

# MARKETING DASHBOARD

June - September 2018



## HIGHLIGHTS AND PRIORITIES

- Clearing campaign launch
- Campaign and event planning
- Commercial website launch
- Staff consultation

### CAMPAIGNS

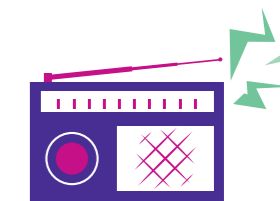
In Summer 2018 the college brand was advertised on:



Motherwell, Croy, Airdrie & Coatbridge Sunnyside station



Clearing campaign 'Last remaining Places' launched July



- Results Live promotion on Capital FM
- Evening and weekend slots on Capital FM

### DIGITAL

In Summer 2018 there were:



organic Facebook posts reaching 79,200 people



76 Tweets, with 118K Twitter impressions, 3,690 profile visits and 61 Twitter mentions



- 6 digital screens in Motherwell, Airdrie and the Antonine Centre Cumbernauld
- Clearing campaign 'Last remaining Places' launched July

### COMMS & PR

In Summer 2018 we drafted and issued:



#### TO CREATE:

- 88 stories in local, national, industry and online news
- 1,545,721 opportunities to see the stories
- £90,277.53 worth of editorial space in publications



12 adverts in Motherwell Times, Cumbernauld News and Kirkintilloch Herald  
1 advert in Learning for Life supplement



#### THE STAFF PORTAL HAD:

- 107 pages of content uploaded to it
- 98,101 visits
- 934 unique visitors

### DESIGN

In Summer 2018:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 61 individual materials within those projects.

### EVENTS

In Summer:

- ✓ ART & DESIGN EXHIBITION
- ✓ BE ENGAGED AWARDS
- ✓ CDN COLLEGE EXPO EVENT 18
- ✓ KIRKINTILLOCH CANAL FESTIVAL
- ✓ 12 HAVE YOUR SAY EVENTS
- ✓ 4 PRINCIPAL UPDATES

