MARKETING DASHBOARD

September 2019

HIGHLIGHTS AND PRIORITIES

- 2020 Campaign
- January 2020 course collation
- WorldSkillsLIVE prep
- Skills Scotland event prep

CAMPAIGNS

In September 2019 there were:

Website GDPR/Cookie audit submitted to Data Protection Officer

Campaign concept student research

Faculty Management Team meetings

2020

- 2020 campaign brief for media booking agency
- 2020 January course campaign brief to digital marketing agency

- Evening and Part-time 2019 digital paid activity

WORK PLACEMENT

- Digital Media Foundation Apprentice work placement

PRESS & DIGITAL

In September 2019 there were:

27

- 27 organic Facebook posts resulting in 651 engagements

26

- 26 tweets resulting in 170 engagements interactions

- 93.54% increase in new users YOY.
- 01:38 spent on the website by each user

COMMS & PR

In September 2019 we drafted and issued:

10 PRESS RELEASES

1 Advertorial

TO CREATE:

25 stories in local, national, industry and online news

1,030,323 opportunities to see the stories

£44,380.07 worth of editorial space in publications

THE CLAN

THE STAFF PORTAL HAD:

- 18 pages of content uploaded to it
- 45960 visits
- 901 unique visitors

ALSO:

- Staff conference proposal
- 3x weekly updates from the Principal
- Clan training sessions to Library & Learning

DESIGN

In September 2019:

31

DESIGN JOBS WERE CARRIED OUT IN-HOUSE

including 37 individual materials within those projects.

EVENTS AND CPD

In September 2019:

- ✓ LANARKSHIRE UCAS EXHIBITION 2019
- ✓ SKILL SCOTLAND PLANNING
- ✓ WORLDSKILLS LIVE PLANNING

- ✓ FOUR TEAM MEMBERS COMPLETED #MADEONAMOBILE TRAINING
- ✓ SIX TEAM MEMBERS ATTENDED CDN MARKETING & COMMUNICATIONS CONFERENCE