

# MARKETING DASHBOARD

June-July 2019

## HIGHLIGHTS AND PRIORITIES

- Ongoing recruitment campaigns
- Business Development website project
- Broadwood door signage project
- Outdoor marketing tender
- Summer projects inc. staff induction, Big Hello, etc.
- Awarded outdoor tender to Spirit Media

### CAMPAIGNS

- We launched:
- August clearing campaign: Last remaining places
- Evening and weekend campaign launch

Which Involved:



in Lanarkshire



- 19 Digital adds across Motherwell Times, Cumbernauld News and 1/4 page in Kirkintilloch Herald websites.
- 59,000 leaflet drop across Lanarkshire post exam results



- August clearing, part-time and digital campaign launch.

### DIGITAL

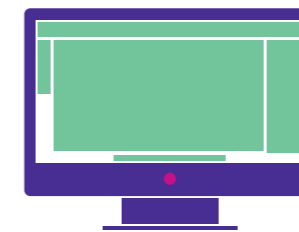
In June & July 2019 there were:



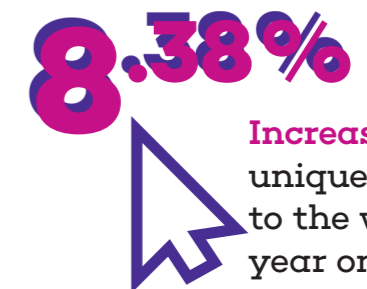
41 Organic Facebook posts reaching 99,000 users



56 Tweets with 404 interactions



Website development session with website agency & business development.



8.38% Increase in unique users to the website year on year

### COMMS & PR

In June & July 2019 drafted and issued:



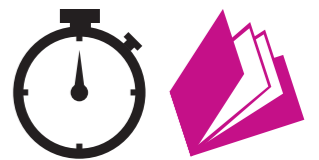
TO CREATE:

- 58 stories in local, national, industry and online news
- 2,330,422 opportunities to see the stories
- £92,127.39 worth of editorial space in publications



THE STAFF PORTAL HAD:

- 68 pages of content uploaded to it
- 55279 visits to The Clan
- 912 unique visitors



FORWARD PLANNING FOR:

- Staff Induction
- The Big Hello
- Christmas 2019
- Daily Digest

### DESIGN

In June & July 2019



DESIGN JOBS WERE CARRIED OUT IN-HOUSE including 110 individual materials within those projects.

### EVENTS

In June & July 2019

#### WE HELD

- JUNE 2019 OPEN DAYS

#### WE PLANNED

- FRESHER'S 2019
- GRADUATION
- ANNUAL KIRKINTILLOCH CANAL FESTIVAL
- 2020 RECRUITMENT FOR JANUARY AND AUGUST COURSES

