DESIGN

In April 2018:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 48 individual materials within those projects.

EVENTS

In April 2018:



- ✓ STUDENTS' ASSOCIATION ELECTIONS
- ✓ BE YOU LGBT EVENT
- ✓ MATHERS CAFÉ LAUNCH
- ✓ SCOTTISH DENTAL SHOW