# Marketing Report December 2015

## Office of Marketing—December 2015

## **Advertising and Publications**

Rise. Shine. Campaign

## October 2015-January 18, 2016 Radio campaign continues:

Pandora audio and display ads 3.4 million impressions Commercial radio Dayton stations 666 spots

## Television campaign November 4-December 31, 2015

Approximately 114 spots on NBC, ABC, CBS, and Fox affiliates in the Dayton, Cincinnati, and Columbus markets. Prime programs including the Country Music Awards, the World Series, Macy's Thanksgiving Parade, Ohio State vs. Michigan/Michigan St. games, Cleveland Browns and Bengals games, Sunday morning news programs, holiday specials in December.

## **Undergraduate programs**

## Dare to Do Recruiting Campaign results July 27-December 4, 2015 Campaign ends December 21, 2015

Facebook ads: 3,992,900 impressions, 59,886 clicks, click-through rate 7.56% Paid search: 178,052 impressions, 4,371 clicks, click-through rate 2.45% Pandora: 1,379,754 impressions, 6,339 clicks, click-through rate .68% Retargeting: 2,152,306 impressions, 1,694 clicks, click-through rate .08% Total: 7,703,012 impressions, 70,596 clicks, click-through rate .92%

Forms completed: 36

Calls: 28

November 3 and November 17, 2015, College of Nursing and Health Bachelor of Science in Nursing: Veterans

emails to 5,000 subscribers to GI Jobs 103 opens; 2 click-throughs

## November 13, 2015, College of Engineering and Computer Science

Dayton Business Journal full-page ads featuring results for Engineering 1010 and Brandeberry Career Development Center, Charter Private School List, and "The State of the Schools" supplement.

## October 11–25, 2015 College of Liberal Arts

Harmony in the Heartlands: Accords concert, 121 ThinkTV spots

## November 16-December 2, 2015 College of Liberal Arts

Musical Theatre Initiative Adam Pascal visiting artist and concert 95 ThinkTV spots; alumni email; Victoria Theatre Box Office email, Wright State Box Office email

## **Graduate programs**

## November 9, 2015 Graduate School Open House

Commercial radio Dayton stations; Pandora, google AdWords, Google remarketing, Facebook, Yahoo Gemini

## November 16, 2015–2016 College of Education and Human Services

Master's and doctoral programs in leadership and organizational development print ad, Raider Basketball program

## Other programs and community engagement

November 20, 2015 Latino Affairs

Dayton Business Journal print ad highlighting the Business Summit

November 20 and 29, 2015 Madrigal Dinner Print Ads

Skywriter and Dayton Daily News

## **Upcoming:**

**December 15–31, 2015 Cincinnati Business Courier and Columbus Business First** digital feature for Wright State University, Year-in-Review online section promoting Wright State's tradition of innovation, focus on student success, and recent accomplishments.

**December 15, 2015–January 15, 2016 Digital ads** Three run-of-website and one mobile ads to promote Wright State to Cincinnati Business Courier and Columbus Business First web readers.

## December 18, 2015 Dayton Business Journal Book of Lists:

Twelve-page insert, Wright State University feature for Year-in-Review. Four full-page ads Rise.Shine. back cover, MBA program, College of Engineering and Computer Science, Wright State Research Institute

**December 15, 2015 Veterans and Military Center Military Friendly Schools Annual Guide** print ad; distributed three times per year

**December 15, 2015 GI Jobs BSN Veterans Track Recruiting** print ad

**December 18, 2015 Raj Soin College of Business Graduate Programs** print ad, Dayton Business Journal

#### **Publications**

The Admissions recruitment materials are produced. We just completed a 12-page insert for the *Dayton Business Journal*, which will run in print in December. There will be digital versions running in the Columbus and Cincinnati business journals. We are working on the spring issue of the *Wright State University Magazine*.

New advertising: 21, New publications: 46

#### **Social Media**

## Growth

The university's main accounts have grown to 121,348 fans, connections, and followers, growing 20 percent so far in 2015.

Wright State now has 167 social media profiles connected to our social media management enterprise system. Over the last 60 recorded days (October 12 through December 10, 2015), the university's social media content has connected with 57,148 individual users, generating nearly 24.5 million impressions, up 12 percent over last fall. Additionally, embedded links in our Facebook and Twitter content are directly responsible for nearly 42,000 organic clicks through to the Wright State website, not including clicks generated via paid advertising on social media platforms.

