

MARKETING DASHBOARD

September 2018

HIGHLIGHTS AND PRIORITIES



- January courses launch
- Awards Ceremony planning
- School/college partnership marketing strategy
- Ross Megahy at EuroSkills

CAMPAIGNS

In September 2018 the college brand was advertised on:



Across Lanarkshire



• 4,000 January course guides created

DIGITAL

In September 2018 there were:



23 organic Facebook posts reaching 6,000 users
2,483 Facebook profile visits



• 28 tweets
• 59.2K twitter impressions



• 2:25 spent on the website by each visitor



• 2 digital screens in Antonine Centre

COMMS & PR

In September 2018 we drafted and issued:



TO CREATE:

31 stories in local, national, industry and online news
1,274,131 opportunities to see the stories
£45,330.03 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 19 pages of content uploaded to it
- 47761 visits
- 868 unique visitors



3 Have Your Say events

DESIGN

In September 2018:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 55 individual materials within those projects.

EVENTS

In September 2018:

- ✓ INCLUSION WEEK
- ✓ WHAT'S THE BIG IDEA EVENT
- ✓ UCAS LANARKSHIRE HIGHER EDUCATION EXHIBITION (RAVENS CRAIG)
- ✓ FITNESS WEEK



MARKETING DASHBOARD

October 2018

HIGHLIGHTS AND PRIORITIES



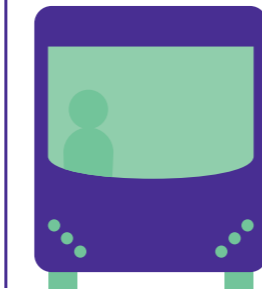
- SkillsScotland 2018 show at SSE (Targeting school leavers for January) focusing on Construction
- Security Awards – Motherwell Campus
- August Campaign Photoshoot
- August Course Collation
- Launch of January Digital Activity

CAMPAIGNS

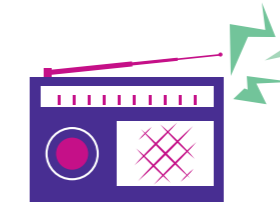
In October 2018 the college brand was advertised on:



Motherwell, Croy, Airdrie stations



20 BUSES



- Weekend and evening spots on **Capital FM**



• 2,000 Course guides distributed

DIGITAL

In October 2018 there were:



22 Organic Facebook posts reaching 16,199 users and 1,851 Facebook profile visits.



- 34 tweets
- 2.0K twitter impressions
- 134 twitter mentions



- 4 digital screens in the Antonine Centre Cumbernauld



• 2:22 spent on the website by each visitor

COMMS & PR

In October 2018 we drafted and issued:



TO CREATE:

- 33 stories in local, national, industry and online news
- 398,065 opportunities to see the stories
- £53,255.29 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 107 pages of content uploaded to it
- 49,818 visits
- 867 unique visitors



- We held a Communications feedback survey, which had 134 responses.

DESIGN

In October 2018:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 62 individual materials within those projects.

EVENTS

In October 2018:

- ✓ BIG BANG STEM EVENTS
- ✓ HIGHER EDUCATION EVENTS
- ✓ THE BIG BREW UP
- ✓ SKILLSSCOTLAND 2018 SSE HYDRO

