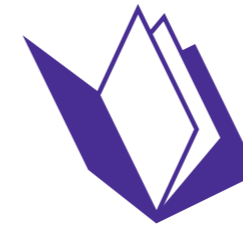


MARKETING DASHBOARD

Winter (Nov-Jan) 2018/19

HIGHLIGHTS AND PRIORITIES



- January Info Evening for Jan/Aug '19 start courses
- Launch of August 2019 courses on website
- Launch of January digital recruitment activity
- Planning of August outdoor and digital campaign
- Website facelift to homepage and deployment of new features
- Drive on email sign-ups for September 2019 campaign

CAMPAIGNS

In Winter 18/19 the college brand was advertised on:



Motherwell, Croy, Airdrie, Hamilton & EK Train stations



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



• 50 Interior train panels on Scotrail



• Across 10 Lanarkshire titles including Motherwell Times, Cumbernauld News, Wishaw Press and Airdrie & Coatbridge Advertiser

DIGITAL

In Winter 18/19 there were:



71 Organic Facebook posts reaching 16,199 users and 5,851 Facebook profile visits



- 122 tweets
- 13,547 profile visits
- 127 new followers



• 7 digital screens and bus shelters across Motherwell, Bellshill, Wishaw, Antonine Centre Cumbernauld and Glasgow Fort



• 3:09 spent on the website by each visitor (3.37% increase)

COMMS & PR

In Winter 18/19 we drafted and issued:



- 7 case studies



TO CREATE:

- 63 stories in local, national, industry and online news
- 731,181 opportunities to see the stories
- £81,510.64 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 46 pages of content uploaded to it
- 128,467 visits
- 903 unique visitors



- The Communications Group held **two meetings** and have started a project to enhance **SMT Communications**

DESIGN

In Winter 18/19:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 185 individual materials within those projects

EVENTS

In Winter 18/19:

- ✓ AWARDS CEREMONY 2019
- ✓ NLC CELEBRATION OF LEARNING
- ✓ CHRISTMAS JUMPER DAY
- ✓ STUDENTS' ASSOCIATION CHRISTMAS FAIRS
- ✓ CHRISTMAS MOVIE NIGHT
- ✓ CHRISTMAS BIG BREAKFAST
- ✓ EQUALITY AND DIVERSITY CPD SESSIONS
- ✓ HEALTH AND WELLBEING WEEK

