

MARKETING DASHBOARD

March 2019

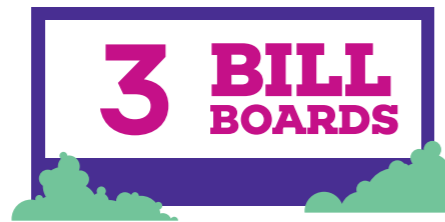


HIGHLIGHTS AND PRIORITIES

- Scottish Apprenticeship Week
- WorldSkills UK regional finals
- STEM Lanarkshire launch
- Submission of campaign tender for outdoor marketing

CAMPAIGNS

In March 2019 the college brand was advertised on:



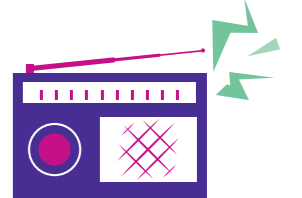
Motherwell, Croy, Airdrie train stations



20 BUSES



4 digital screens in the Antonine Centre Cumbernauld



Weekend and evening spots on Capital FM

DIGITAL

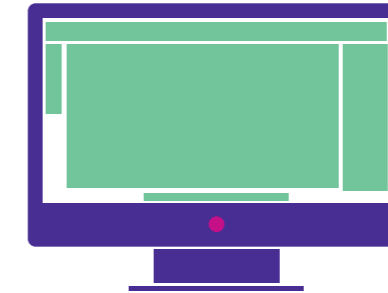
In March 2019 there were:



organic Facebook posts reaching 157,000 people



72 Tweets, with 92,340K Twitter impressions



• 3:01 spent on the website by each visitor

COMMS & PR

In March 2019 we drafted and issued:



TO CREATE:

- 31 stories in local, national, industry and online news
- 2,952,995 opportunities to see the stories
- £88,487.23 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 70 pages of content uploaded to it
- 47,522 visits
- 890 unique visitors

DESIGN

In March 2019:



DESIGN JOBS WERE CARRIED OUT IN-HOUSE

including 74 individual materials within those projects.

EVENTS

In March 2019:

- ✓ WORLDSKILLS TEAM UK SELECTIONS EVENT
- ✓ CELEBRATION OF SKILLS EVENT
- ✓ STEP INTO STEM NURSERY EVENT
- ✓ EASTER THEMED MARKET WEEK



MARKETING DASHBOARD

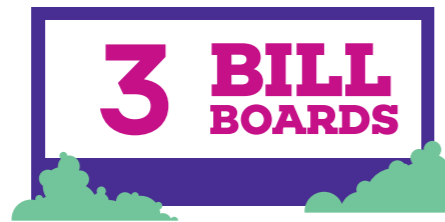
April 2019

HIGHLIGHTS AND PRIORITIES

- Operational plan review
- Personal Development Reviews
- Launch of Evening and Commercial
- Staff Induction planning
- Course Publisher review
- Booking of clearing activity on Capital FM
- June Information evening planning / review

CAMPAIGNS

In April 2019 the college brand was advertised on:



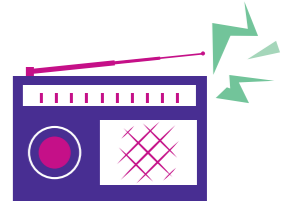
Motherwell, Croy, Airdrie train stations



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Weekend and evening spots on Capital FM

DIGITAL

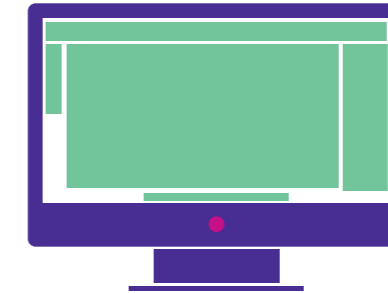
In April 2019 there were:



27 organic Facebook posts reaching 72,500 people



13 72 Tweets, with 25,778 Twitter impressions.



3:04 spent on the website by each visitor

COMMS & PR

In April 2019 we drafted and issued:



7 PRESS RELEASES



TO CREATE:

- 29 stories in local, national, industry and online news
- 794,071 opportunities to see the stories
- £38,623.54 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 13 pages of content uploaded to it
- 32,146 visits
- 887 unique visitors

DESIGN

In April 2019:



28 DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 56 individual materials within those projects.

EVENTS

In April 2019:

- ✓ STUDENTS' ASSOCIATION NOMINATIONS
- ✓ SCOTTISH DENTAL SHOW
- ✓ SAFE WORKING WITH ELECTRIC VEHICLE EVENT