#### **Social Media Management Platform Contract**

Our 12-month contract with Sprout Social expired on November 30, 2015. The original agreement's terms have been extended to the end of the current fiscal year, prior to which the contract and details will be re-evaluated.

## **Sprout Social Tagging**

Our social media management platform has rolled out several new features, one of which will now allow us to tag inbound and outbound content with up to five tags from 60 pre-set tags. One of the tags is Debate, which will allow us to better track all social media content on the main channels, whether created internally or externally.

## **Social Media Managers Group**

The social media managers group includes 275 individuals from across both of our campuses, representing virtually every Wright State college and division.

#### **Presentations and Training**

The Office of Marketing conducted 20 one-on-one or small group general social media training sessions with various campus personnel over the last two months, as well as conducted a two-hour presentation for the university's Upward Bound Dayton Public School's students.

#### **Social Media Videos**

We have begun the process of uploading all of our Office of Marketing videos short expressly for Facebook and Twitter onto YouTube (run through the Office of Communications) to expand our reach and variety of content available on that platform. Similarly, the Office of Communications is producing Newsroom videos in a short format that we can also directly upload to Facebook and Twitter. In this way, we can remove barriers between our two offices and make better use of the content produced.

#### Web

## **Schools and Colleges**

We continued our work with our academic partners each school and college on continuous improvement of their websites. A few key highlights follow.

### 38 Career Center Jobs Feeds

- We have implemented feeds of currently available jobs and internship from Career Center's system on all college and academic department sites.

- The feeds are specific to each colleges and departments degrees as appropriate College-level examples

https://business.wright.edu/careers/current-postings

https://education-human-services.wright.edu/resources/career-center-job-postings

## Department-level examples

http://science-math.wright.edu/chemistry/careers/career-center-job-postings https://engineering-computer-science.wright.edu/computer-science-and-engineering/careers-and-internships

## **COSM Student Success Blog**

http://science-math.wright.edu/advising/student-success-blog

#### **RSCoB**

- We have continued our efforts related to SEO improvement, including recent code changes
- We continue to produce landing pages for the SEO campaigns similar to the following <a href="https://business.wright.edu/audience/degree-completion-program">https://business.wright.edu/audience/degree-completion-program</a>

#### CELIA

## http://liberal-arts.wright.edu/celia

- Worked closely with CELIA and faculty and staff to rebuild entire site
- Rebranded the site to be inline with current COLA/WSU branding
- Reworked all content to improve appearance, interactivity, mobile performance, and editorial control

#### **Administrative**

## CaTS

https://www.wright.edu/information-technology

- Worked closely with CaTS staff to highlight and provide better communication to end users
- Updated theming to align with current branding standards
- Significantly reworked the homepage to align with user needs
- Reworked navigation to surface specific content based on feedback and priorities

## **Human Resources Staff Handbook**

http://www.wright.edu/human-resources/policies-and-resources/staff-handbook/welcome-and-introduction

- Worked closely with staff to rebuild staff handbook into a single new section for classified and unclassified staff
- Aligned content with the new print publication
- Greatly improved readability

#### Privacy Policy

https://www.wright.edu/about/privacy-policy

- Implemented a privacy policy across all of the public wright.edu sites

## Combined Campaign

## http://www.wright.edu/event/combined-campaign

- Refreshed content for this year's campaign
- Updated graphics and theme to meet current branding standards
- Added Habitat for Humanity information

## Graduate Student Assembly (GSA)

## http://www.wright.edu/graduate-student-assembly

- Worked with the GSA to produce a site for them that is hosted at WSU
- Developed all new content and structure based on current needs

## Sinclair Double Degree

## http://www.wright.edu/sinclair-double-degree

- Updated theming to match Sinclair's new branding
- Updated site to current WSU branding standards

## Center for Manufacturing Sciences

https://www.wright.edu/center-for-workforce-development/activity-centers/center-for-manufacturing-sciences

- Worked closely with the Center for Workforce Development to migrate the CMS site into their site and branding

Public relations, media relations and internal communications play a vital role in university operations and branding. Communications staff view interactions in each of these disciplines as invaluable opportunities to strengthen how people view Wright State. Our strategy is to build our brand through repeated positive mentions in the news and social media platforms (earned media) and by increasing university-wide awareness through the sharing of impactful positive news and stories through internal channels (owned media).