

# MARKETING DASHBOARD

March 2019

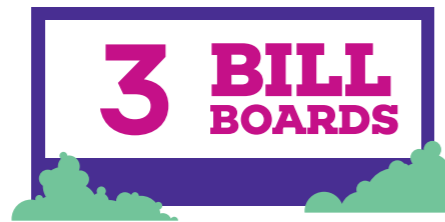


## HIGHLIGHTS AND PRIORITIES

- 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:



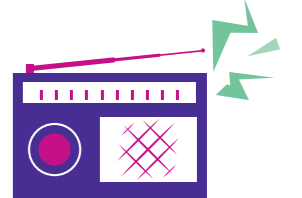
Motherwell, Croy, Airdrie train stations



20 BUSES



4 digital screens in the Antonine Centre Cumbernauld



Weekend and evening spots on Capital FM

## DIGITAL

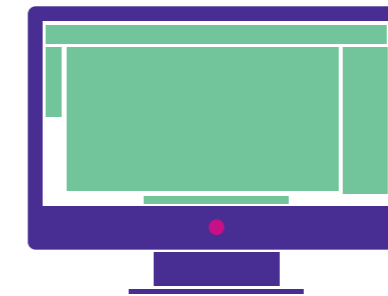
In March 2019 there were:



46 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:



21 PRESS RELEASES



### 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:

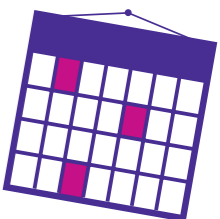


35 DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 74 individual materials within those projects.

## 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:



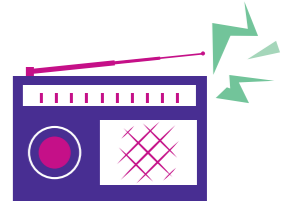
Motherwell, Croy, Airdrie train stations



20 BUSES



4 digital screens in the Antonine Centre Cumbernauld



Weekend and evening spots on Capital FM

### DIGITAL

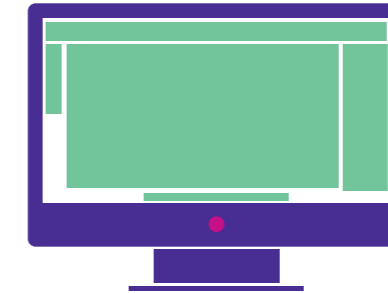
In April 2019 there were:



organic Facebook posts reaching 72,500 people



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:



#### 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:



#### 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

